# Multi-C360 Database Governance

Brands need to grant different stakeholders varying levels of access and granularity of their Customer 360. Multi-brand portfolios need a way for each brand to access and manage customer relationships, while also retaining a cross-brand view. Finance works with transactional and revenue data, but has little need for PII. And IT teams may require PII to properly manage and QA customer data workflows.

Multi-C360 is a new turnkey solution that builds on top of Amperity's robust privacy features including SSO, Audit Trails, SOC2 compliance and more. Multi-C360 meets the challenge of scaling data management, insights, and activation for enterprise businesses, providing security and access controls for multiple departments, brands, and geographies.

Amp36O

Premium Feature of Amp360
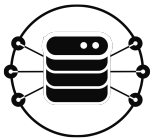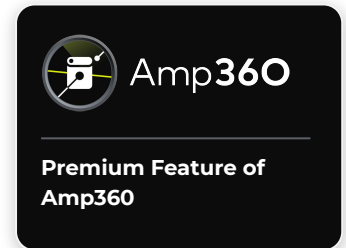
CREATE FLEXIBLE AND RELEVANT C360 VIEWS

+ Create **context relevant** customer **data assets** to meet the needs of each department, brand, owner, or country

+ **Empower marketers** with complete customer profiles and predictions to power personalization at scale

+ Enable **data-driven decision making** with controlled access to customer data

COMPLY WITH SECURITY REQUIREMENTS

+ Govern brand and agency data access with **customizable C360 views**

+ Provide corporate stakeholders with an **aggregate view** of customer data

+ Control **database permissions** for an entire business on a single screen

SCALE INSIGHTS AND BEST PRACTICES

+ Provide each brand with the data they need and the **flexibility** to create custom views

+ Unlock new insights and activation opportunities with **cross-brand analytics**

+ Make **strategic growth decisions** across a broader portfolio without diluting underlying brands

Multi-brand portfolios that govern their customer data with Amperity

tapestry

WYNDHAM
HOTELS & RESORTS

DECKERS
— BRANDS —