



# Welcome to our 2<sup>nd</sup> virtual Partner Summit





**Commitment**

**to our partners is stronger than ever**



## Shared Purpose

Is there a shared vision, purpose or need to work together?

## Better Together

Do we believe that we can achieve our objective more effectively working together?

## Impact on Priorities

Does the partnership directly impact current or emerging strategic priorities?



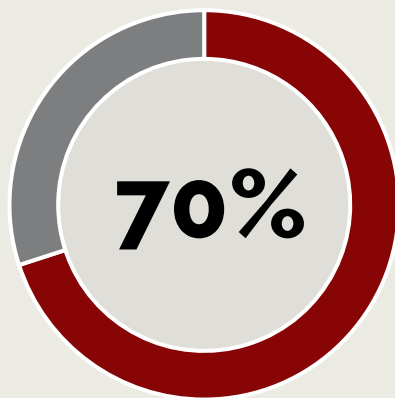
## Redpoint Mission

**Enable Our Clients and Their Customers To  
Achieve Best Outcomes Through Superior  
Omni Channel Customer Experience Delivery**



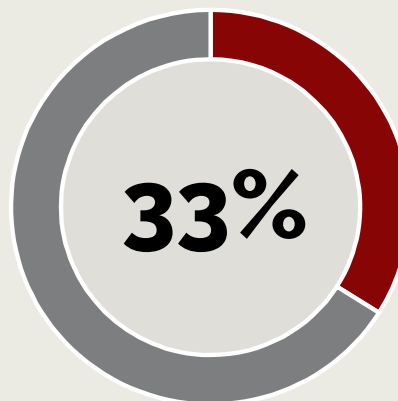
## Consumers and Enterprises Demand OCX

Personalization and trust are highly correlated with customer loyalty



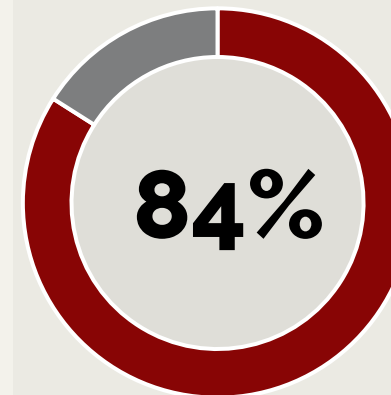
In 19 of 27 markets examined by KPMG, personalization is #1 factor that drives customer loyalty<sup>(1)</sup>

(1) "Global Customer Experience Excellence research 2020: The COVID-19 special edition" – KPMG



Of consumers actually trust the brands they buy from<sup>(2)</sup>

(2) "Edelman Trust Barometer 2021" – Edelman



Of marketers surveyed have or are deploying a personalization platform, up from 64% in 2020<sup>(3)</sup>

(3) "2019, 2020 & 2021 Marketing Technology Survey" – Gartner

### Enterprises need a platform that:

- Gives them the ability to know their customer in real-time using first party data
- Provides personalized experiences that are equally as good wherever they take place
- Cross-channel communication, start conversation on one channel and finish on another

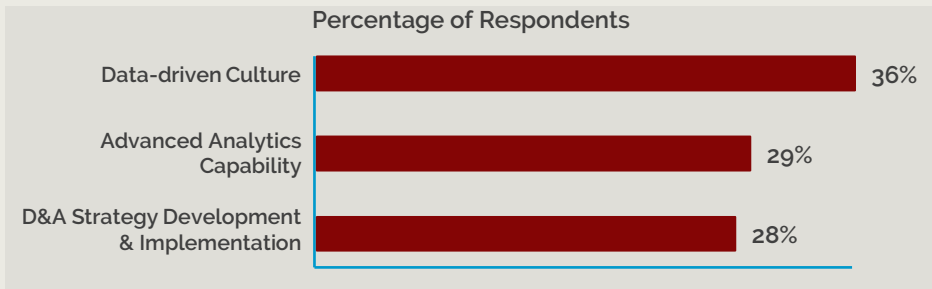


## A Data Quality Culture is Fundamental to Delivering OCX

### Organizations Lack Data Leadership

- According to a Gartner survey, the most critical factor for data & analytics success is having a data-driven culture

