

An end to end personalisation framework for multi channels

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Florence May 29 - June 1 2001

An end to end personalisation framework for multi channels

■ Agenda

- What is personalisation about and why should I do it?
- Personalisation Framework for customer and organisation
- Case Studies
- Conclusion
- References

What exactly is personalisation?

Personalization is the combined use of technology and customer information to tailor electronic commerce interactions between a business and each individual customer

- www.personalization.org

The challenges

- Multi-channel integration
 - Avoid channel conflict/cannibalisation
 - Manage channel profitability
- Data Privacy Concerns
 - Data Security and Data Ownership
- Measurable Return On Investment

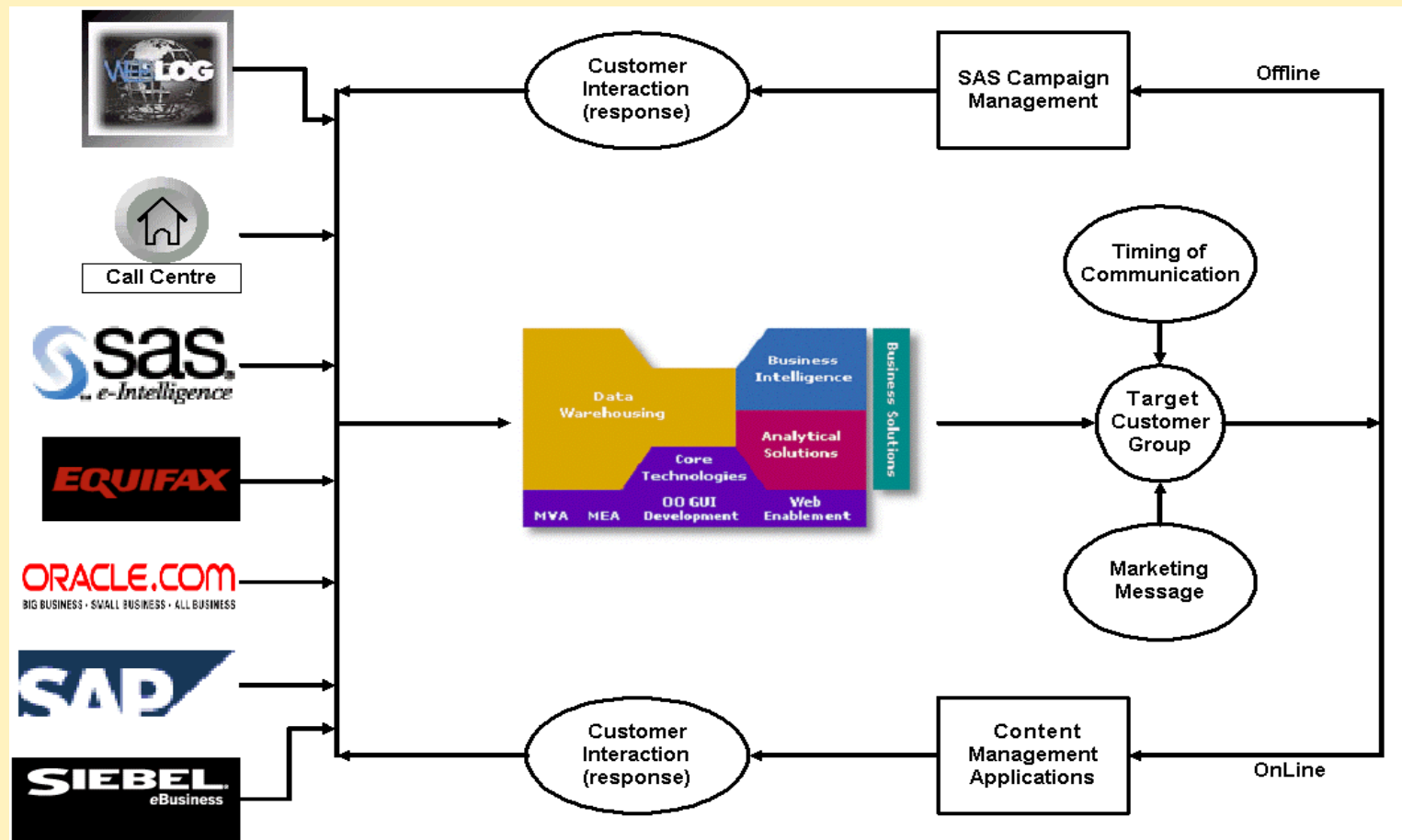
What are the business benefits?

