

## Splice Machine & RedPoint Deliver True Omni-Channel Marketing in Real Time

Marketers have traditionally planned their strategies across two dimensions: time and money. Today's smart marketers compete on three dimensions: data, time and money. Designed to power hyper-personalized, real-time interactions, Splice Machine and RedPoint Global have partnered to bring customers true one-to-one marketing in real time.

With massively scalable database technology from Splice Machine and next-generation, cross channel marketing and data quality technology from RedPoint, the partnership delivers the first marketing platform that can use Big Data needed to engage today's omni-channel customer.

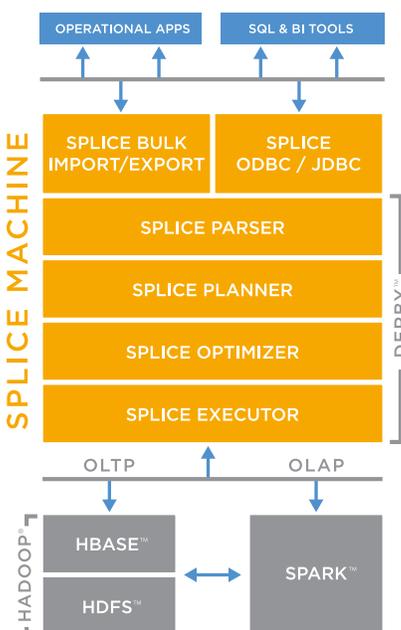
## 360° Customer View without the Cost

Splice Machine's partnership with RedPoint provides businesses the best of all worlds: a standard SQL database, the proven scale-out of Hadoop, and the ability to create 360-degree customer views across all touch points in real time.

Splice Machine's Hadoop RDBMS has been integrated and certified on RedPoint's Convergent Marketing Platform™ to create a new breed of solution for marketers. With cost-efficient database scale-out and real-time

cross-channel execution, the solution enables enterprises to future-proof their marketing technology investment.

Splice Machine leverages the proven ability of Hadoop to scale seamlessly to petabytes of data with commodity servers. Through its partnership with RedPoint, Splice Machine not only enables marketers to create unified customer profiles, but also take action on insights gleaned from that data and send relevant offers in real time across all customer touch points.



## Splice Machine

### OVERVIEW

The Splice Machine database is a modern, scale-out alternative to traditional RDBMSs, such as Oracle®, MySQL™, IBM DB2® and Microsoft SQL Server®, that is 10-20x faster at ¼ the cost. As the first hybrid, in-memory RDBMS powered by Hadoop and Spark, the Splice Machine database helps customers power real-time applications and analytics, enabling companies to make decisions in the moment.

### SOLUTION HIGHLIGHTS

- ACID compliant transactions
- ANSI standard SQL
- Complex joins
- Secondary indexes
- Aggregations
- Sub-queries
- Triggers
- User-defined functions (UDFs)
- Column-level security

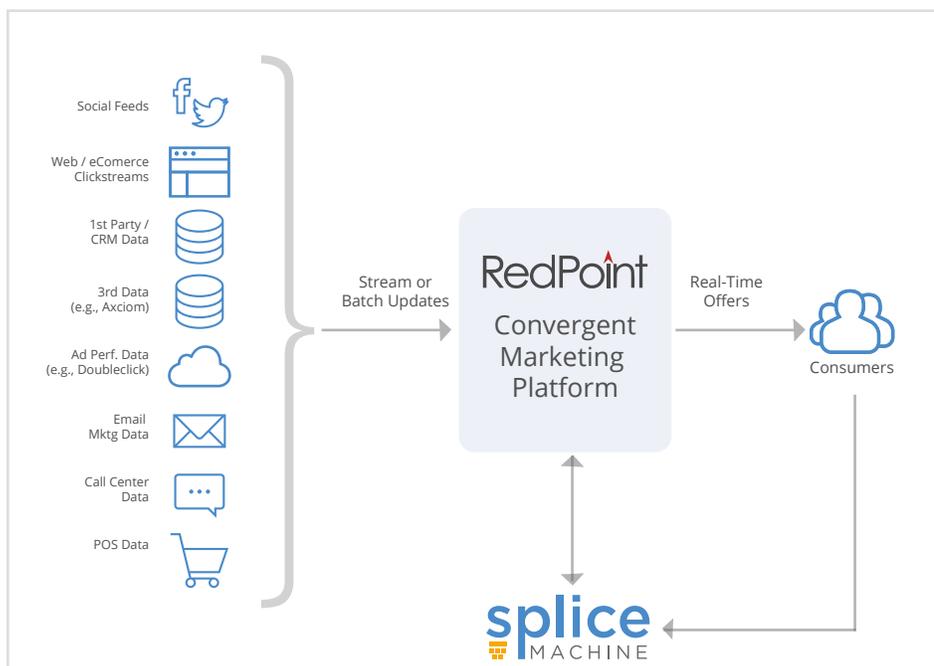
### SOLUTION BENEFITS

- Powers real-time operational applications and reports
- Supports applications with minimal migration with ANSI-99 SQL
- Scale-out on commodity servers using the proven auto-sharding of HBase
- Reduce TCO by over 75% and increase by performance by 10-20x
- State-of-the-art design leverages in-memory technology to support simultaneous OLTP and OLAP workloads

Businesses can now gain affordable access to all their data (social, mobile, click streams, website behaviors, etc.) across a proliferating and ever-changing list of channels. Furthermore, it complements any existing Hadoop deployment, including those on the Cloudera, MapR and Hortonworks distributions.

The result is a more effective option than running traditional siloed marketing applications on costly legacy databases, such as Oracle and IBM DB2. Customers of Splice Machine and RedPoint will achieve compelling results versus these traditional databases:

- 10-20x increase in query speeds
- 75% reduction in TCO



## About Splice Machine

The Splice Machine RDBMS is the first hybrid, in-memory RDBMS powered by Hadoop and Spark. Leveraging in-memory technology from Spark and scale-out capabilities from Hadoop, Splice Machine can replace Oracle® and MySQL™ databases, while increasing performance by 10-20x at one-fourth the cost. With an innovative, hybrid architecture and advanced resource isolation, the Splice Machine RDBMS provides exceptional performance for simultaneous OLAP and OLTP workloads, enabling companies to unlock the insights in their Big Data to make decisions in the moment.



## The Benefits of RedPoint

### INCREASE CUSTOMER ENGAGEMENT

- Build continuous dialogues with customers across channels
- Generate stronger brand loyalty and advocacy
- Grow lifetime customer value

### BETTER MARKETING RESULTS

- Increase response and conversion rates
- Marketing ROI increases for every campaign

### BETTER OPERATIONAL EFFICIENCY

- Faster campaign cycle time
- Less IT support for marketing activities
- Less time on admin work, more time for strategic impact

## About RedPoint

RedPoint Global empowers marketers to bring together all the customer data they need to create precise one-to-one interactions with customers across any and all marketing channels. Unlike other solutions, the RedPoint Convergent Marketing Platform, a customer engagement platform, enables users to quickly extract structured and unstructured data from wherever it is, easily analyze customer behaviors and preferences, and create precisely the right messaging — whenever and through whatever channel required — all from a single platform. No other software provider offers an all-in-one solution PLUS speed-to-market and robust scalability.