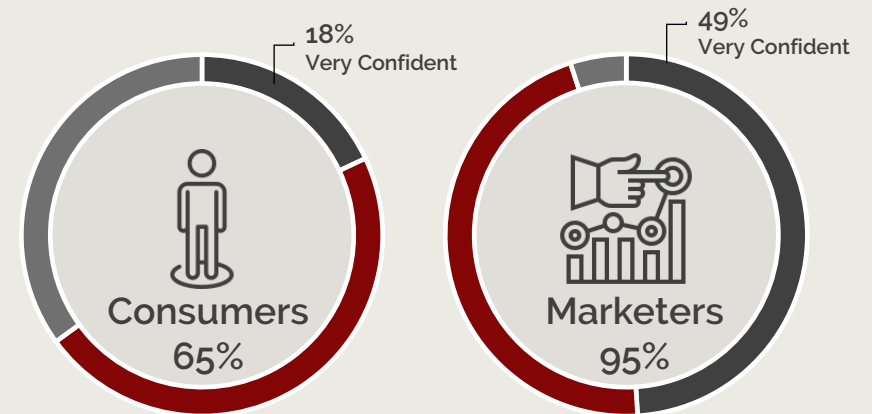
#### Activities Critical to Data and Analytics Team Success Summary of Top 3 Rank



- Organizations still have a long way to go to achieve data & analytics success:
- **Only 24%** have created a data-driven organization
- **Only 41%** are competing on analytics
- **Only 30%** of organizations have a well-articulated data strategy

### Impediments to Strong Data Culture

#### % Confident in the Quality of Their Customer Data



- Data operations are often trapped within IT, and they don't have the same business imperative that the business has
- The disconnect is fatal to achieving a data driven culture
- Without a way for business users to drive data strategy, the evolution of data use will not happen

## Enterprises Lack the Resources and Skills to Achieve a Strong Data Culture

Source: Harris Poll, Gartner Research, and NVP



## Analysts Evaluate Redpoint Global

### Data Quality

Gartner



As of August 2021 © Gartner, Inc

Redpoint has shown strong support in entity matching and resolutions to create and maintain a real-time, single customer view for marketing, sales and operational use cases.

### Multichannel Marketing Hub

Gartner

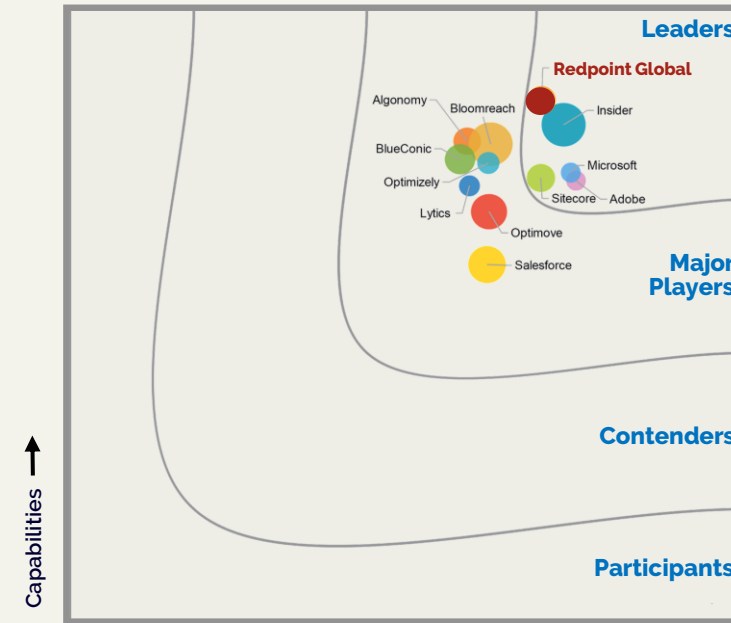


As of August 2021 © Gartner, Inc

Rich customer data management and data governance include high levels of flexibility to connect customer data and content and measure the cross-channel impact of A/B testing and next-best-offer recommendations.

