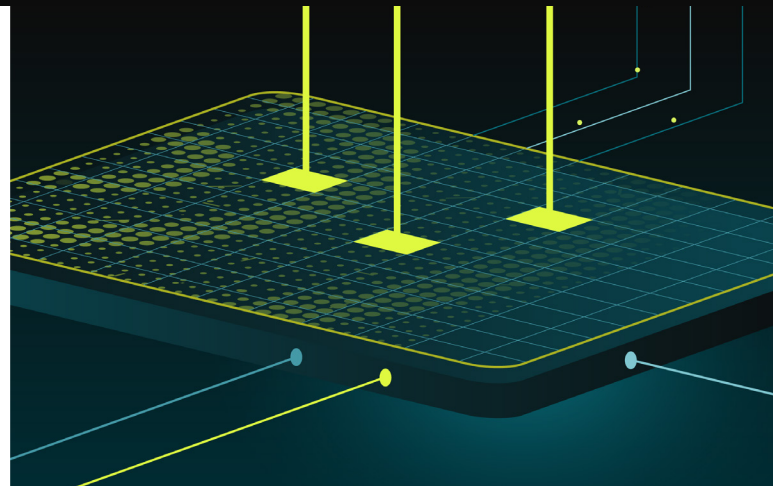


DataGrid™

Connected customer data infrastructure

The power grid for your customer data



”

“We launched an initiative 8 years ago to aggregate our customer data, and because everything – our data, our requirements – continues to change, we’re no closer today than when we started.”

VP of Technology
Retail Brand

Silos, Scale & The Need for Speed & Agility

Customer data is the foundation of your business. It powers the types of personalized marketing and experiences that drive revenue and long-term loyalty, and it provides insight into your biggest risks and growth opportunities. Yet the painful truth is that many brands can only put a fraction of their customer data to use, leaving them vulnerable to all types of disruption. Why?

The first reason is that customer data is trapped in silos, and existing methods and tooling for integrating data are manual and slow. The typical integration project takes years to complete and results in rigid, incomplete solutions that, frankly, don’t age well. This leads to the second challenge. Data, use cases, and channels are constantly changing. When teams to try respond with updates, they’re relegated to the back of IT’s endless queue. Third, data is big and only getting bigger. Yesterday’s tools can’t handle the scale and complexity of today’s data. Saddled with infrastructure built for a different era, brands that should be pushing the bounds of customer-centricity are instead falling farther and farther behind.



Amperity DataGrid™ Overview

DataGrid is the fully connected customer data infrastructure that power all three products in Amperity's Comprehensive, Enterprise Customer Data Platform (AmpID, Amp360, and AmpIQ) as well as our rich partner ecosystem. Designed for speed, scale, and performance, DataGrid processes terabytes of data on a daily basis, and flexibly integrates with any data source or destination.

DataGrid allows you to start with one Amperity product, and rapidly onboard another as your needs evolve. Built-in change management means updates are easy, fast, and require zero downtime. It also means your foundation is always complete and always up-to-date. DataGrid is a first-of-its kind, multi-patented platform that puts you on the fast track to fully connected customer data and customer-centricity at scale.

Key Features of DataGrid™



Cloud-Native & Agnostic

High performance, cloud-native infrastructure slashes latency and easily handles data at any scale. AWS or Azure? DataGrid runs on either – you choose.



Fast, Easy Ingestion

Raw data ingestion from any source (no schema planning or pre-shaping your data), with seamless integrations, streaming APIs & 100s of pre-built connectors.



Data Delivery Anywhere

Deliver data anywhere in any format, including full databases to analytics environments, segments to campaign tools, or attributes to personalization engines.



Enterprise Change Management

Built-in “Sandbox” environment lets you easily and safely make changes to any part of your data foundation, including adding sources or changing your data model, with zero downtime.



Enterprise-Grade Security & Compliance

Security features built into every layer of the product, with SOC2 certification, SSO integration, PII obfuscation, user action audit service, and more, keeping your data safe.



Real-Time Ingest & Access

100ms response time ingest API, lightning-fast query engine, real-time connections to BI tools and personalization systems.

CASE STUDY

CHALLENGE

Brands consistently grapple with years-long integration projects and arduous maintenance in an effort to unify and manage customer data.

SOLUTION

Forrester profiled customers using Amperity’s Comprehensive Customer Data Platform, powered by DataGrid, to resolve identities, build a robust, actionable Customer 360 view, and to surface insights and activate data across channels.

RESULTS

Companies using Amperity’s DataGrid saw an average **85% faster** integration and speed to value and **80% decrease** in ongoing data engineering costs with a total **993% return on investment** from marketing and loyalty improvements powered by better data.

FORRESTER®

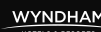
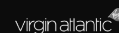


Amperity delivers the data confidence brands need to unlock growth by truly knowing their customers.

With Amperity, brands can build a first-party data foundation to fuel customer acquisition and retention, personalize experiences that build loyalty, and manage privacy compliance. Using patented AI and ML methods, Amperity stitches together all customer interactions to build a unified view that seamlessly connects to marketing and technology tools. More than 400 brands worldwide rely on Amperity to turn data into business value.



planet fitness



LUCKY # BRAND



SERVCO



tapestry

