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# Redpoint Introduction

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2023

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At Redpoint we create  
perfect customer experiences  
for leading brands all over the world.

Brands that are global, diverse and unique.



# Brands with a variety of challenges ...

**SILOED  
DATA**

**NO SINGLE  
CUSTOMER  
VIEW**

**INABILITY TO  
MAKE THE MOST OF  
FIRST PARTY DATA**

**POOR  
CUSTOMER  
EXPERIENCE**

**LIMITED SEGMENTATION  
& PERSONALISATION**

**DATA  
QUALITY  
ISSUES**

**NEEDS ARE NOT  
BEING MET BY  
TECHNOLOGY IN PLACE**

**LACK OF  
SUPPORT  
FOR REAL-TIME  
USE CASES**

**SILOED  
CHANNELS,  
INCONSISTENT  
MESSAGING**

**CONCERNS  
ABOUT COOKIE  
CHANGES**

**POOR  
CAMPAIGN  
PERFORMANCE**

**SCV CANNOT BE  
LEVERAGED ACROSS  
ALL TOUCHPOINTS**

# Redpoint is uniquely qualified to address these challenges

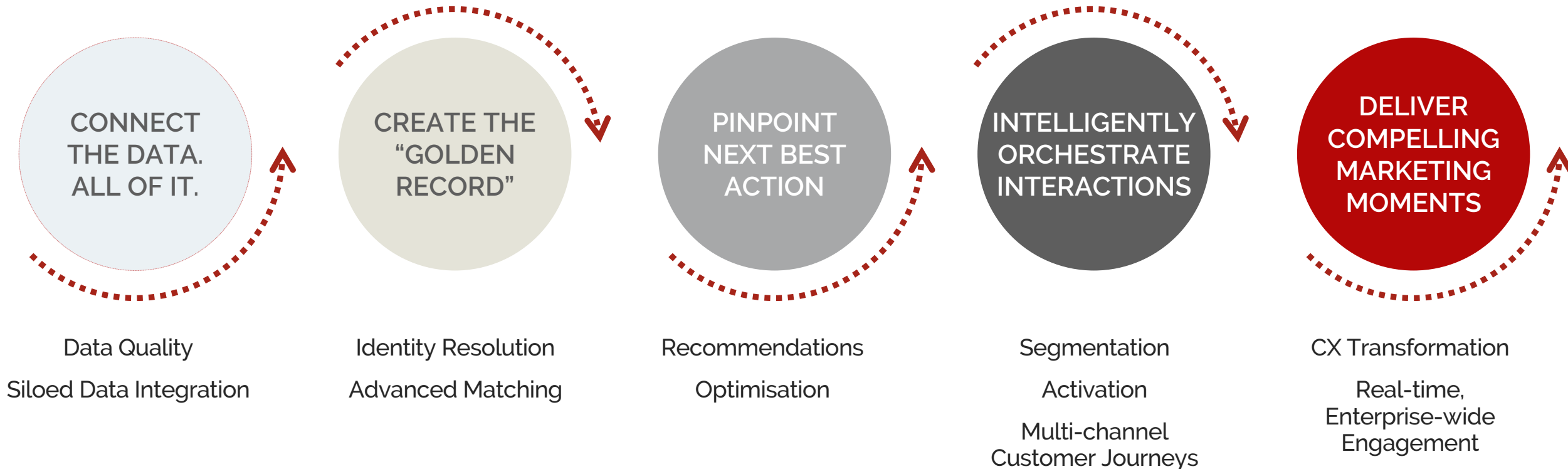
**INDEPENDENT  
SOFTWARE  
VENDOR**

**GLOBAL  
CLIENT  
BASE**

**IN BUSINESS  
17+ YEARS**

**100% FOCUSED ON  
DATA, INSIGHT &  
CUSTOMER ENGAGEMENT**

# We know what it takes to create perfect customer experiences



**Our Platform - rg1**

# Introducing the rg1 platform

**A single point of operational control for data and CX delivery**

## **CUSTOMER DATA PLATFORM**

Automated data quality, identity resolution  
for every source of customer data.  
'Golden records', segmented & activated

## **JOURNEY ORCHESTRATION**

Next best offer, action or message  
in context & cadence of  
campaigns and journeys

## **REAL-TIME INTERACTION**

**Consistent CX**  
across real-time touchpoints

Connectors & API's

AI & Machine Learning

Deployment flexibility

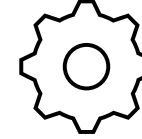
# The same three core capabilities flexibly deployed



## Choose **Cloud**

When you'd like Redpoint to:

- take care of your data for you
- maintain an accurate and up-to-date 'single customer view' on your behalf
- provide your marketers with easy access for selection and activation and, optionally:
  - journey orchestration
  - real-time personalisation