### Customer Data Platform

IDC



Source: IDC MarketScape Worldwide Customer Data Platforms Focused on Front-Office Users 2021 - 2022

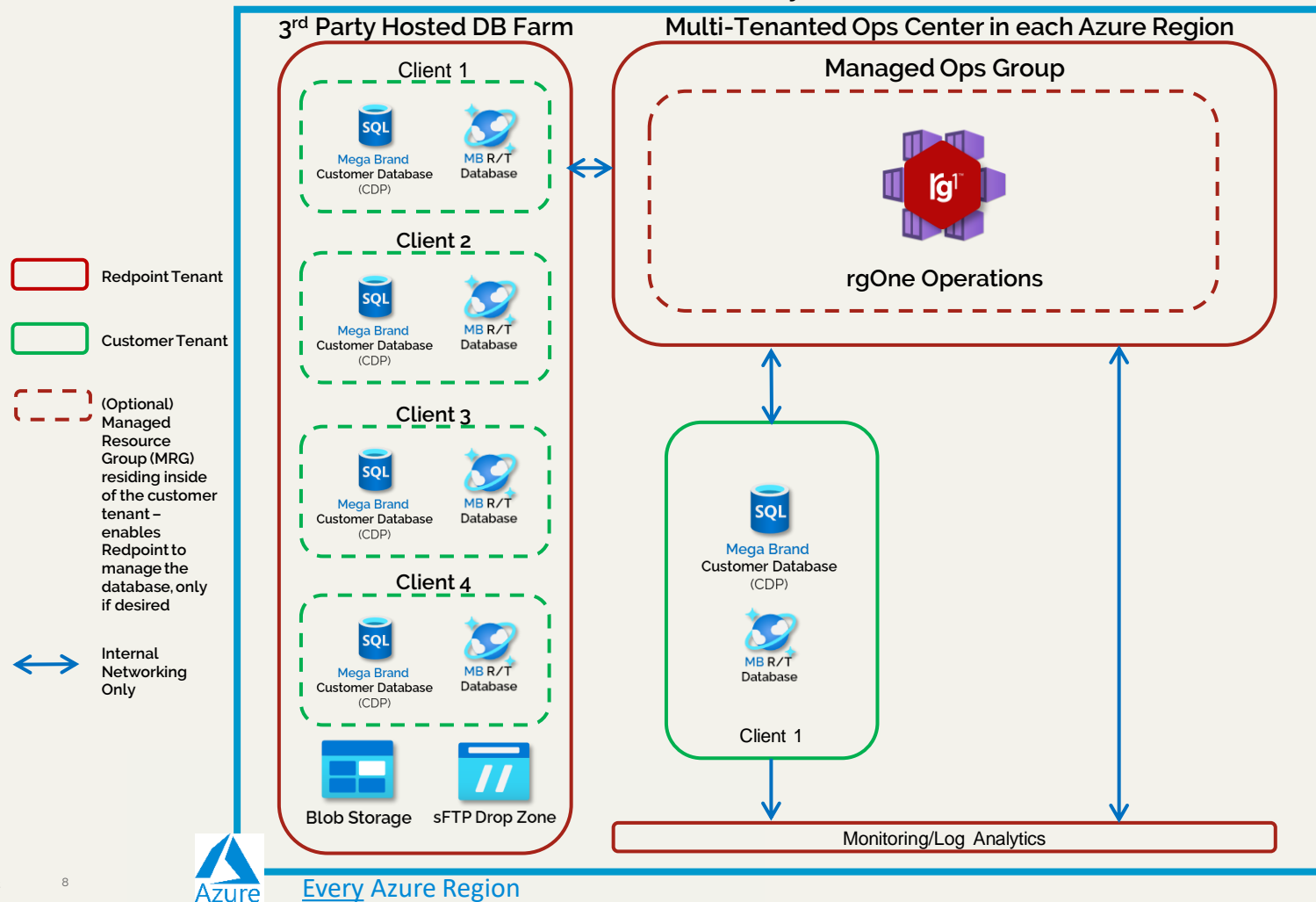
Customers in large enterprises that need global solutions, services, and support should consider Redpoint Global a strong choice.





