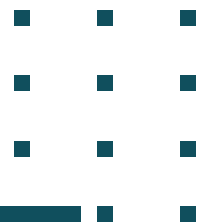


Deliver Superior Customer Experiences With Trusted Customer Insights



With Stibo Systems Customer Experience Data Cloud, you gain a trusted foundation of rich, consolidated and validated customer data that can be shared consistently across the organization to drive exceptional interactions with your customers.

It enhances your existing customer systems by making sure that you're leveraging consistent and accurate data across your business applications. Customer Experience Data Cloud enables this by being an open platform with integration points to all internal business systems, including CRM, ERP and BI, as well as to external data sources for further data verification and enrichment.

By feeding existing systems with a single view of highquality data, Customer Experience Data Cloud enables your departments and teams to make decisions based on the same trusted information, without having to reengineer your IT architecture.

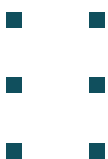
Plus, by supporting your data governance policies and creating a unified, reliable view of your customers, Customer Experience Data Cloud makes your data fit for analytics and any sales, marketing and customer experience initiatives.

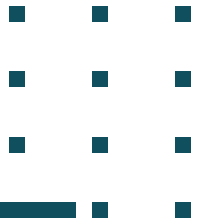
Customer Experience Data Cloud gives you the transparency needed to:

- Govern your customer data to make it fit for hyperpersonalization
- Secure data accountabilities
- Better understand all customer relationships and engagements and improve cross-sell and upsell opportunities
- Provide excellent customer service with access to real-time data
- Launch consumer-targeted technologies – such as artificial intelligence and data-driven campaigns – that require high-quality data
- Comply with data privacy regulations
- Find and remove duplicate customer records with the assistance of AI

Key benefits of Customer Experience Data Cloud

- **Enhance existing systems**
Improve your CRM, ERP, ecommerce and more with a single version of the truth by creating, sustaining and governing Golden Records for use throughout the enterprise.
- **Optimize the customer experience**
Deliver personalized experiences using a single, consolidated view of the customer. With a complete understanding of your target audience, you gain better engagement through deep insight.
- **Ensure compliance**
Mitigate risk and adhere to regulatory compliance mandates, such as GDPR and CCPA, with better control over data.
- **Improve loyalty and marketing programs**
Increase customer satisfaction and loyalty by leveraging customer information for better targeted campaigns and offerings.
- **Increase efficiency**
Reduce manual, time-consuming quality checks and optimize end-to-end processes, such as customer onboarding, with automated workflows and decreased error rates.
- **Facilitate mergers and acquisitions**
Reduce time and cost associated with integrating legacy systems and data from acquired companies, merging key operational data in months rather than years.
- **Enable data enrichment**
Use pre-built integrations with third-party vendors to boost overall data quality and gain in-depth insight to make data more actionable.
- **Master multiple data domains**
Leverage a single, application-agnostic multidomain platform to integrate and connect multiple data domains and entity types.

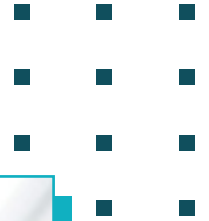




Customer data cloud services

To empower businesses to extract the most value out of their customer data, Stibo Systems Customer Experience Data Cloud encompasses these innovative cloud services that enhance business value.

Objectives	Strategies	Functions
Single Customer View	<ul style="list-style-type: none"> Eliminate duplicate and inconsistent customer records Power personalization and customer experience with a 360° view of the customer 	<ul style="list-style-type: none"> Data profiling and cleansing Match, link, merge and unmerge Survivorship ML match/no match recommendations Pre-trained AI matchers Data stewardship Data lineage
Customer Data Hygiene	<ul style="list-style-type: none"> Ensure accurate and trustworthy account information for enterprise applications such as BI, CRM, ERP, etc. 	<ul style="list-style-type: none"> Enterprise application connectivity Data quality Policy and KPI monitoring Match and deduplicate Business rules engine
Address Validation	<ul style="list-style-type: none"> Verify, standardize and enrich customer addresses with GBG Loqate. Coverage for over 240+ countries and territories. 	<ul style="list-style-type: none"> Address verification with GBG Loqate Parse and standardize Batch and typeahead Geocoding Address quality scoring
Household Relationships	<ul style="list-style-type: none"> Understand complex individual and household relationships 	<ul style="list-style-type: none"> Match and link households Configurable and flexible data model Network view of relationships
Real-Time Data Quality	<ul style="list-style-type: none"> Prevent creation of duplicate and poor-quality customer records at point of data entry 	<ul style="list-style-type: none"> CRM connectivity Data quality checks Search before create Address verification Typeahead address capture
Consent Management and Data Privacy	<ul style="list-style-type: none"> Ensure contact data governance for compliant and responsible use of personal data 	<ul style="list-style-type: none"> Business process workflow and approvals Business rules and policies Reporting on consent Security and access control
Customer Data Synchronization	<ul style="list-style-type: none"> Enable customer data synchronization across enterprise-wide applications 	<ul style="list-style-type: none"> Publish/subscribe Webservice API (SOAP and REST) Event messaging REST gateway SAP integration certification Data as a Service (DaaS)
Connect Customers, Places and Products	<ul style="list-style-type: none"> Link customers to locations and products for optimal insights and experiences 	<ul style="list-style-type: none"> True multidomain data model Visualize and manage relationships across data domains



About Stibo Systems

Stibo Systems is a leading enabler of trustworthy data through AI-powered master data management. Built on a robust and flexible platform, our SaaS solutions empower enterprises around the globe to deliver superior customer and product experiences. Our trusted data foundation enhances operational efficiency, drives growth and transformation, supports sustainability initiatives and bolsters AI success. Headquartered in Aarhus, Denmark, Stibo Systems is a privately held subsidiary of Stibo Software Group, which guarantees the long-term perspective of the business through foundational ownership. More at www.stibosystems.com.