



Single Data View[®] Platform

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We make technology. Simple.

About Xiatech

- Founded 2013 as a B2C and B2B Digital consultancy
- Global reach
- Specialists in Omni-Channel eCommerce, CRM, System Integration, Big Data and Analytics

SERVICES:

1. Strategy & Architecture
2. Programme Delivery
3. Big Data/Analytics



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xiatech:
consulting

Who we've worked for



EVERY DAY WE CREATE GLOBALLY

2,500,000,
000,000,
000,000

(2.5 QUINTILLION) BYTES OF DATA*

We created our software in response to:

DATA CHAOS



90% of DATA GENERATED IS
'UNSTRUCTURED'*

E.g. Tweets, Photos, customer
history, customer service calls

Our clients' Information challenges...



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- Speed to market for system integration
- Timeliness of data
- Data silos
- Different data formats
- Duplicated data
- Complex Systems
- Differing technologies
- Company acquisitions/mergers
- EU Regulatory directives e.g. GDPR

Why do traditional methods struggle...



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- Technology & business process constrained
- Not-real time
- Non-GDPR compliant
- Expensive & complex to change
- Not contextually aware (not event based)
- No opportunity to react to data changes
- Difficult to capture unstructured data
- The Data Warehouse and CRM systems maintain the silos

So we created our Single Data View© platform

1. Real-time **Integration** platform
2. Real-time **360° view of your data** in one place
3. Industry-ready **Reporting & Dashboards**
4. Automated **GDPR compliance**

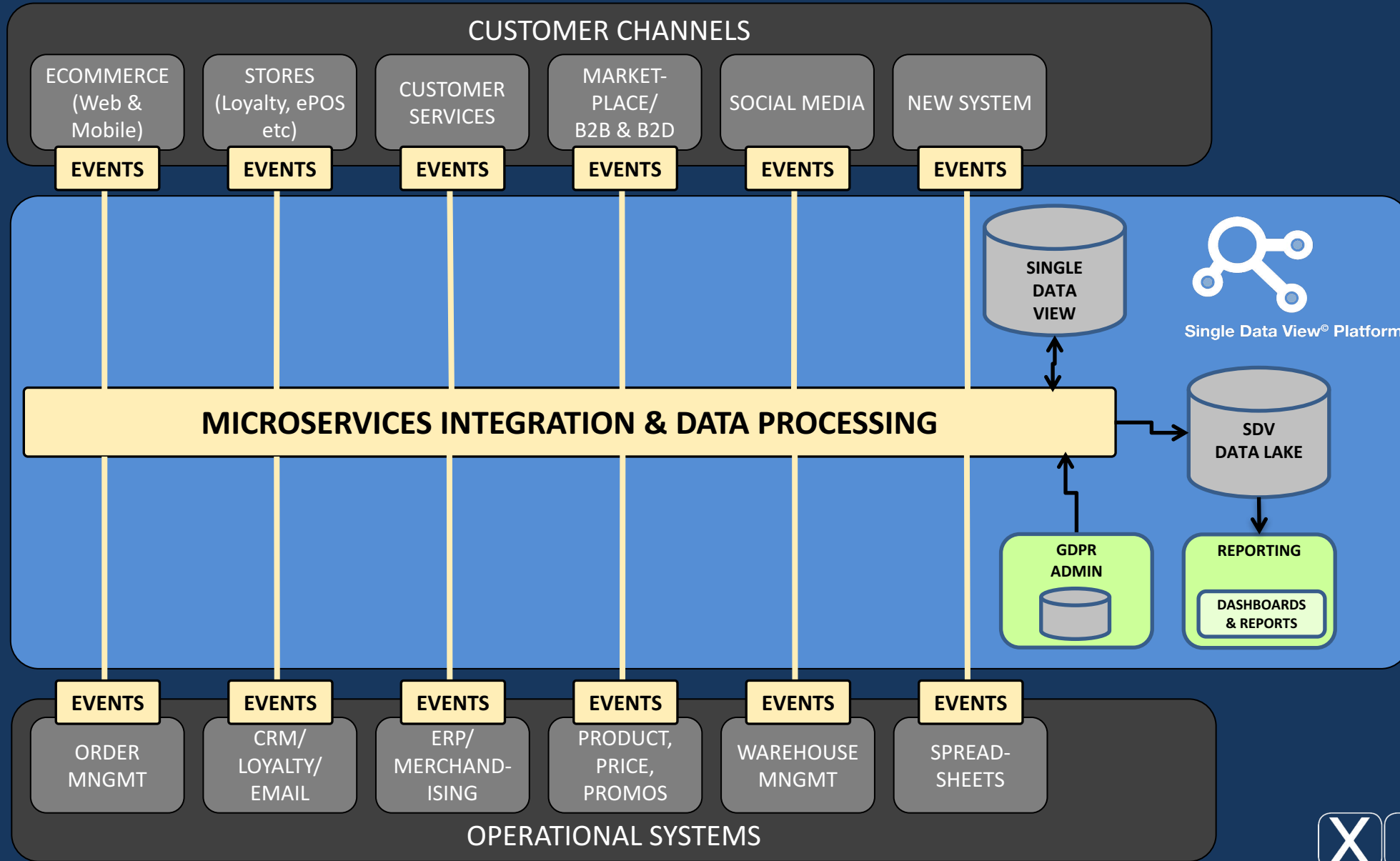
License-free, cloud based, open source, secure, resilient & elastically scalable



