ARE YOU MAKING YOUR CUSTOMERS HAPPY – OR YOUR COMPETITORS?

Customers are the reason your business exists. And you need to be agile to capture and tune into their changing behavior – or they will turn to your competitors.

Why are you limiting your customer view?

Three Signs of Restricted Data

1 Struggling to innovate

Your siloed systems make it hard for you to get a 360 view of your customers, the type of product or the type of channel they want to engage on. Traditional data integration isn't flexible enough to let you respond to new business requirements.

2 Difficulty getting a 'household' view

Knowing your customer requires you to understand their household, and ALL of the connections they have with your business. But your existing systems don't let you connect this information and use it in a timely or cost-effective way. This undermines your decision support.

3 Failing to comply with data privacy regulations

Privacy can no longer be an afterthought. Customers and regulators now require customer data be protected. Insecure data puts you at risk of customer churn and regulatory fines.

If this is your reality, you need MarkLogic – the world's best database for integrating data from silos.

> " MarkLogic enabled us to assemble customer information, from all over our company — data that resides in registration databases, fulfillment systems, ad serving, CRM and others — all surrounding our customers and their experiences."
>
> Gene Bishop, Principal, Vice President of Technology, ALM

MarkLogic Delivers a Customer 360 View

Customer centricity requires a database that empowers you to integrate all of your data with minimal disruption to your business. MarkLogic's multi-model database platform does just that and also provides powerful, "ask anything" search and semantic capabilities, and bitemporal stamping for querying data and ensuring consent is managed over time.

Using the MarkLogic Data Hub Platform, you can reduce integration costs AND provide both operational "run-the-business" and analytical "observe-the-business" capabilities at the first point of integration, all on one platform. The Data Hub Platform makes governance, tracking and access simpler and more effective – and delivers real data integration results faster than ever before.

With support for secure operations, accurate reporting and analysis over the full lifecycle of data, the agile MarkLogic platform makes it easier to adapt, better serve your customers and innovate faster.

Let MarkLogic Power Your Customer-Centric Programs

As the world's best database for integrating data from silos, MarkLogic's database platform empowers our customers to more quickly achieve a unified, 360-degree view of their data – at less cost. Learn why enterprises around the world trust MarkLogic.

Visit **www.marklogic.com**.