- Brand consistency and awareness
- Quicker sales cycles on new customers
- More satisfied customers – reduced call centre costs
- Increased customer interactions
- Quicker sales
- More referrals
- Increased retention
- Increased customer Lifetime Value
- Maximise advertising spend

Personalisation Architecture customer centric

- Customer checks out website
 - Customer walks by a store and stops in
 - Customer see's infomercial on digital TV
 -
 -
- At some stage customer MAY buy

Overall personalisation architecture



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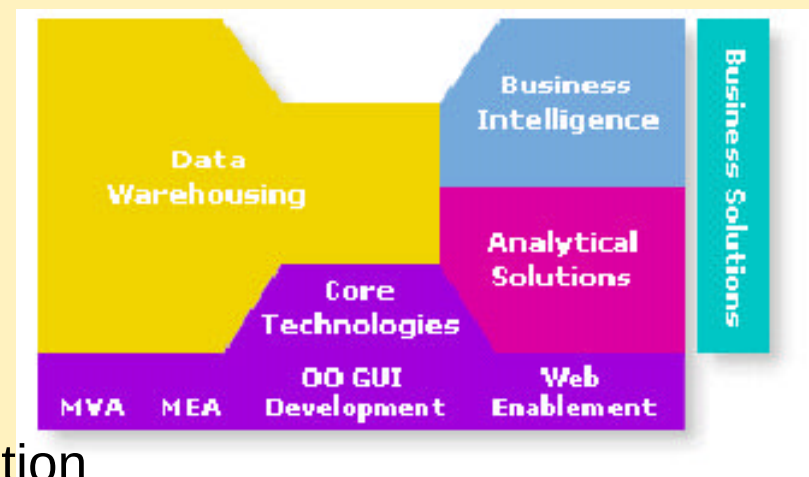
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Solutions

- Online Operational CRM
 - Siebel, Kana, Clarify
- Campaign Management
 - SAS Campaign Management, Valex, Prime Vantage
- Content Management
 - ATG Dynamo, Broadvision, Bladerunner
- Enterprise Resource Planning
 - SAP, Peoplesoft, Bann

SAS Personalisation Architecture

- Data Warehousing
 - Data Access
- Business reporting
 - Web delivery
- Data Mining
 - Advanced Segmentation



e-Intelligence

SAS Technologies

- **Warehousing**

- Leading fully web-enabled end-to-end data warehousing solution
- Leading data warehouse administration and metadata mgnt
- Leading Extraction / Transformation/ Loading Technology
- Scalable Multi Engine Storage Architecture
- Leading OLAP and Business Intelligence exploitation techniques
- Open: DCOM, CORBA, XML, LDAP

- **Advanced Analytics**

- Including leading Data Mining

- **Advanced Web-Technologies, including**

- Java and Information Delivery Beans support
- Portal Support
- Wap Exploitation

Case Studies

- Dot com's
 - Amazon.com
 - Silicon.com
- Clicks and mortar
 - DB24

The Amazon.com logo, featuring the word "amazon.com" in a white, sans-serif font on a black background, with a curved orange arrow underneath the word "amazon".The Silicon.com logo, featuring a stylized white "S" icon above the word "silicon.com" in a white, sans-serif font, all on a dark blue background.The Deutsche Bank 24 logo, featuring the words "Deutsche Bank" in a blue, sans-serif font, followed by a red "24" inside a blue circular icon, all on a white background.

Amazon.com

"The [result of personalisation with SAS] is that Amazon is recognised by everyone as a place to do things, not some place to waste time," says Overdeck. Amazon has also seen a return on investment (ROI) "well in excess of 100%", says John Overdeck, Amazon.com's vice president of customer relationship management

The Amazon.com logo, consisting of the text "amazon.com" in white lowercase letters on a black rectangular background, with a curved orange arrow underneath the text.

