

# Event & Action Manager

## REAL TIME EVENT PROCESSING SOLUTION

### Real Time Event Processing in Credit Card Operations



Intellica offers new business opportunities by real time processing of all events that occur during all credit card operations. EVAM (Event and Action Manager) make possible to gain real-time insight into operations and immediately recognises interesting event patterns from any and all sources and create intelligent customized actions at individual card level.

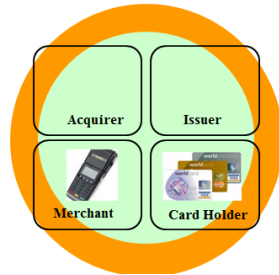


Change Speed  
To stay ahead of the competition

Development Speed  
For decreased time to market



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 once these patterns are discovered **actions** such as email or mobile phone messages or even additional scenarios are triggered.



Via EVAM solution all parties; Merchant, Acquirer, Issuer and Card Holder get many advantages. Event Driven Marketing brings 3-4 times more positive responses than the traditional batch/outbound or mass campaigns. EVAM provides a business user tool to create scenarios from event and action catalogues easily. And real-time monitoring dashboards allows to see what is going on in production about deployed scenarios.

#### When EVAM

- \* High volume data processing
- \* Faster and better decisions
- \* Latency of response is critical
- \* Less IT dependency
- \* Event & Action catalogue
- \* Easy Integration

#### Opportunities in Credit Card with EVAM

- \* **CC event patterns detection**
- \* **Real time offerings**
- \* **Intelligent responses to event patterns**
- \* **RFM based campaigns/alerts**

### 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 different sectors.