## PaaS: The Next Step in Our Evolution

Enables enterprise clients to maintain their own data security





## Our Platform:





## Target Market

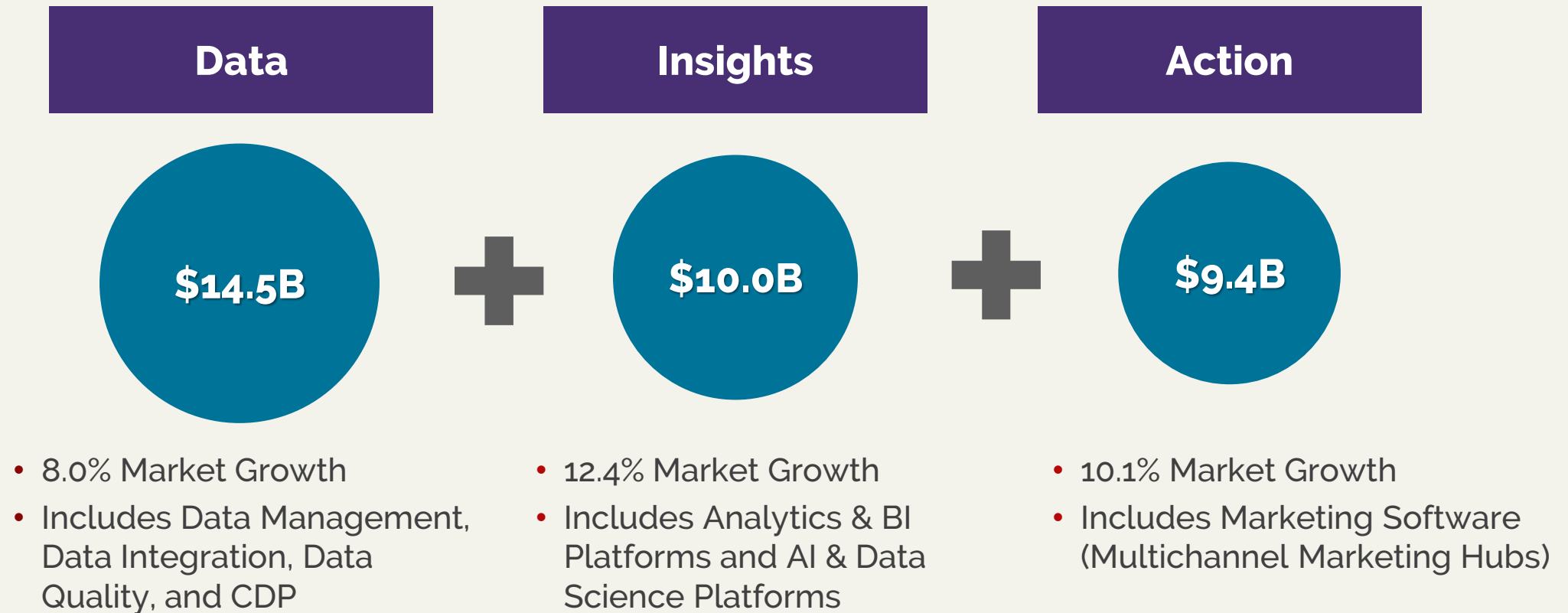
Our target market is ambitious business leaders who need to....

- Transform how customer experience is delivered, to be more:
  - Personalized
  - Omnichannel
  - Real-time
- Drive revenue growth and a differentiated CX
- Achieve enterprise scale and flexibility





## OCX Spans Multiple Large and Growing Markets



Redpoint Analysis of Gartner, IDC, etc on a worldwide basis.



## rgOne Offers “One of the Most Comprehensive Set of Native Capabilities in the CDP Space.”



- ✓ Ingest Data
- ✓ Maintain Data
- ✓ Store Historical Data
- ✓ Unified Customer Profile
- ✓ Share Customer Data



- ✓ Channels & Connectors
- ✓ 3<sup>rd</sup> Party Applications
- ✓ Real Time Updates
- ✓ Real Time Customer Profile
- ✓ Data Hygiene
- ✓ End User Training



- ✓ Analytics
- ✓ Personalization
- ✓ Journey Orchestration

# Key Market Differentiators



## Perfect Customer Data

- Handle all data
  - Customer data across every touchpoint
  - Enterprise data sources
- Complete Data Quality
  - No need for upstream data quality tools
  - Huge improvements in match rates
- Automation at scale
  - Real-time data pipelines
  - Automate implementation and change





## Transform CX

- Omnichannel, not multi-channel
  - Precise relevance in customer journey
  - Personalization across the Open Garden
- Solve every use case
  - Single interface to control all channels
  - Close the loop and optimize results
- Dynamic Rules match customer cadence
  - Real-time interactions driven by real-time data
  - Close the gaps: handle the digital journey