**“e-intelligence will transform the
way Amazon.com does business.**

**SAS is our e-Intelligence
vendor of choice“**

John Overdeck
Vice President - CRM, Amazon.com



Silicon.com

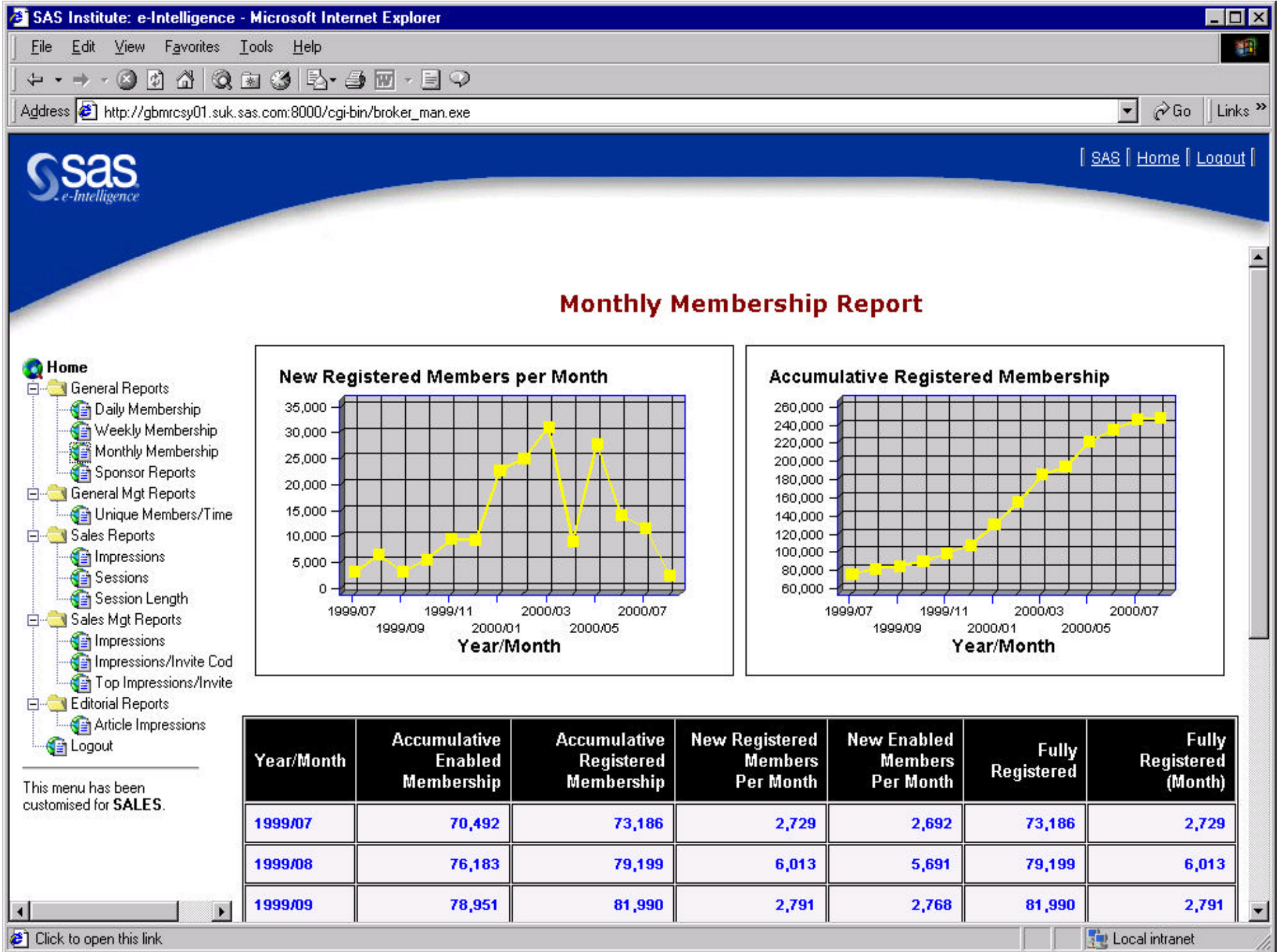
- **Sector:** Real-time news and recruitment service
- **Business issue:** Identification and measurement of user base
- **Solution:** E2E data warehousing
- **Results:**

- "SAS is silicon.com's choice for e-intelligence,"
■ **says Rob Lewis, chief executive and founder of silicon.com.**

- "We were particularly impressed in terms of the flexibility, integration and scalability that the solution offers. SAS provides cutting-edge technology that will help us continue to demonstrate a profitable business model within the B2B broadband publishing arena."

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Anlageberaterin
Deutsche Bank 24

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Neugierig? Holen Sie sich die Infos zum großen Gewinnspiel von ProSieben und Bild...

Kunden empfehlen Kunden:

Sie sind mit unseren Produkten und Leistungen zufrieden und möchten sie Freunden und Bekannten empfehlen? Dann bedanken wir uns bei

- formed through the integration of Deutsche Bank Group's branch-based business with retail and small business customers and the direct bank, Bank 24
- Customers can choose from over ten access channels, from Web, to WAP phone, to email, and including the bank's three call-centres, 1,300 branches and a recently established portal on Yahoo
- "Since each channel adds to the bank's costs, the challenge is to effectively manage each customer on the channel through which they will be most profitable," - Director of Marketing Services, Martin Nitsche



"Profitline views the technology surrounding it as a sort of tool which we have to put to the best use. SAS software is like a car to us which has to be used intelligently - we accelerate, change gear, brake where and when it is expedient. Up to now, this way of driving has brought us safely and efficiently through all legs of the race." -
Oppenheim,

Conclusion

- Personalisation is not easy
 - Personalisation does add real business value
 - Your customers will thank you for it
-
- SAS solutions are in the field providing this capability NOW!

Questions



References

- <http://cgi.zdnet.com/slink?70830:6375160>
- <http://www.personalization.org>
- <http://www.sas.com>