## Choose **Flex**

(Redpoint's private cloud & on-premise option)

When:

- you need to keep your data inside your own firewalls
- you (or your implementation partner) want to have total, hands-on control of data engineering processes
- when your data (and business requirements) may be complex
- when self-sufficiency may be a goal

# Supported connectors

Redpoint provides over 100 'no code' connectors for leading MarTech, AdTech and adjacent technologies:

Examples include:

- Salesforce Marketing Cloud
- Salesforce CRM
- SendGrid
- Twilio
- Airship
- Amazon SES
- Facebook
- Instagram
- Twitter
- Google Ads
- YouTube
- Microsoft Dynamics
- Oracle Responsys
- Google Big Table
- Amazon S3
- Apache Kafka
- Amazon SQS
- Acoustic
- Google Analytics
- Braze
- Vibes
- Survey Monkey
- Live Ramp
- And many more...

RPI + RPDM  
Connectors List

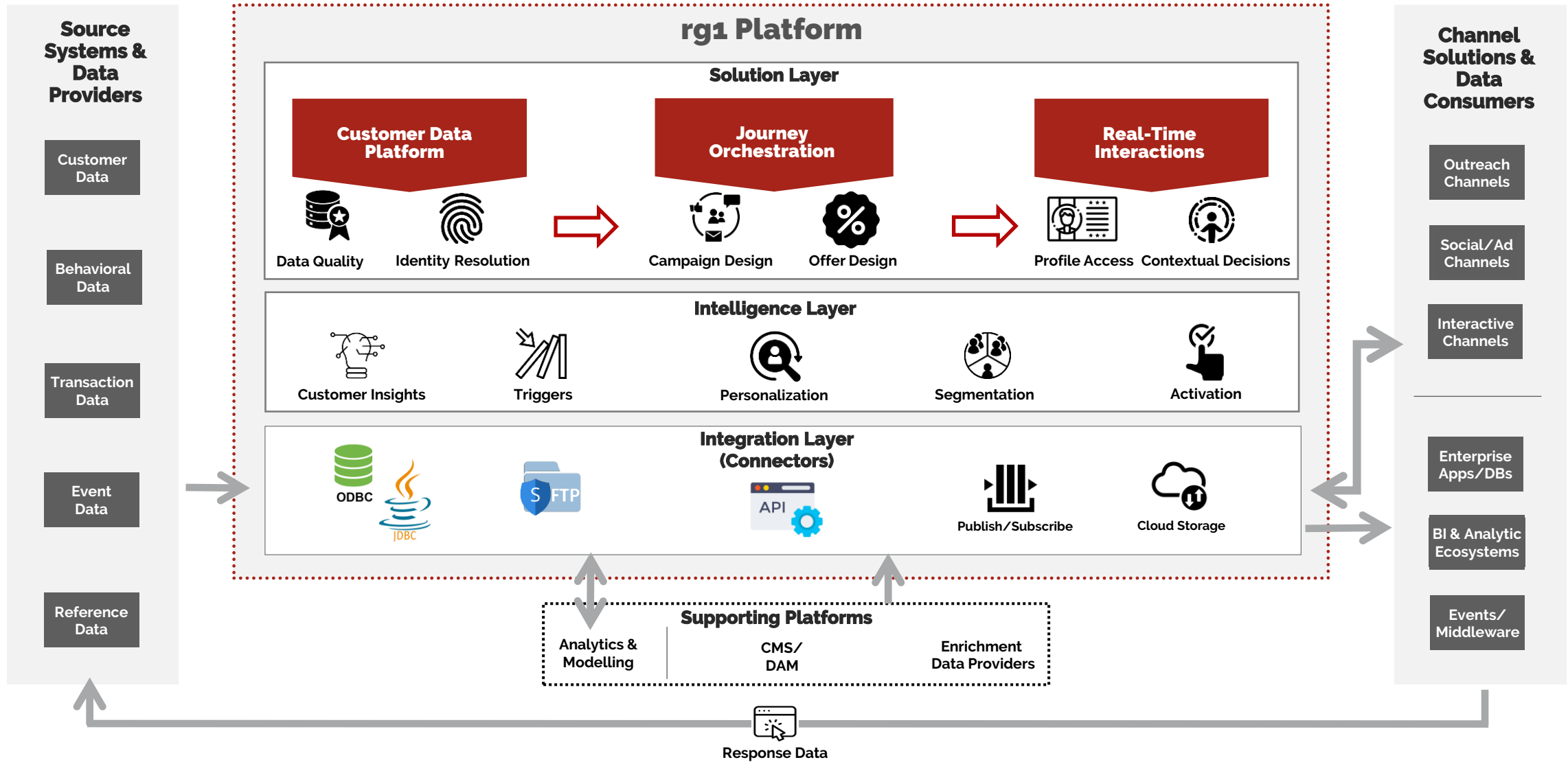
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RPI Connectors List

