

Streaming Application Platform

VALUE PROPOSITIONS

- High ROI
- Shortest path from idea to immediate action
- Low payback periods
- Enchanged customer experience
- Immediat actions
- Fast time to market
- Minimum IT dependency
- Quick response to competitors
- Operational efficiency

Managing Data in Real Time

Reliability: Handle critical updates like database change logs

Low-Latency: Support for asynchronous processing

High-Throughput: Large volumes of data and event data streams

Scalability: Buffer data for long periods and support integration with batch systems

Low-Latency: Support for asynchronous processing

Centralized: Supporting hundreds of applications built by different teams



What is EVAM ?

EVAM is a fast data platform.

EVAM provides a platform for business users to design the digital journeys of their customers and assets to sell more, increase user satisfaction and improve their results.

Putting Evam to work

Applications and Scenarios



You have the control

- Personalize client interactions
- Act in the moment
- Discover Fraudulent patterns in transaction event streams

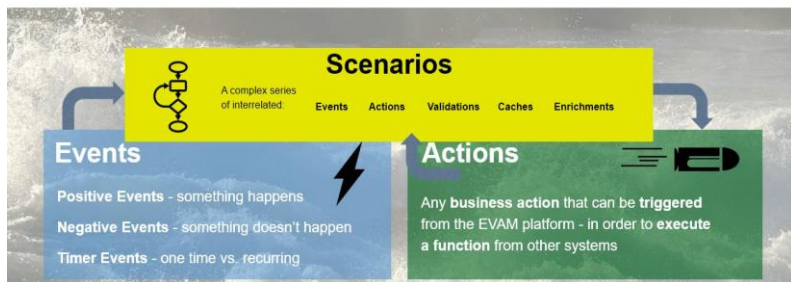


Get it done

- Unearth valuable behavioral patterns
- Cross-sell at the perfect moment
- Neutralize Churn in real time by pre-empting your competitors

How it works

Designing your dream scenario



BUSINESS USER TOOL

- Business users can directly design scenarios with 'Drag-n-Drop' flows
- Real-time view of campaign management and customer experience management
- Developments and changes go live in hours, not weeks
- No SQL, No Code = No burden for IT

EVAM In Telco

- Boost Contract renewal
- Churn killer
- Cross sell offers
- Up-Sell billing packages
- Revenue protection
- Recharge booster
- Balanca burner
- Catch frausters

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Data Stream Sources

Omni-channel processing

Tap into and utilize a wealth of resources:



Billing Transactions

Pull data from your billing transaction records in real time



CRM Demographics

Leverage and pull demographics data from your CRM



Social Media

Understand sentiment and context of your users and act on it



Mobile Geolocation

Use location data from GSM Antennas, App or ATM location to serve content



Call Center

Understanding call history and detect call patterns



Internet Browsing

Get all Internet Browsing streams in real time

EVAM in Numbers

Our growth rate is directly related to our customer's satisfaction



Our Clients

Success across various verticals

