

# The Celebrus v8 Big Data Engine

Powering real-time personalisation, one-to-one data-driven marketing & advanced customer analytics.



# Celebrus v8 Big Data Engine



## The Celebrus v8 Big Data Engine

The Celebrus v8 Big Data Engine captures, contextualises and delivers real-time data about individuals' behaviours across your digital channels, delivering all the power, speed and flexibility you need to propel your customer analytics, engagement and experience programmes into over-drive.

### Real-time access to contextualised, actionable data

Raw clickstream data about individuals' behaviours across multiple digital channels and devices is captured and immediately enhanced with business context by the context-aware Celebrus v8 Engine. For example: exactly what search terms an individual used on-site; which specific products they browsed; what they added to and deleted from their basket prior to abandonment. This continuous stream of contextualised data then feeds, in real-time or near real-time, into a wide array of technologies in parallel, to drive both analytics and actions. The ease and speed of adding business context to the raw data makes driving streaming analytics and real-time marketing extremely fast and simple. It can also eliminate the need for post-processing, so you can focus on analysing and acting on the data, rather than gathering and deciphering it.

### Flexibility to suit your business and technology needs

The continuous stream of contextualised, standardised data can be fed into a wide variety of complementary technologies to suit your business needs and existing infrastructure. For example: instantaneous feeds into real-time decisioning and offer management systems will drive one-to-one real-time personalisation; feeds into data discovery tools and big data technologies will power streaming big data analytics; near real-time feeds into data warehousing systems will enable data centralisation and operationalisation for data-driven marketing. The ease and flexibility of moving the data from Celebrus into your chosen system, or multiple systems in parallel, saves you time, effort and cost.







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## Business specific data to power one-to-one data-driven marketing

The Celebrus v8 Engine can very quickly and easily be configured to identify particular behaviours, or sequences of behaviours, of specific interest to your organisation. It then turns those behaviours into defined scenarios which can readily be picked up to drive actions. For example, a network operator could create a compound scenario consisting of an individual searching on-site for "Porting Authorisation Code" or "move my number" then clicking on the number portability page as a "potential churn" scenario. As a result they might display a message about the quality of their network coverage in real-time whilst that visitor is on the website, or if it's a high value customer, they might trigger a call from a customer service agent to offer them an upgrade. This ability to react to specific behaviours extremely quickly can both positively enhance the customer experience and improve retention and revenue results.

## Simple and fast tagging-free deployment

Celebrus has always been a tagging-free solution – a single, unchanging html insert placed in the page template, or injected at the network layer, ensures that all interactions with your websites and rich media are captured and fed into the Celebrus v8 Engine. With similar very low effort techniques, complete individual-level data can also be captured from mobile apps, social media and desktop applications. Celebrus' tagging-free implementation releases you from the tyranny of tag planning, deployment and maintenance, a challenge even if you have a Tag Management System, and frees you from the restrictions of IT release cycles and support requirements.

## Complete individual-level data straight into your IT infrastructure

The Celebrus v8 Engine continues Celebrus' focus of providing individual-level, not aggregated, data about behaviours and interactions across multiple digital channels and devices. This complete set of highly granular, contextualised data streams directly into your chosen technology, without the need for the time-consuming development of ETL and data models, giving you instant access to the data whenever you need it. In addition, since the data is held within your IT infrastructure, you can ensure it meets your security and privacy requirements and associated regulations.

## Easy software management and auditability

The new centralised Configuration Manager in the Celebrus v8 Engine makes it easier and more efficient than ever for your organisation to manage all their Celebrus system requirements in one place. In addition, the ability to set up user types and define their roles, responsibilities and system access rights, not only ensures control and accountability, but also enables the auditability required in complex, distributed organisations.