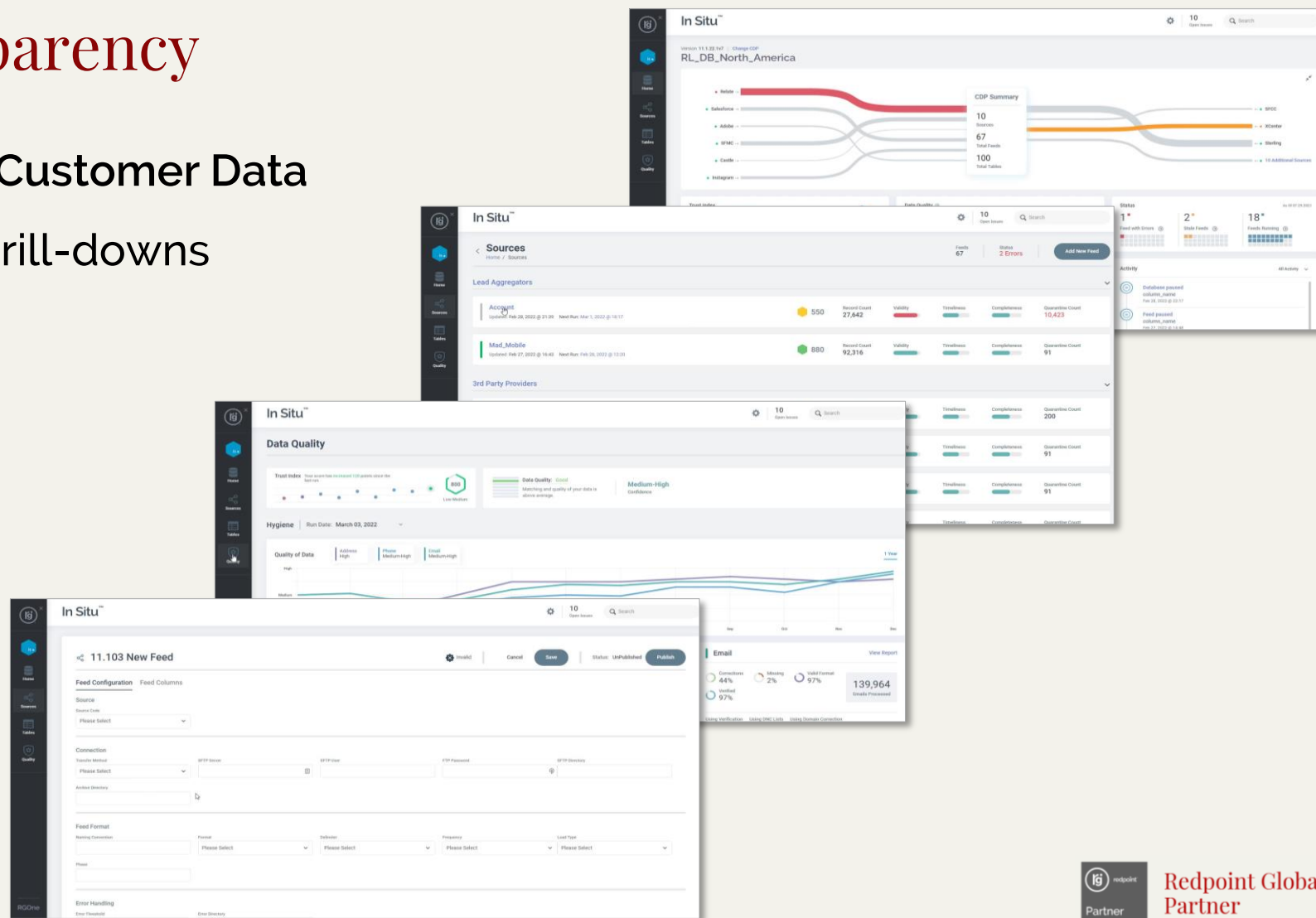
# New Product Details



# In Situ – Radical Transparency

## Operational Control Center for Customer Data

- Trust Index: data health and drill-downs
- Track Data Quality over time
- Simple way to add new feeds and attributes
- Recommendations for DQ improvement





# Ambit – Universal Single Customer View

- Modular & extensible visualizations
- V1 designed for front-line workers
- Automated real-time updates

The image displays three overlapping screenshots of the Ambit interface, demonstrating its modular and extensible visualizations for a single customer view.

