



Event & Action Manager

Sense customer behavior , **Analyze** and **Act in real Time**

Highlights:

- **Business oriented CEP solution**
- **More responsive enterprise**
- **Enhanced customer experiences**
- **Fast integration**
- **Faster time to market**
- **In-memory processing**
- **Social Media integrations**
- **Millions of events in a second**
- **Visualization - RT monitoring**

EVAM® is a real time event-processing solution capable of sense, filter, enrich and response to events as it is produced. It can process millions of events in seconds and can create actions that can be customized depending on the requirements.

EVAM is a highly elastic and easy to use event processing solution empowered with the ability to react to potential opportunities or risks in real-time and at an unprecedented scale.

Event & Action Manager (EVAM) allows you to abstract and correlate meaningful business information from the events and data flowing through your information systems, and take appropriate actions using scenarios.

By detecting patterns within the real-time flow of events, EVAM can help you to detect and understand unusual activities as well as recognize trends, problems, and opportunities EVAM publishes this business-critical information in real time to your critical enterprise systems, dashboards or create response actions. With EVAM you can sense the needs of your customers, detect frauds, make faster decisions, and take faster action

There are many application areas for EVAM such as real time offer management, fraud detection, real time alert generations etc.



Take full advantage of complex event processing

EVAM offers variety of event processing features:

 **High Performance:** EVAM make all processing in memory with configurable parallel threads therefore can process billions of events in a day. Supports horizontal scaling with high availability.

 **Highly customizable:** EVAM comes with its java SDK, it is possible to extend product functionalities with custom developed plugins. This brings endless extensibility to satisfy future requirements.

 **Neural Network Learning:** EVAM has NN decision engine to make smart actions. It is possible to offer best product, detect frauds by processing the within stream events.

 **Easy Integration:** EVAM has several pull and push integration capabilities. All events can be handle in asynchronous or synchronous way. Several listeners and adaptors for different technologies

 **Business Oriented:** EVAM scenario designer can be used by business users to build complex scenarios with minimum IT support. And for testing there are simulation capabilities.

 **Prioritization and Optimization:** It is possible to define prioritization between business scenarios.

More positive responses and improved customer experiences

EVAM brings new opportunities to marketers

 **Right now:** EVAM offerings are often communicated to the customer in response to real-time behavior, a proven method for increasing effectiveness.

 **Integrate all contact channels:** EVAM will take role as event hub among the all contact channels and it will be possible to design multi channel scenarios within hours.

 **Improve Customer Experience:** Responding to customer events in real time and touching customers in relevant time with relevant actions will improve awareness and customer experiences.

 **See financial results in weeks:** We know that with these disciplines, marketers will get better results within the weeks.

 **Monitoring the results:** EVAM scenario results can be monitored in real time, success of marketing activities are not measured at the end of campaigns it is possible to have continuous monitoring.

“We really appreciated Intellica’s EVAM solution. Our project was awarded the “The best application project” within the Company. Campaign results are much better than before.”

- Leading GSM Operator

Social media event listeners

Social Media activities such as Foursquare check-ins, Facebook likes and Twitter mentions can be processed by EVAM. This process may be interpreted as identifying the customers currently present in a specific location from Foursquare, a group of people with an interest on the same artist from Facebook and the supporters of a football club sharing the opinion of the most famous player regarding last nights game from Twitter. EVAM will assign the right action to the identified group with very high success rates since the target group is intelligently selected in a real-time manner.

Data visualization in real time

Our event processor has build in actions to show this data in real time dashboards or on maps. For example; depending on designed scenarios it is possible to show heat map to detect the GSM operator call drops.

Data visualization enables our customers not just processing and doing actions in real time but also monitoring.

Unique and easy user interface for all kind of scenarios

EVAM has unique scenario designer UI that helps our customer adapt easily. EVAM Scenario Designer UI is not a technical tool and it is possible to use it for inbound and outbound marketing together. We believe that all inbound and outbound capabilities should be in unique UI and scenarios can contain both inbound and outbound part at same time.

More than marketing

Because of EVAM being event processing engine, this solution will give new opportunities/powers to companies. Several things other than marketing can be addressed with EVAM as well. For example if we are processing all credit card transactions to make right offering to customer, we can deploy a scenario just for fraud detection.

We can model many real time requirements with Events and Actions. **Events** are any detectable occurrence in a particular system or domain indicating a change in the state of the business, something that happens. **Actions** are responses that we do at relevant time in scenarios and actions can be response to a customer or system. And **Scenarios** are event and action patterns that can be defined.

So by deploying EVAM solution in a company brings new capabilities that can be supplied by same platform. Companies will not need to operate, get training, and generate different skills for different applications to satisfy these kinds of requirements.

EVAM Complex Event Processing solution will help organization to create fast, more responsive, agile solutions like marketing, fraud management, alert generation and much more within the same platform and same skill sets.

Holistic Event Processing

EVAM is becoming a platform for processing events from many event sources with huge amount of events. For holistic event processing it is possible to implement several EVAM installations and these installation can generate events for others within the scenarios.

For more information

To learn more about Event & Action Manager , please contact your Intellica marketing representative or Intellica Business Partner, or visit the following website:

www.evam.com



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