CATEGORY	VENDOR
Database Platforms (Auxiliary Only)	Amazon Athena
	Amazon Document DB
	Apache Drill
	Apache Hive
	Apache SparkSQL
	Cassandra
	Google Big Table
	Google Datastore
	Google Spanner
	MapR DB
	MarkLogic
	Prasto
	Salesforce.com DB
	Action VectorH
	Amazon Aurora
	AWS Redshift
	Azure CosmosDB
Azure Database for MySQL	
Azure Database for PostgreSQL	
Azure SQL Synapse Analytics	
Azure SQL Database	
Couchbase	
DBz	
Google BigQuery	
GreenPlum	
MariaDB	
MongoDB	
MySQL	
Oracle	
PostgreSQL	
SAP Hana	
Snowflake	
Splice Machine	
SQL Server	
SQL Server PDW	
Sybase IQ	
Teradata	
Vertica	

RPI Version: 6.5 ©2022 Redpoint Global, Inc.

# rg1 logical architecture

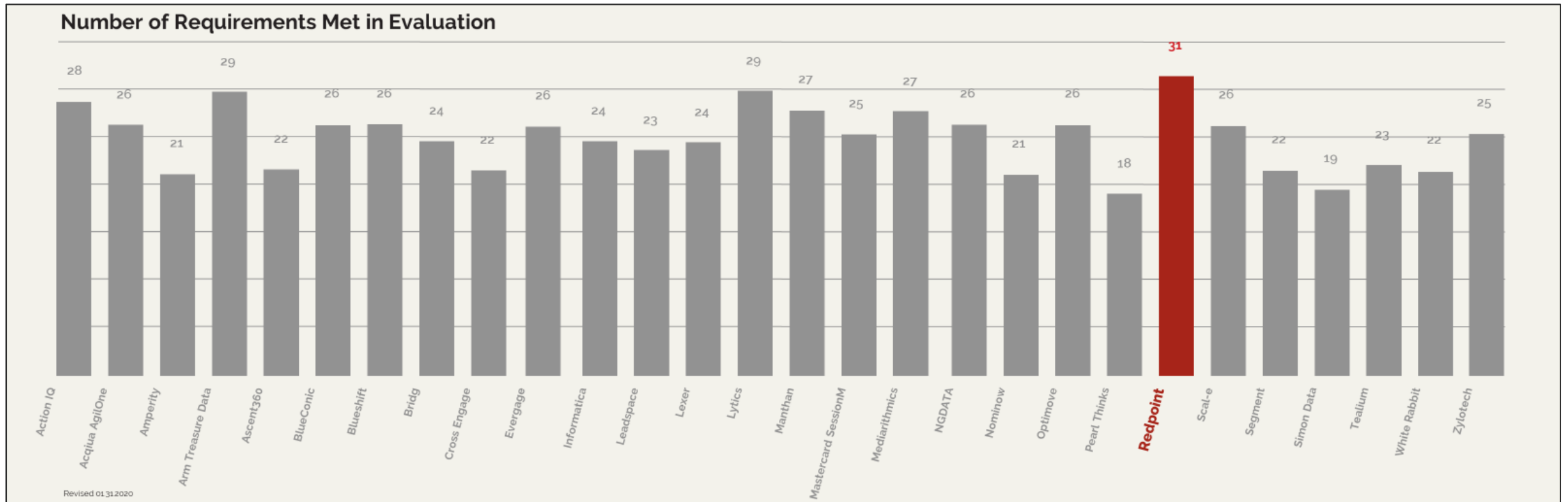


# What The Analysts Say

# The experts choose Redpoint



 Redpoint was **the only company to meet all 31 of 31 evaluation requirements** in the CDP Institute's "Vendor Comparison Report"



# The experts choose Redpoint RealCDP Audit Report

 RealCDP Audit - 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

# High ratings all around

Redpoint is the only CDP company competing in both Gartner's Multichannel & Data Quality Categories / Reports

## Data Quality

Gartner



As of November 2022 © Gartner, Inc

## Customer Data Platform

IDC



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

## Multichannel Marketing

Gartner



As of June 2022 © Gartner, Inc

# Key Differentiators

## **DATA-FIRST CDP.**

Real-time, clean, accurate golden records for each identity.  
Market-leading matching & data quality capabilities.

## **REAL-TIME CUSTOMER EXPERIENCES.**

Real-time data ingestion, real-time decisioning, real-time activation.  
Market-leading journey orchestration.

## **FLEXIBLE DEPLOYMENT.**

Your cloud, our cloud, YOUR CHOICE.



kj<sup>®</sup>