**Customer Search:** A search interface with fields for first\_name, email\_address, address\_1, City, State, and Postal Code. A search button and a 'Clear filters' link are visible. Below the search fields, a table lists 22 customers with columns for ID, Name, Email, Address, and Birthdate. Each row includes a 'View Full Profile' link.

ID	Name	Email	Address	Birthdate
100000000000036333	MICHAEL POUNDSTONE	MICHAEL.POUNDSTONE@redpoint.net	PO BOX 9003 ALTUS, OK 73522	2/26/1977
100000000000034345	VAN POWELL	VAN.POWELL@redpoint.net	3340 GA HIGHWAY 33 N SYLVESTER, GA 31791	9/26/1996
			722 FAITH LN EAST DUBLIN, GA 31027	10/26/1966
			1470 COLMAN RT. RD RENZ, GA 31075	5/5/2000
			912 E AMBER DR ORONOGO, MO 64855	6/3/1998
			1700 SCANGBIRD LN OKLAHOMA CITY, OK 73130	4/6/1978
			150 RAVENWOOD LN MIDWAY, AR 72851	6/17/1981
			RT1 BOX 1CC LAHOMA, OK 73354	3/4/1969
			856 BAXLEY RD HEMINGWAY, SC 29554	7/10/1968
			2517 NW 49TH ST OKLAHOMA CITY, OK 73112	7/27/1993

**Customer Profile:** A detailed view for a customer named 'Pepper Potts'. It includes sections for User Info (Customer's Age: 39), Address (390 Stoney Way, Fort Collins, CO 80525), Transaction (Product Code: LD-C100, Product: Cable Lock, Quantity: 3, Price: \$25), and Transaction Summary (Last Purchase Date: 17/03/2019, Last Purchase Amount: \$125, Lifetime Value: \$69,258.98).

**Custom Data Widget:** A configuration interface for a data widget. It shows a 'Field Configuration' section with a table of fields and their configurations.

Field	Label	Font	Format
first_name	No Label	Large Font	Inline
last_name	No Label	Large Font	Inline
age	Customer's Age	Medium Font	Full Width

# Professional Services



## rgOne Implementation Options

We offer a range of implementation options, providing a great deal of flexibility. Some of our clients prefer to become self-sufficient as soon as possible and for those clients we provide all of the training and 'hand-holding' to meet that objective. Other clients prefer a more outsourced model. For some clients we even use a combination of the three approaches below.

Redpoint  
Professional  
Services



redpoint™

Redpoint  
Partners

Some of our Partners

[PARTNER LOGOS HERE]

