



## IBM and Atigeo™: Delivering Customer Solutions



### Industry Solutions

- Telecommunication
- Media and Entertainment
- Healthcare/Life Sciences

### Telecommunications

- Develop deep understanding of the customer by providing relevant content based on real-time interactions
- Increase ARPU through customer profiles using targeted internal/3rd party offerings, while preserving privacy
- Increase subscriber loyalty through improved customer satisfaction
- Reduce operational costs

### Media and Entertainment

Deliver Real-time:

- Marketing through deep customer knowledge
- Targeted advertising while preserving privacy
- Customer centric programming for 1-1 marketing
- Increase cross-sell, up-sell opportunities

Atigeo is solving complex challenges with xPatterns™, a new breed of **compassionate technology** that allows users to derive insight and wisdom from data. Based upon an advanced platform of artificial intelligence and machine learning, it effectively interprets **unstructured data** to arrive at new and unexpected connections. Connections that can personalize individual interactions, enhance consumer privacy, improve business intelligence, advance research development, and foster a **greater understanding** of the world around us.

### Combining Forces

Atigeo and IBM have joined forces to deliver an experience that benefits communication service providers, media content owners, healthcare organizations and others. With IBM Streams, information can be easily aggregated and correlated across large volumes of data flowing from all aspects of life. And by leveraging IBM Languageware to derive semantic understanding and Cognos Now! for real-time Business Intelligence and Analytics, Atigeo xPatterns and lifepass™ applications are able to gain useful insights from this vast amount of information that can then be used to create personal and portable profiles, while always preserving the highest degree of privacy.

### The Experience

A communication service provider (CSP) can harness the massive amounts of data going across its network in real time to derive context and preferences for a subscriber profile. Exposing this profile through a value-added service, the CSP enables third parties to deliver high value, relevant experiences. For example, the CSP can enable the ticket seller to present the right ticket, to the right person, at the right time, and on the right device. With this sort of deeper customer understanding, all aspects of a consumer's life can be impacted positively – telecommunications, media and entertainment, healthcare, banking, and more.

## Healthcare

- Faster diagnosis through real-time interpretation of patient data/records, x-rays and medical research
- Improved R&D efforts by discovering new patterns in the literature, clinical data and medical best practices
- Improve claims processing through identification of patterns to detect best practices, fraud and cost-savings
- Increased customer privacy

## Creating Opportunity

Across the service provider ecosystem, there are opportunities to improve the level of value that is delivered and that is received.

- Communication Service Providers increase average revenue per user (ARPU), increase subscriber loyalty, and reduce operational costs.
- Media and Entertainment companies deliver real time marketing, targeted advertising, and customer centric programming.
- Healthcare providers can experience improved R&D efforts, faster diagnosis, reduced rates of misdiagnosis, and increased customer privacy.

## Holistic Customer Intelligence

“The Galactic Vision”

- Multiple enterprises all connecting to the same user profile
- Profiles enriched over time to improve user interactions and benefit all participants
- Multiple “transactions” flow between different users and different enterprises



*Get started today with IBM and Atigeo's integrated solution that will generate a highly personalized customer experience. Please contact your IBM Representative or Atigeo at 425-635-3900 or [sales@atigeo.com](mailto:sales@atigeo.com) for more information.*