

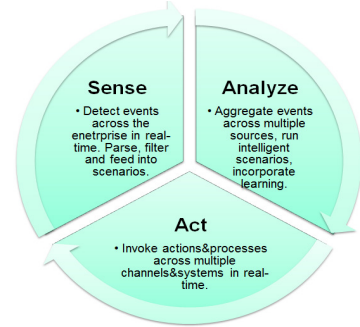
Event & Action Manager

REAL TIME EVENT PROCESSING SOLUTION

Real Time Event Processing in Healthcare



Intellica offers new business opportunities by real time processing of all events that occur during the phase of healthcare services. EVAM(Event and Action Manager) integrates every function into a workflow and removes the obstacles preventing the continuity of the process. EVAM monitors the process, recognizes possible flaws on a real-time base and takes actions such as sending SMS, sending email, starting workflow, etc. Therefore, it provides an optimized healthcare service process.



EVAM Event and Action Cycle

The EVAM solution immediately recognises interesting event patterns and directs these events to relevant scenarios. Based on these scenarios, EVAM reacts via intelligent customized actions at individual subscriber level.

EVAM can also 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

When EVAM

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

Opportunities for Healthcare with EVAM

- * **Process optimization and alerts**
- * **Tracking the steps of treatment**
- * **Creating alerts for personnel timing in critical medical operations**

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 EMEA.