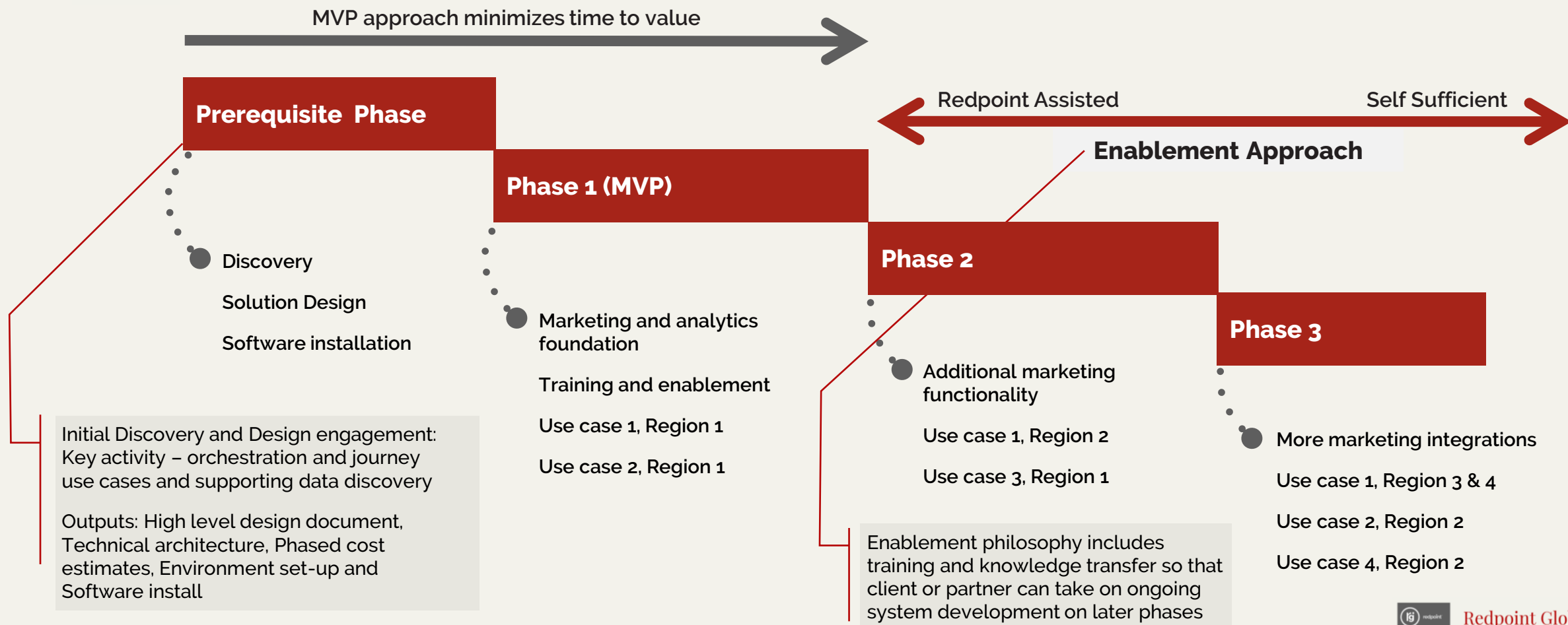
Mega Brand  
Technical & Data  
Team

[MEGA BRAND  
LOGO HERE]





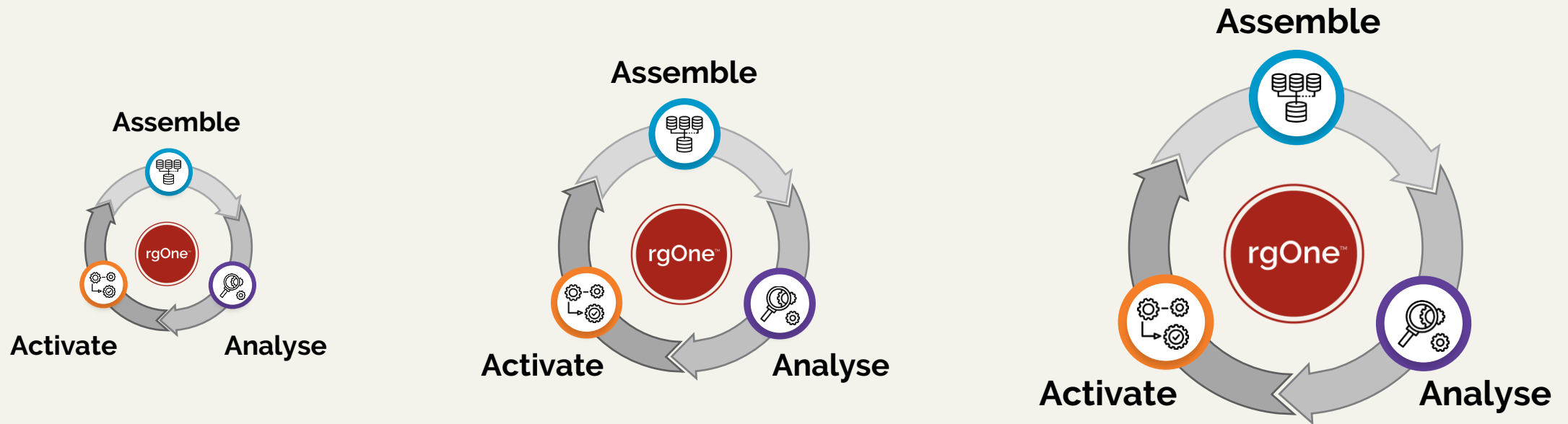
## Redpoint Professional Services Implementation Approach





## Think Big, Start Small, Scale Fast

Big, Small & Fast are all relative to your ambitions and capabilities...