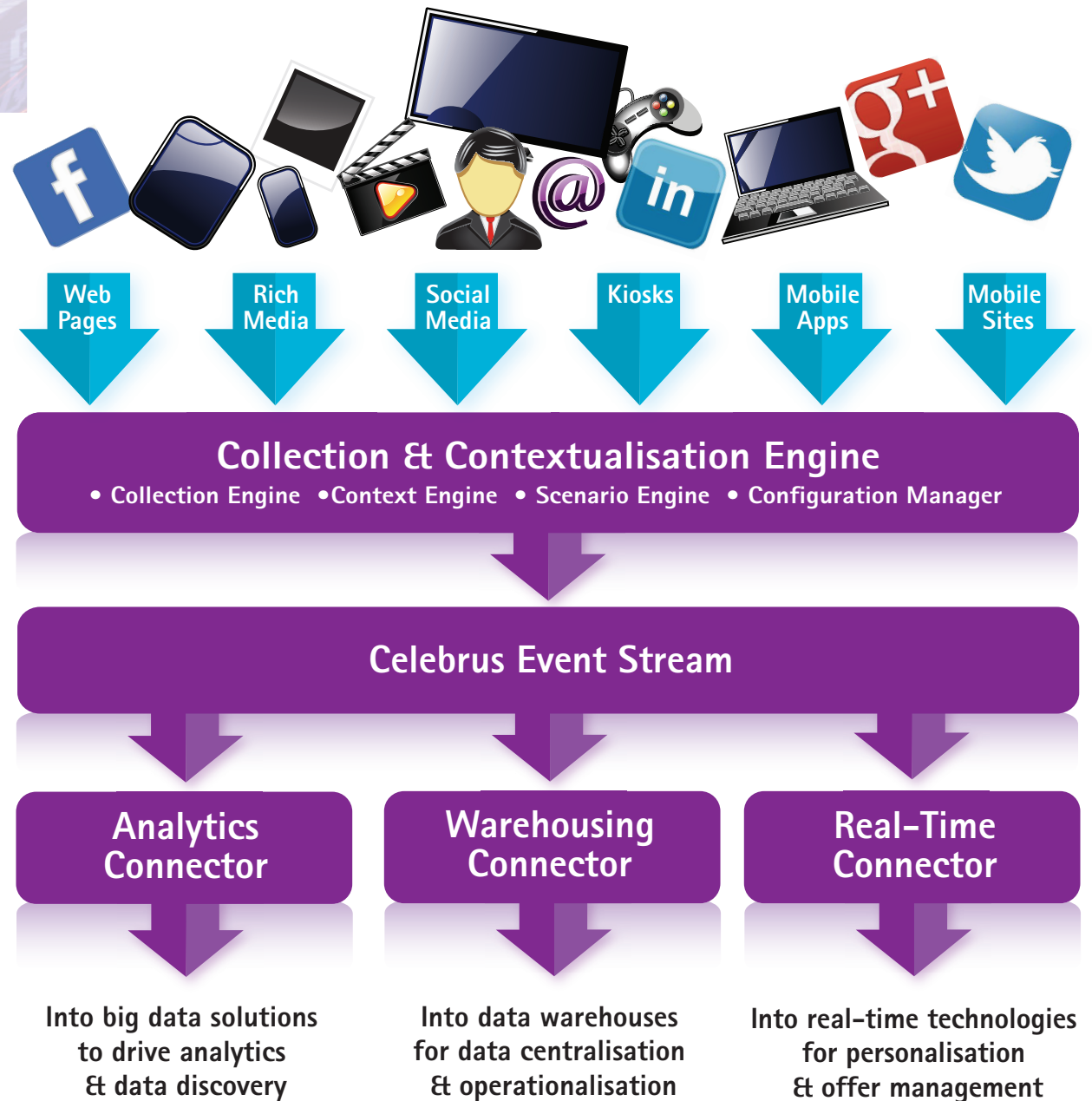


# Celebrus v8 Big Data Engine Components

## The Celebrus v8 Big Data Engine

The Configuration v8 Engine is extremely easy to manage as it consists of just three basic components:-

- 1 The Collection & Contextualisation Engine.
- 2 The Celebrus Event Stream.
- 3 The Celebrus Connectors.



# Celebrus v8 Big Data Engine Components

## 1. The Collection & Contextualisation Engines

This is responsible for capturing the raw clickstream data and applying business context. It forms the basis of all Celebrus implementations and contains:-

### The Configuration Engine

The Configuration Engine manages all elements of system configuration including:-

- Raw event/click-stream data collection
- Context application within the Context Engine
- Scenario building within the Scenario Engine
- User role management
- System auditing and testing

### The Collection Engine

The Collection Engine controls the collection of raw clickstream and event data from across multiple digital channels and devices including websites, mobile apps, social media, streaming media and more.

### The Context Engine

The Context Engine applies business meaning to raw clickstream data in real-time. Much of this is automatic as the engine is context-aware, or you can add your own rules and logic where appropriate, to provide even more meaningful and actionable real-time data.

### The Scenario Engine

The Scenario Engine enables organisation to apply powerful and sophisticated business meaning to the data through the building of scenarios using custom or compound events to create specific scenarios which feed into the Celebrus Event Stream.

### The Celebrus Event Stream

This ongoing, real-time stream of contextualised events is the output of the Collection & Contextualisation Engines. It is this data that is fed into complementary technologies via the Celebrus Connectors.

## 2. Celebrus Connectors

The three types of Celebrus Connector feed the Event Stream data, in real-time, or near real-time, directly into your chosen system(s) based on your business objectives and IT infrastructure. The Event Stream can also feed all three Celebrus Connectors in parallel, so you can be confident that you're working with a single, consistent source of data truth.

### Analytics Connector

This feeds the contextualised Event Stream data into Hadoop, Teradata SQL-MapReduce® or other data discovery platforms, in near real-time, to power big data analytics projects such as golden path, product affinity and abandoned basket analysis.

### Warehousing Connector

This Connector delivers structured data directly into a variety of data warehouses every five minutes for use in projects such as

single customer view development and data centralisation. There is a pre-built data model for the Teradata Integrated Channel Intelligence solution, plus we can feed Oracle, MySQL, SQL Server, Hadoop and MongoDB, as well as many other target databases.

### Real-Time Connector

This feeds data in real-time into a variety of real-time systems, including decisioning and offer management, to drive real-time one-to-one website personalisation based on current and previous behaviours displayed by that individual. This Connector can feed Teradata Real-Time Interaction Manager, Oracle Real-Time Decisions and other real-time systems. Alternatively, you can use Celebrus' own rules-based real-time technology to personalise website content or send triggers to, for example, call centre applications.

For more information about  
**The Celebrus v8 Big Data Engine** visit  
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