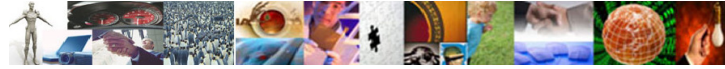




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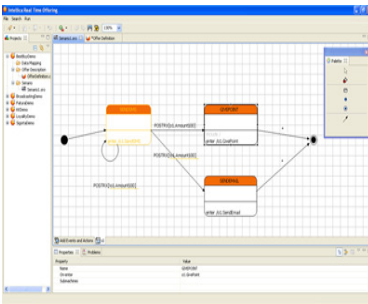


Event & Action Manager

Event processing solution

Respond to Business Events in Real Time

“The right timing for the customer” instead of “The right time for the organisation”



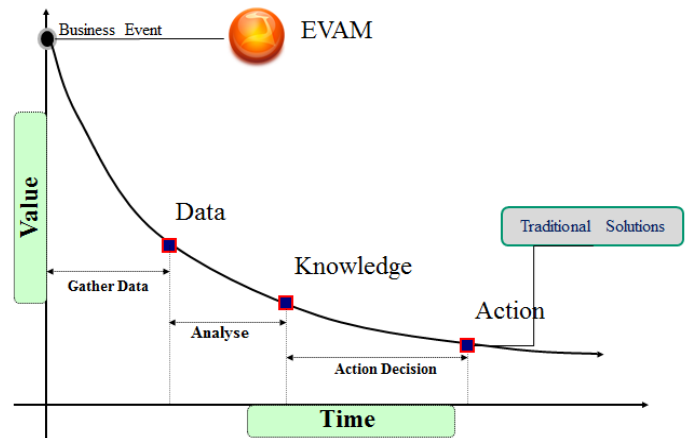
EVAM, Event & Action Manager, is a real-time event processing and decision engine. It is capable of capturing customer event patterns and responding to customer events, interacting with customers individually, and can produce real-time actions (e.g. targeting offers, generating alerts, etc.) based on the current event and historical data.

EVAM is a unique solution that contains

- Real time event processing
- Decision engine
- Outbound campaign management

Interact with your customers over any channel and across the customer lifecycle with personalized strategies for service, retention, cross-selling and up-selling. Via EVAM it is possible to easily configure processes that react directly

to your business objectives, enabling instant response to changing customer needs and business strategies, competitive pressures and new policies.



Why EVAM

- *Faster and better decision making*
- *Enables easy handling of frequently changed data*
- *Handles high volumes of event data*
- *Allows complicated or complex pattern matching*
- *Time window processing*
- *Uses a scenario approach*
- *No need to learn scripting*
- *Business-oriented*

Key Benefits

- Real-time decisioning, advanced analytics and dynamic processes optimize each interaction by delivering the right resolution or offer every time.
- Robust integration capabilities leverage data directly from source systems, avoiding the need for replication and consolidation.
- Sector based event / scenario catalogue.
- Fast deployment, within 2-3 weeks project duration.
- Real time monitoring.
- High volume event processing capabilities.
- Immediately and

safely implement changes to the way customers are handled in every channel with no IT involvement required.