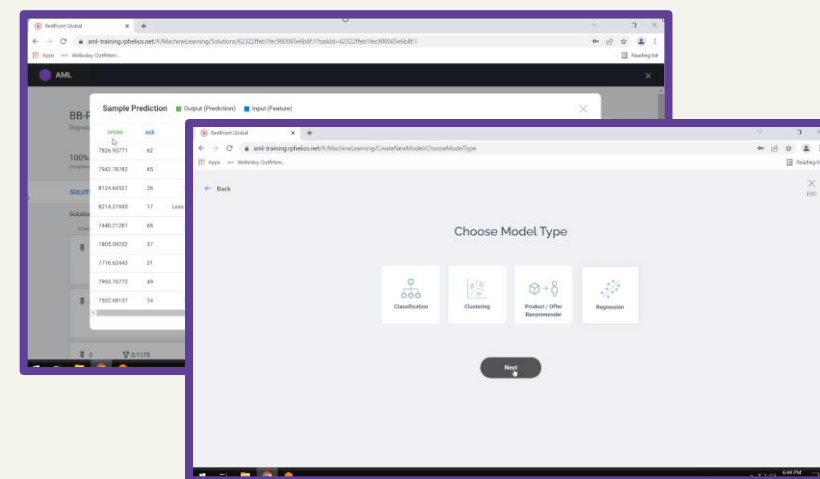
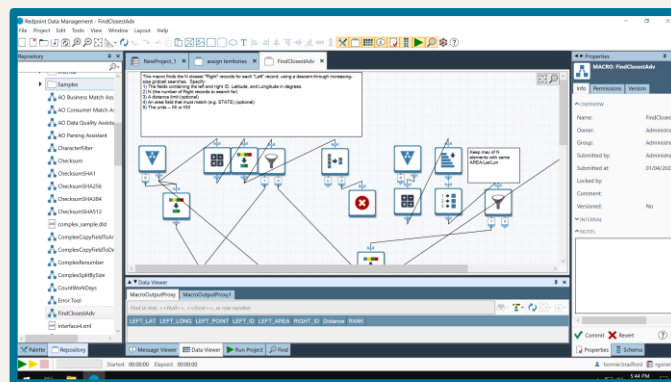
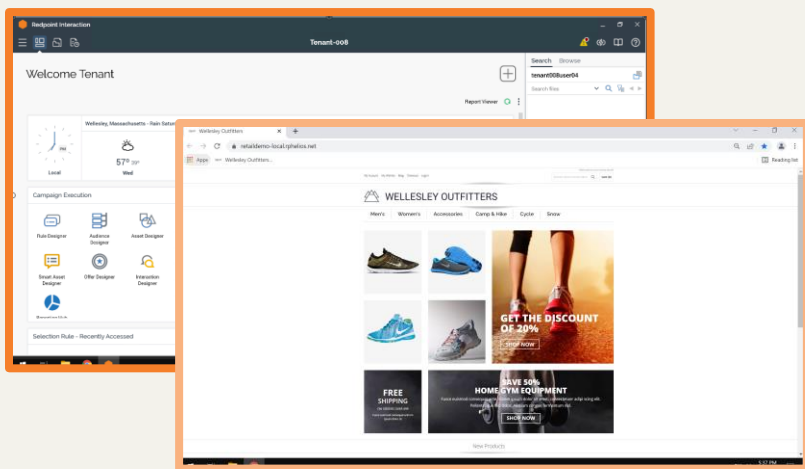
### KPIs

...this will enable new **revenue generating opportunities** to be progressively unlocked as **additional data sources** are consolidated, **new insights** are exposed and **new journeys** are deployed.



## Training Processes & Certification

- rgOne V-Lab Available
  - Skytap V-Lab has RPI, RPDM, and RTD
  - rgOne includes AML





## Tools / Utilities to Leverage

- Partner Portal
  - <https://www.redpointglobal.com/partner-portal>
- Support Site & Community
  - <https://Support.RedpointGlobal.com>
- Learning Portal (via Training Subscription)
  - <https://Redpoint.Litmos.com>





# Partners are a pillar of our growth

## Redpoint aligned for Partner success

- Deliver strategic value by achieving business outcomes
- Focus on enterprise deals
- Flexible deal structure – we won't lose on price
- Lots of services white space at Clients

# We sincerely appreciate the opportunity to work with you all!

**Thank You!**

