



# Encanvas® CDP™

## OVERVIEW

CDP™ is a hybrid customer data platform that places customers at the heart of your business and data model. Make yours a data-driven enterprise.

**With Encanvas® CDP™ you get to know your customers intimately. Discover their behaviors, preferences, transactions, feedback, sentiment, satisfaction, communications and economic worth.**

### What is it?

Encanvas® CDP™ is an enterprise customer data platform. It harvests, aggregates, cleanses and structures data from operational systems to create a coherent and complete understanding of your customers.

### Why use it?

It's the best-equipped and most economic means of creating a comprehensive single view of your customer insights. It benefits from codeless customer data integration (CDI) tooling and advanced AI-enabled methods for determining the best sources of data. Our codeless data connectors and software robots will make light work of sourcing your data and building a new data-mart you can trust.

### What to expect

Today, your customer data is most probably siloed in the various apps you operate across your business. It makes it almost impossible to re-use data and visualize your customer landscape.

Encanvas® CDP™ allows you to use the data you harvest to maximize customer experience and minimize operating costs.

Re-engineer internal processes and bring more value customers and suppliers through digital platforms and ecosystems authored using Encanvas Secure&Live.

Encanvas is an enterprise-grade software platform. It's designed to support business-critical applications. That means everything we do maximizes IT controls over data and the apps you publish.

## Benefits:

### ADD

- A single-view of customer insights

### GROW

- Data security and governance controls
- Data value and re-use

### REDUCE

- Data integration challenges
- Data risk

### REMOVE

- Coding and scripting tasks
- Barriers between IT and the business



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