Single Data View® Platform

Single Data View© platform

The SDV© platform sits at the heart of your systems



Features of the SDV© platform

- **No license fee** (open source) and very low total cost of ownership (TCO)
- Can be implemented in under **3 months**
- One **single, centralised, 360⁰ view of all your data** e.g. Customer, Product, Inventory, across all your channels
- Can **integrate all your systems** - even the old ones – & is **elastically scalable** in the cloud
- Real time **‘data-stories’** and industry-ready reports and dashboards out of the box
- Uses **latest technology** (e.g. MicroServices) so we can attract the best talent
- **Continuous improvement** – our roadmap is driven by the industry



WHY OUR CUSTOMERS CHOOSE THE SINGLE DATA VIEW[®] PLATFORM



Secure &
GDPR
compliant



360^o data view &
industry ready
real-time
integration &
business reporting



Quick to
implement with
pre-built
connectors



Cloud based &
license free



Highly scalable &
resilient



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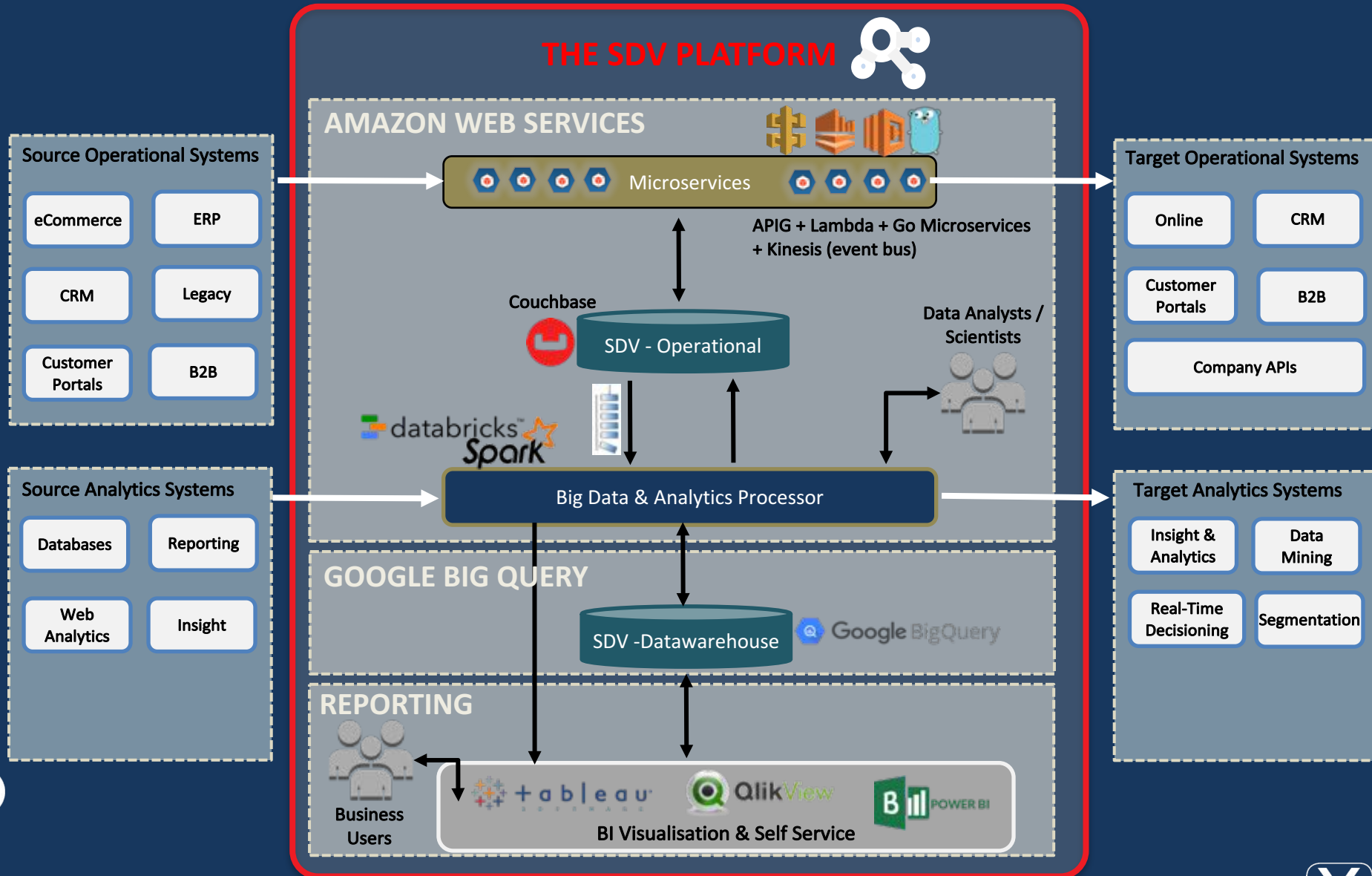
We have prebuilt integrations into the following platforms...



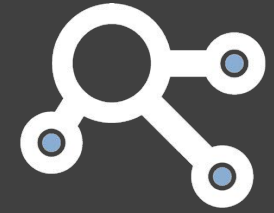
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consulting

The SDV® platform: Technology view



Summary



Single Data View® Platform

The Xiatech **Single Data View (SDV) platform** is a **fully managed service** providing four essential business optimisation tools:

1. Real-time, **event based integration** between your systems
2. Real-time **Single View of Data** e.g. Customers, Products, Inventory and Orders
