Velocita
Analytical Platform

Automate the power of Predictive Science

Our cloud-based SaaS platform Velocita, creates a customer view to deliver actionable business insight. It processes and integrates vast amounts and types of complex structured and unstructured customer data with unprecedented speed and agility.

Automating ongoing data ingestion and applying AI and machine intelligence, it 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.

Insights are visualised and instantly accessible. Outputs can be delivered via API into your CRM.

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

Make smarter, faster, data-driven decisions:

- 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

OUTRA
MAKING DATA WORK

OUTRA.CO.UK

We automate the process of creating and delivering actionable customer insight

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 can help your business gain competitive advantage by increasing the power, precision and predictiveness of data, contact us today.

sales@outra.co.uk

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