Velocita Analytical Platform

Automating the power of Predictive Data and Science

Our cloud-based SaaS platform, Velocita, processes and integrates vast amounts and types of structured and unstructured customer data with unprecedented speed and agility.

Ongoing automation of data ingestion and the application of AI and machine learning, powers the creation of better, more predictive data, segmentations and models. It monitors and analyses the data over time to interpret trends and predict future customer behaviours to enable you to plan more effectively.

Insights are visualised and instantly accessible through API into your CRM.

Velocita is available off-the-shelf or as a custom solution.

Make smarter, faster, data-driven decisions to:

- 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 insights automatically across your technology stack
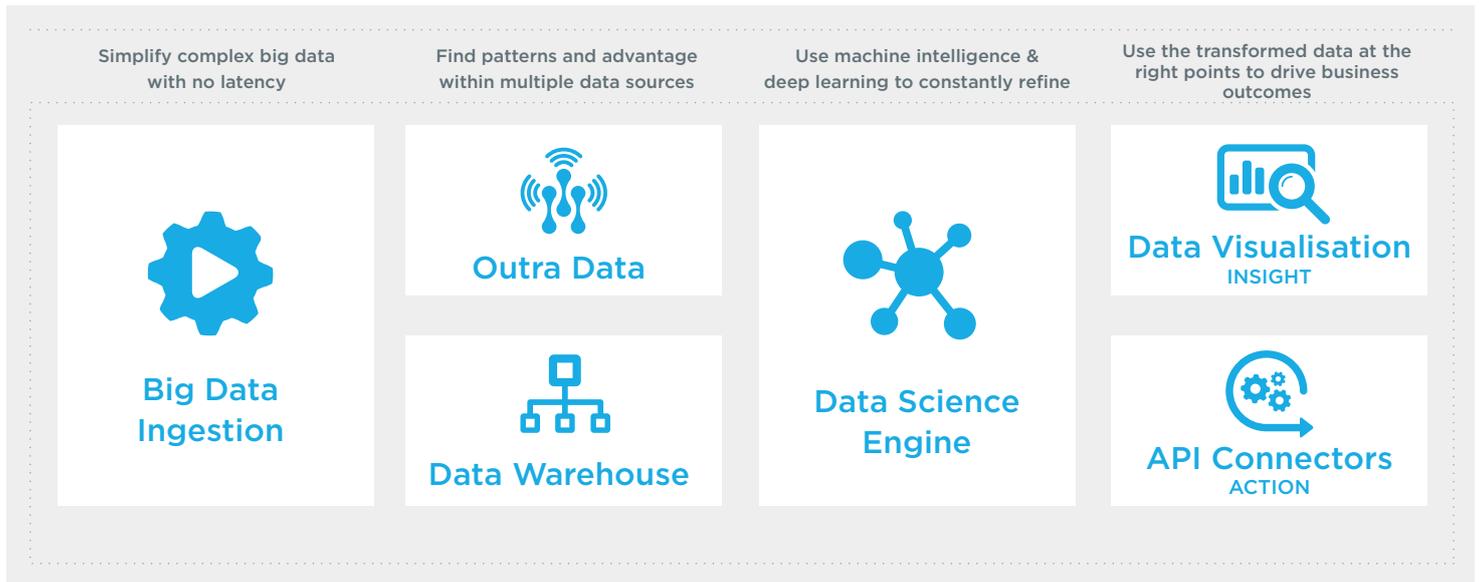- get the right data, at the right time in the right place.

Delivers
>20%
STRONGER MODELS

RAPID
BIG DATA INGESTION
1bn rows IN 67 secs

Machine Learning
BUILT IN

30x FASTER
15% SMARTER

We automate the process of creating and delivering actionable customer insight

Simplify complex big data with no latency

Find patterns and advantage within multiple data sources

Use machine intelligence & deep learning to constantly refine

Use the transformed data at the right points to drive business outcomes

Big Data Ingestion

Outra Data

Data Warehouse

Data Science Engine

Data Visualisation
INSIGHT

API Connectors
ACTION

Big Data Ingestion

Rapid processing and integration of vast amounts of structured and unstructured data in real-time. You don't need to spend time preparing your data, Velocita deals with it and automates the future. Data sets include; loyalty data, EPOS, customer data, web browsing, social data, online purchases survey data. We connect one billion rows of data every minute.

Outra Proprietary Data

Enhance your data with our proprietary data set to improve overall model performance. Our data helps you know as much about your future customers as your current ones.

Data Warehouse

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

Data Science Engine

Application of AI, machine intelligence 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 or other systems.

To find out how Outra will help you gain competitive advantage by increasing the power, precision and predictiveness of data, contact us today.

sales@outra.co.uk

OUTRA
MAKING DATA WORK

OUTRA.CO.UK