

Redpoint Data Management

Data Processes to Build Unified Profiles
in Your Private Cloud or On-premise

Quality data is the fuel for your enterprise. But siloed sources with dirty, inconsistent and incomplete data can make it hard to get the business outcomes you expect. Redpoint Data Management is easy to use and provides high performance at low cost to meet your needs in creating data-driven business & CX processes. We power data pipelines for our clients to harness their valuable data in Customer Data Platforms, data warehouses, cloud databases and on-premises applications.

Quickly Build and Run Your Data Pipelines—at Low Cost

For any entity—customers, products, sites and other domains—quickly create any type of high-performance data pipeline as part of a CDP or as a standalone solution. Fully automated data management and optimization processes include data quality, enrichment, identity or entity resolution and the creation of a golden record; including and yet going well beyond ETL.

Automate Data Hygiene & Precision—with No Code

You want usable data and accurate, complete entities, but you don't want the headaches of massive coding projects and maintenance. Redpoint provides a no-code/low-code environment that takes care of versioning, update mechanisms and the tooling to measure, monitor, examine and control everything.

Configure & Scale to any Technology Environment

Redpoint operates in all the major clouds as well as on premises. Our software integrates into a huge range of databases and data lakes. It handles message queues, web services, and legacy data in both batch and streaming operations. Prebuilt macros, SDKs, and APIs let you easily configure, extend, and automate data pipelines in any environment.

Measured Results from Redpoint Clients

\$100M
in incremental
cross-sell revenue

97%
reduction in batch
processing times

1700
models automated
every month

Key Capabilities



Build No-Code Data Pipelines

Visual workbench empowers data professionals to rapidly build and configure complex data processes without code. Drag-and-drop from dozens of pre-built tools to ingest, parse, transform and cleanse data from any source. Easily configure and test data pipelines, and save pipelines as macros for easy re-use.



Automated Data Quality and Transformations

Full range of automations for parsing, standardization, calculation and aggregation across sources. Data is systematically cleansed and refined in line with your data pipelines, for example automated quality of standard attributes like name, address, phone, and email. Data is processed at user-defined levels, including individuals, households, business entities and relationships. Supports other entity types with pre-built and customizable data flows. Easy configuration to handle specific sources and use cases.



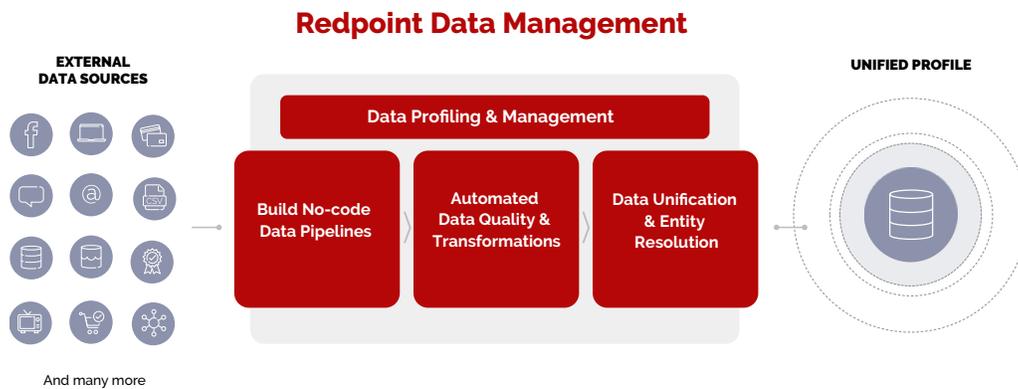
Data Unification & Entity Resolution

Whether powering personalized customer experiences or building a single view of an entity (person, location, IoT device, etc.), Redpoint provides automated matching and relationships, smart merge to build golden records and persistent key generation to handle changes over time. Our matching is tunable, high-performance and fits your needs.



Data Profiling and Management

Redpoint includes data profiling and statistical functions to support data quality monitoring and data observability. Understand changes to sources, matches, and results over time, and build reports and dashboards to provide business users the trust and transparency they need with critical business data.



“When you have many different files of this magnitude to bring together, process and harness, you are talking numbers in the quintillions and beyond. There really was no other platform that had both the capability, processing and scale to handle what we need to do.”

- CEO, FARM MARKET ID



RALPH LAUREN



TALBOTS



avis budget group



Kingfisher



About Redpoint Global

Redpoint helps innovative companies ignite the full potential of data to drive superior customer experiences across the enterprise. The Redpoint CDP creates the most complete, timely and accurate unified customer profile to power any business use case, using industry-leading data quality and identity resolution combined with dynamic, no-code segmentation and activation. Marketers and CX leaders rely on Redpoint to fuel hyper-personalized experiences that yield tangible ROI in customer acquisition, engagement, loyalty and retention.

To learn more, visit
www.redpointglobal.com