3. An industry-ready suite of **real-time reports** and dashboards
4. Automated **GDPR compliance** utility

Cloud hosted, the **SDV** platform is industry-ready, elastically scalable, highly resilient, fully encrypted and license-free which...

1. **Accelerates speed of system implementation**, by using our pre-built connectors into multiple eCommerce, CRM & ERP systems
2. Creates '**Data-Stories**' e.g. customer journeys, stock movements, acquisition funnels etc., using our **event based integration**
3. Delivers **single, centralised 360° view of your data**, e.g. Customers, invaluable for insight, segmentation and personalisation
4. Produces **Real-time snapshots** of your business using standard tools, reusable reports & dashboards
5. **Automates GDPR** anonymisation of customer data

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Xiatech have been awarded a number of industry accolades in recognition of our work in this field



Q&A



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How does the software work?



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Simply put, we gather your operational data from all your data sources in real time, consolidate it and hold it centrally. From there, the opportunities are endless...



GATHER



INGEST



ORGANISE

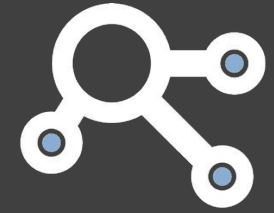


PREPARE



EXPLORE

Differentiators



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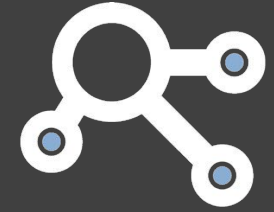
Q: Why is the SDV different to more traditional data warehouses or our competition?

