

## Introduction

Percipient's UniConnect platform enables enterprises to access ALL their data through a single interface, unhindered by the source, volume, vintage or type of data. Data that is real time, sourced from a transaction system, or stored in a database, is unified "on-the-fly" to reduce staging costs, latency and risks. Enterprises can use this data to power their full suite of digital applications, including analytics, reporting, BI, CRM, operational and sales systems.

## Tabulating Select Use Cases

| USE CASES ▶    |                     | Customer 360 | Report Automation | Storage Costs | Credit Scoring | Real Time Dashboard |
|----------------|---------------------|--------------|-------------------|---------------|----------------|---------------------|
| Data Frequency | Streaming           |              |                   |               |                |                     |
|                | On Demand           | ✓            |                   | ✓             | ✓              | ✓                   |
|                | Time Series         |              | ✓                 |               |                |                     |
| Content Format | Structured / CSV    | ✓            | ✓                 | ✓             | ✓              | ✓                   |
|                | Unstructured        | ✓            |                   |               |                |                     |
|                | Real Time           | ✓            |                   |               | ✓              |                     |
| Data Sources   | Transactional       | ✓            | ✓                 |               |                |                     |
|                | Emails / Voice Logs | ✓            |                   |               |                |                     |
|                | Web / Social Media  | ✓            |                   |               | ✓              |                     |
|                | EDW / Data Marts    |              | ✓                 | ✓             | ✓              | ✓                   |
|                | Hadoop              |              |                   | ✓             |                |                     |
| Business Value | Better Performance  | ✓            | ✓                 | ✓             | ✓              |                     |
|                | Cost Optimisation   |              | ✓                 | ✓             |                |                     |
|                | Less Risk           | ✓            | ✓                 | ✓             | ✓              | ✓                   |
|                | Customer Service    | ✓            |                   |               | ✓              |                     |
|                | Revenue Generation  | ✓            |                   |               | ✓              |                     |
|                | Process Efficiency  | ✓            | ✓                 | ✓             |                | ✓                   |
|                | Advanced Analytics  | ✓            |                   |               | ✓              | ✓                   |

Use cases above are selected from various POCs delivered.