

# Event & Action Manager

## REAL TIME EVENT PROCESSING SOLUTION

### Real Time Event Processing in GSM Operators



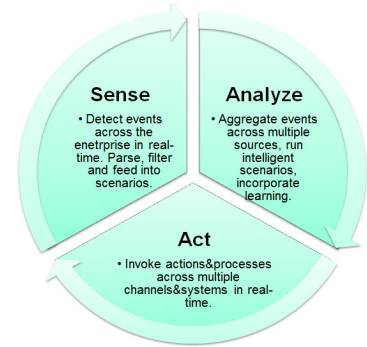
Intellica offers new business opportunities by real time processing of events such as CDR, refill, activation, deactivation, device change in GSM operators.

EVAM (Event and Action Manager) product is for immediately recognise the scenarios (event patterns) and reacting these event via intelligent customised actions for individuals.

EVAM can be positioned for; Up-sell/Cross-sell-react to customer interest or events, improve service consumption rates and self-service, location-based services, non-intrusive auditing for security and compliance.

EVAM can process millions of events in minutes and **detect** relevant event patterns (scenarios) and behavior in **real-time**, out of millions of events, without harming application performance and availability and **reacting** by **feeding** various backend applications (CRM, BI, Security, etc.) and/or **interacting** directly with the user.

EVAM provides a simple, flexible and **embeddable** solution that can be deployed with existing infrastructure and applications



EVAM Event and Action Cycle

#### When EVAM

- \* **High volume data processing**
- \* **Faster and better decisions**
- \* **Latency of response is critical**
- \* **Complicated or Complex pattern matching**

#### Opportunities for GSM Operators with EVAM

- \* **Location based real time actions**
- \* **Activation actions**
- \* **Real time tariff offering**
- \* **MNP actions**
- \* **Device change actions**

### Intellica

**Intellica** is a provider of Business Intelligence and Real Time Event Processing solutions for making better business decisions, customer relationship management, risk and profitability management and fraud detection.

Intellica is offering EVAM product as a real-time event processing and decision engine capable of capturing customer event patterns and responding to customer events, interacting with customers individually. It can produce real-time actions

(targeting offers, generating alerts, etc.) based on the current event and historical data.

**Intellica** has several references in banking and telecom sector in EMEA.