A: Most DW platforms are not **real-time** or **event based** so they are not **contextually aware**. The SDV captures data as events & also holds structured & unstructured data. It can therefore piece together 'data-stories' such as **Customer Journeys** or **inventory movement patterns** which are usually difficult to compile.

A: The **costs and time-scales** of implementation are far lower with the SDV, and the **TCO** is a fraction of the usual DW costs due to cloud hosting. Additional changes are simple and cost efficient

A: Our solution offers **automated GDPR compliance**, by offering the ability to anonymise personal data on command via an admin interface

Integration



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Q: Why is the SDV different to commercial off-the-shelf integration tools such as an Enterprise Service Bus (ESB)?

A: We have taken the best parts of an integration tool and used technologies available within the cloud platforms to provide **real-time event-based connections** to all of your systems with our MicroServices framework

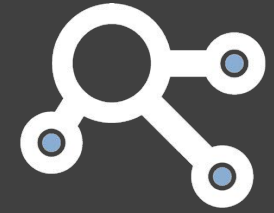
A: The **costs and time-scales** of implementation are far lower with the SDV, and the **costs** are a fraction of the usual integration tools costs due to our Open Source software.

A: Due to the use of cloud technologies we can **automatically scale on demand** in an instant and we have built in support for infrastructure utilities such as **caching, authentication, logging, monitoring, alerting and service discovery**

A: We are fully **DevOps ready** meaning we can create new environments and deploy code extremely efficiently

A: Using the Amazon Web Services 'Serverless' stack means that we have **no servers to maintain or patch**

Costs/Benefits



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Q: How does this contribute to a company's bottom line?

A: Increases speed to market of new revenue generating systems e.g. eCommerce platform prebuilt connectors

A: Decreases the cost of new system implementation

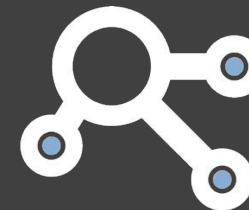
A: Total cost of ownership is significantly lower than standard integration & DW platforms

A: Cost of SDV implementation is on average 10 times lower than equivalent projects

A: The analytics available offer deep insight through cross data-set analytics. This provides companies with the ability to optimise their cross-channel trade through otherwise unavailable analytics

A: We have built hundreds of reusable integration components (MicroServices), as well as reusable data-models, reports & dashboards that can be applied to your business

Time to market



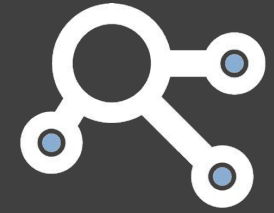
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Q: What is the typical implementation timeline for the SDV?

A: This does depends on the number of systems involved and whether we can use our standard adapters. However, it can be as quick as three months. We tend to implement the SDV incrementally and adding new systems can take a matter of days.

Innovation



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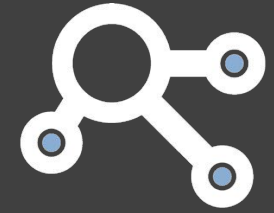
Q: Why is the SDV so innovative?

A: We have developed the SDV using leading edge technologies developed by the likes of Google, LinkedIn and Facebook. We have also relied entirely on the open source nature of these products so benefit from inheriting and contributing to all the new features and support from the community

A: The MicroServices event-based architecture is unlike any tools we have seen and the innovation in the product allows you to do things that would normally take at least three times longer to achieve.

A: We have numerous reusable out of the box adapters to many commercial software products e.g. eCommerce platforms & ERP systems so implementations can be very quick

Compliance & GDPR



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Q: How does the SDV platform assist with compliance such as the GDPR directive?

A: The SDV provides a **real-time view of all your customer data**, which is also encrypted, therefore providing a solution to any subject access requests

A: We have also added a **GDPR utility service** to our SDV platform. As the platform can identify which of your operational systems holds customer data, our GDPR utility provides the ability for an operator with relevant permissions to look-up customer data and **automatically delete, anonymise or retrieve any customer data** that is held within your systems. The utility provides a full audit log to **comply with the GDPR directive** and this also therefore offers the ability to undo/redo any previous actions