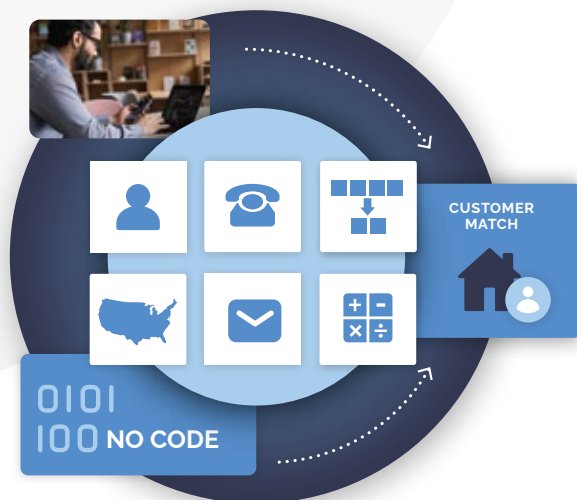


AUTOMATED DATA INGESTION & DATA QUALITY

Get Data Right From the Start



AI, modeling and analytics, and customer engagement efforts are only as good as the data that fuels them. Redpoint's no-code platform automates your data ingestion and data quality processes so you can focus on projects and tasks that move the needle.

Rapid Data Feed Setup

Avoid labor-intensive DIY coding with data feed setup that is fast and easy. Integrate data from any source — including databases, NoSQL stores, message queues and legacy formats. Redpoint's drag-and-drop interface supports everything from standard APIs to custom formats.

Ready for Activation

Redpoint automatically reconciles, cleanses and validates data on arrival. Your teams can move faster with trusted data that's transformed and formatted as necessary to flow into marketing platforms, analytics tools and operational systems.

Fix Errors Automatically

Bad data doesn't wait to cause problems. Redpoint catches and corrects issues the moment they enter your system, so downstream processes stay accurate, efficient, and on track.

Secure Across Any Cloud

Deploy in private, public or hybrid clouds while meeting your organization's privacy, governance and security requirements. Redpoint adapts to your infrastructure without limiting flexibility.

Free Your Teams from Data Maintenance

Eliminate the need for heavy IT involvement with Redpoint's intuitive, no-code interface. No custom code. No cleanup marathons. Just click, configure, and go live. Fast.

Measured results from Redpoint clients:



90%

Automation of
manual data processes



80%

reduction in
data prep time



4,000

source files
processed
in 12 minutes

KEY CAPABILITIES



No-Code Agility

Build and manage pipelines with a simple visual interface. Prebuilt connectors and tools streamline setup and take manual processes off your list — no coding required.



High-Speed Pipelines

Ingest batch or streaming data from any source at any cadence, in real time, whether it's structured, unstructured or from internal or external sources.



Real-Time Data Quality

Data cleansing begins the moment new data enters your system, with no delays or manual steps. Redpoint keeps your data clean, current, and ready for activation.



Full Transparency

Visual tools show exactly how your data is performing. Monitor data health, quality, lineage and pipelines, and identify issues quickly. Clearly connect high-quality data to better business outcomes — no black boxes, no guesswork.



Universal Data Support

Redpoint cleans more than just customer records. It supports your entire data ecosystem, including product, location, household, and organizational data, so any team across the enterprise can make smarter decisions.

“

“Being able to bring all the data together in one place, compare it, clean it, and provide a consistently clean piece of information – a single view of the truth – is critical.”

-LEADING TECHNICAL ANALYST, GLOBAL ACTIVEWEAR BRAND



To learn more, visit
www.redpointglobal.com