

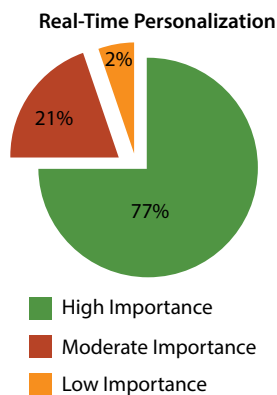
Real-Time Big Data Solutions

Real-Time Personalized Offer Engine

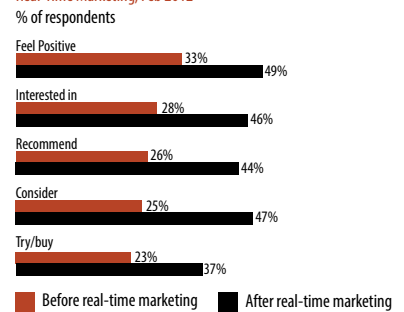
Business Imperatives

“Customized offer” and targeted marketing is gaining momentum as business is trying to personalize recommendations, and influence specific customers based on their profile and preferences. In today's era the customer behavior, and purchasing pattern is changing very frequently. It makes perfect sense to understand the profile, purchase behavior, and interest area to place personalized offers at the right time. That results in a better offer-conversion and win-win situation for marketers as well as consumers. Based on the survey conducted –

- 77% of marketers find **Real-Time Personalization** to be highly important, 98% find it **moderate to highly** important.
- Knowledge about consumer behavior and sentiment improves real-time marketing events. 33% consumers felt **positive before Real-Time marketing** and 49% consumers felt **positive after Real-Time marketing** (Survey by : eMarketer)



Behavior of US Consumers Before and After Exposure to Real-Time Marketing, Feb 2012

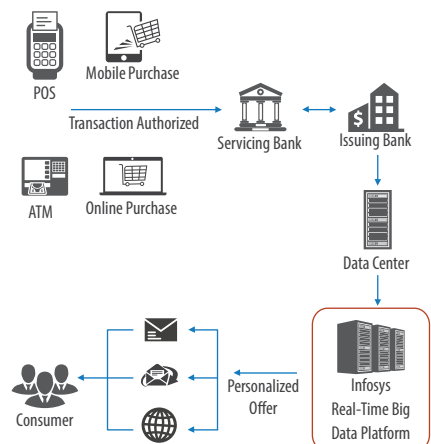


Note: Neighbourhood of the respondent to perform the action that same day. Source: GolinHarris, * Insights, March 12, 2012

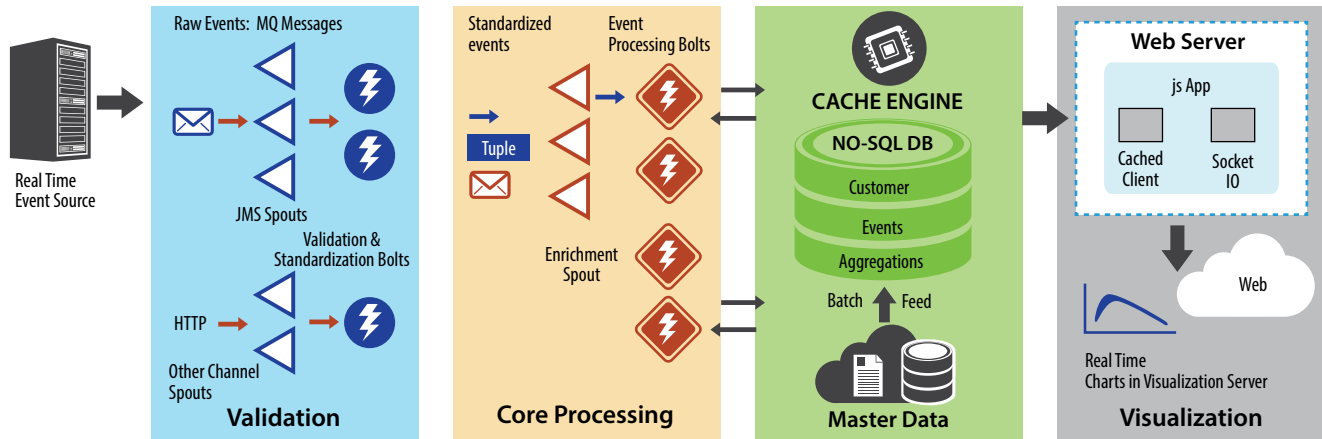
Solution Overview

Infosys “Real-Time Personalized Offer Engine” gathers the consumer transactions in Real-Time and provides Real-Time Personalized offers to the consumer. The key tenets of the solution are -

- Allows marketers to view the Consumer transaction data in real-time and perform real-time analytics. Earlier it used to take several hours for offline system to understand the consumer behavior, but with “Real-Time Personalized Offer Engine” the analytics is instantaneous.
- Marketers can personalize the offer placement based on the consumer behavior
- Real-time marketing empowers Marketers in targeting consumers, leading to higher conversion
- It uses open source real-time framework for real-time processing, fault tolerance, and easy horizontal scalability
- A balanced data architecture that aims to provide latency - agile resources that can process any dynamic mixture of data at-rest and in-motion
- A real-time stream computing layer would process data from incoming data streams
- In-memory caching layer allows fast data retrieval for processing
- Rich visualizations for event driven, scalable, and non-blocking I/O model



Solution Architecture



Client Benefits

- Average uplift of **26%** in conversion rate attributed to **real-time marketing**
- Increased **cross-sell** and **up-sell** by **15%**
- Better customer experience and customer retention
- Better brand perception and greater opportunity for personalization
- Measures effectiveness and strategizes marketing campaigns
- **Personalized Offer** to customer through clickstream data analysis
- Gains Insight into Consumer behavior and buying pattern for proposing **targeted offers**
- Compelling low cost alternative with approximately **50 – 60% lower TCO** in **3 to 5 years** against other providers
- **Sub-second latency** and high throughput in the range of **900 transactions per second (TPS)**

Case Study

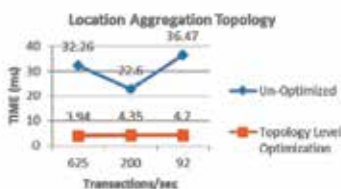
Leading US-based Cards Company

Customer is a Fortune 500 and a leading Cards company which provides payment, travel, and expense management solutions for individuals and businesses of all sizes. It has a presence in more than 130 countries. Based on Card member's current weekday spending, spend in

another country, and spend in a special event (like Soccer World Cup, Super-Bowl, US Open, Formula One Championship), Real-Time personalized offers were provided to the customer.

The live dashboard provided a geo-heat map for transaction volume at state and city level, along with targeted personalized offer counts, and top five states by average

spend and volume. The customer could get more than 20% increase in conversion owing to real time personalized offers. With some standard topology level optimizations, cluster and environment configuration and integration component modifications, significant performance optimization was observed in tuple processing.



For more information, contact askus@infosys.com



© 2015 Infosys Limited, Bangalore, India. All Rights Reserved. Infosys believes the information in this document is accurate as of its publication date; such information is subject to change without notice. Infosys acknowledges the proprietary rights of other companies to the trademarks, product names and such other intellectual property rights mentioned in this document. Except as expressly permitted, neither this documentation nor any part of it may be reproduced, stored in a retrieval system, or transmitted in any form or by any means, electronic, mechanical, printing, photocopying, recording or otherwise, without the prior permission of Infosys Limited and/ or any named intellectual property rights holders under this document.