REDPOINT DATA READINESS HUB

Customer Data that Delivers

Bad data inflates costs, degrades AI performance and undermines CX and personalization. The Redpoint Data Readiness Hub delivers the most accurate and complete customer Golden Records – data that is cleaned, enriched and unified. The result is data that's ready for any use case across the enterprise – giving you confidence in every decision and output.

Drive Smarter CX

Automatically and continuously cleanse and standardize data across all sources, structured or unstructured. Apply flexible, AI-driven identity resolution to unify records. Keep Golden Records timely and current with real-time profile updates.

Power AI Innovations

Equip AI agents and train AI models accurately when you load them with clean, complete data. Continuously updated, clean customer information creates a reliable Golden Record that's fit to fuel any AI use case, from analysis and predictions to content generation and customer service.

Deliver Impact Faster —Without Writing Code

Launch production-ready data pipelines in minutes — no code required. Process data sets of any size quickly to eliminate backlogs and accelerate time to value. Empower teams across business units with direct access to clean, high-quality data that's always up to date.

Stay Flexible and Future Ready

Seamless integration across your existing tech stack and a continually growing list of supported connections allows for flexibility as your needs evolve, avoiding vendor lock-in. Deploy according to your governance and security requirements in your choice of SaaS, private cloud, hybrid and on-prem environments.

Measured results from Redpoint clients:

97%
reduction in data processing time

80%
reduced manual data prep time

1 million
duplicate customer profiles removed

3x
conversion lift from better match rates

Precision Tools for Trusted Customer Data

The Redpoint Data Readiness Hub gives you everything you need to create accurate, complete and unified customer data that scales with your business:

Automated Data Quality
Achieve flawless data quality with automated cleansing at ingestion. Continuously detect, correct and monitor data issues across all sources to maintain high-quality, unified customer profiles.

Robust Data Standardization
Standardize and validate addresses and ensure reliable, accurate records across your data ecosystem.

Custom Identity Resolution
Resolve complex identities and build relationships across households and accounts using deterministic and probabilistic matching.
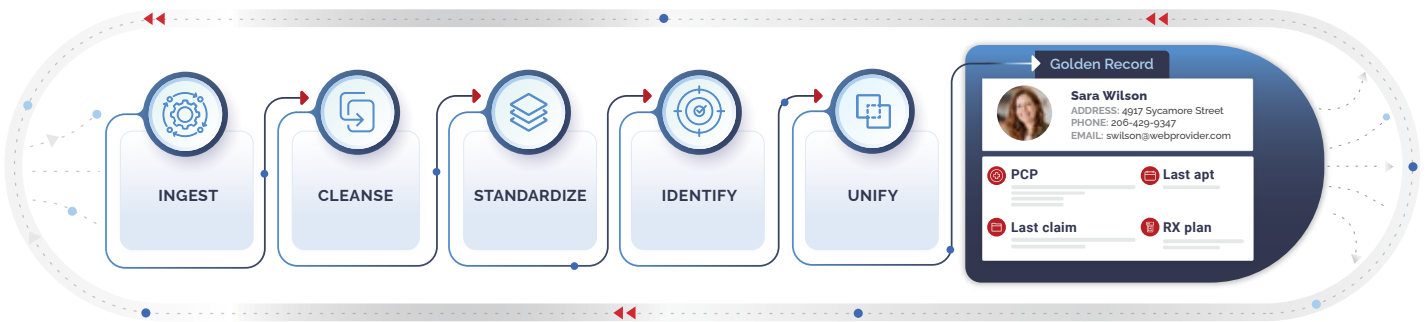
Customer-Centric Profile Unification
Consolidate and enrich data from all sources to create a complete, up-to-date view of each customer, including calculated aggregates and household insights.

Flexible Data Ingestion
Don't waste time writing ingestion code for every data source. Bring in data from any source at the pace of the customer and route it where it's needed using a cost-efficient, no-code environment.

INGEST → **CLEANSE** → **STANDARDIZE** → **IDENTIFY** → **UNIFY**

Golden Record

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"For several years, we have relied on Redpoint software as the engine for all of our data readiness projects. Their platform has empowered us to seamlessly scale even our most complex, large-scale data initiatives with exceptional reliability."

– HOLLY PAULUS, CEO, NEXXA GROUP

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