

# VELOCITA

# Analytical Customer Data Platform

Automating the power of data science to make smarter, faster, data-driven decisions.

Cloud-based SaaS platform which automates the orchestration of multiple sources of data models and decisioning to deliver more powerful and actionable business insight. By integrating vast amounts and types of structured and unstructured data, including customer data, transactions and web behaviour, the platform creates a customer view and analysis over time.

Automating ongoing data ingestion and applying AI, machine learning and deep learning, Velocita powers Quanta, creating segmentations and predictive models to drive business performance. These can be segments of customers to target, models that predict next action, or the creation of new fields of data and insight to enrich customer insight.

All outputs from the platform can be automated and delivered into your preferred visualisation application or directly, via API, into your CRM.

## Velocita helps your business:

- Connect and simplify multiple sources of complex data
- Share business intelligence across your organisation
- Deliver hyper-targeted experiences to your customers
- Gain complete transparency of your data and your models
- Push new-found insights automatically across your technology stack
- Empower your teams with the right data, at the right time in the right place.

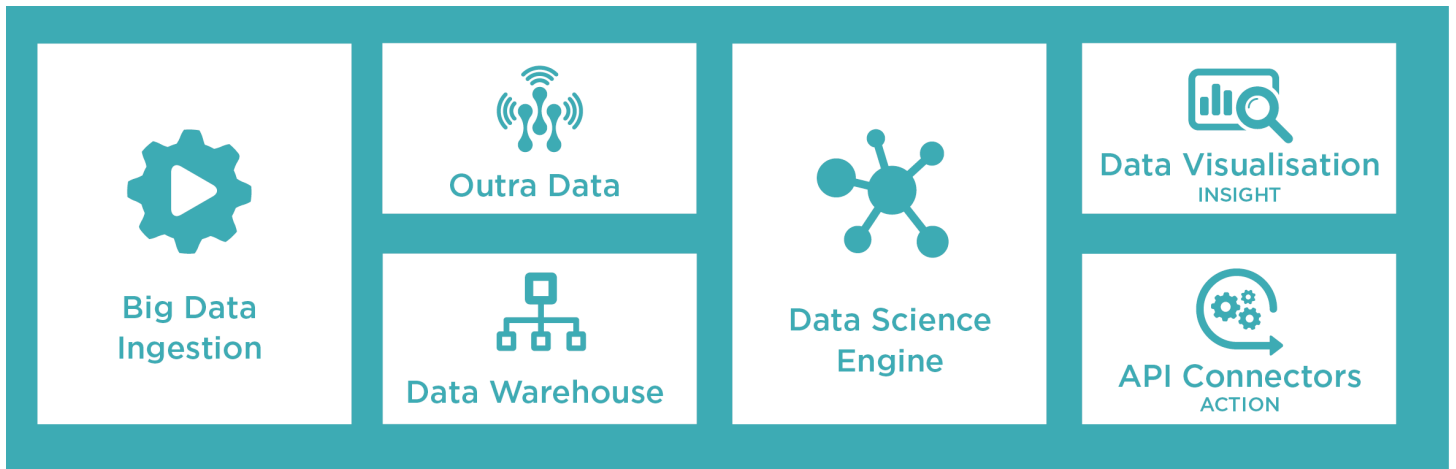
DELIVERS  
**>20%**  
STRONGER  
MODELS

RAPID  
BIG DATA  
INGESTION  
1BN ROWS  
IN 67 SECS

MACHINE  
LEARNING  
BUILT IN

EXPEDITE  
YOUR ROI

# End-to-end automation delivering actionable insight with speed and agility



## Big Data Ingestion

Rapid processing and integration of vast amounts of structured and unstructured data in real-time. Depending on the business requirements data sets could include; loyalty data, EPOS, customer data, web social data, online purchases and survey data. We can connect one billion rows of data every minute.

## Outra Data

Enhance your data with Outra's proprietary property data on 29 million homes in Great Britain and features of the locality to improve overall model performance.

## Data Warehouse

Infinitely scalable cloud-based environment to meet the requirements of disparate sources of big data.

## Data Science Engine

Application of AI, machine learning and deep learning to find patterns in data that humans can't find. Develop predictive models and segmentations to gain a deeper level of customer insight. Monitor and analyse the data over time to interpret trends and predict future behaviours.

## Data Visualisation

Access actionable business intelligence and track performance. Link the outputs to all major data visualisation tools to build reporting across your business.

## API Connectors

Use the transformed data at the right points to drive business outcomes. Over 900 connectors available. Automated and delivered into your preferred visualisation application or directly, via API, into your CRM.

To find out more about Velocita, contact us today.

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