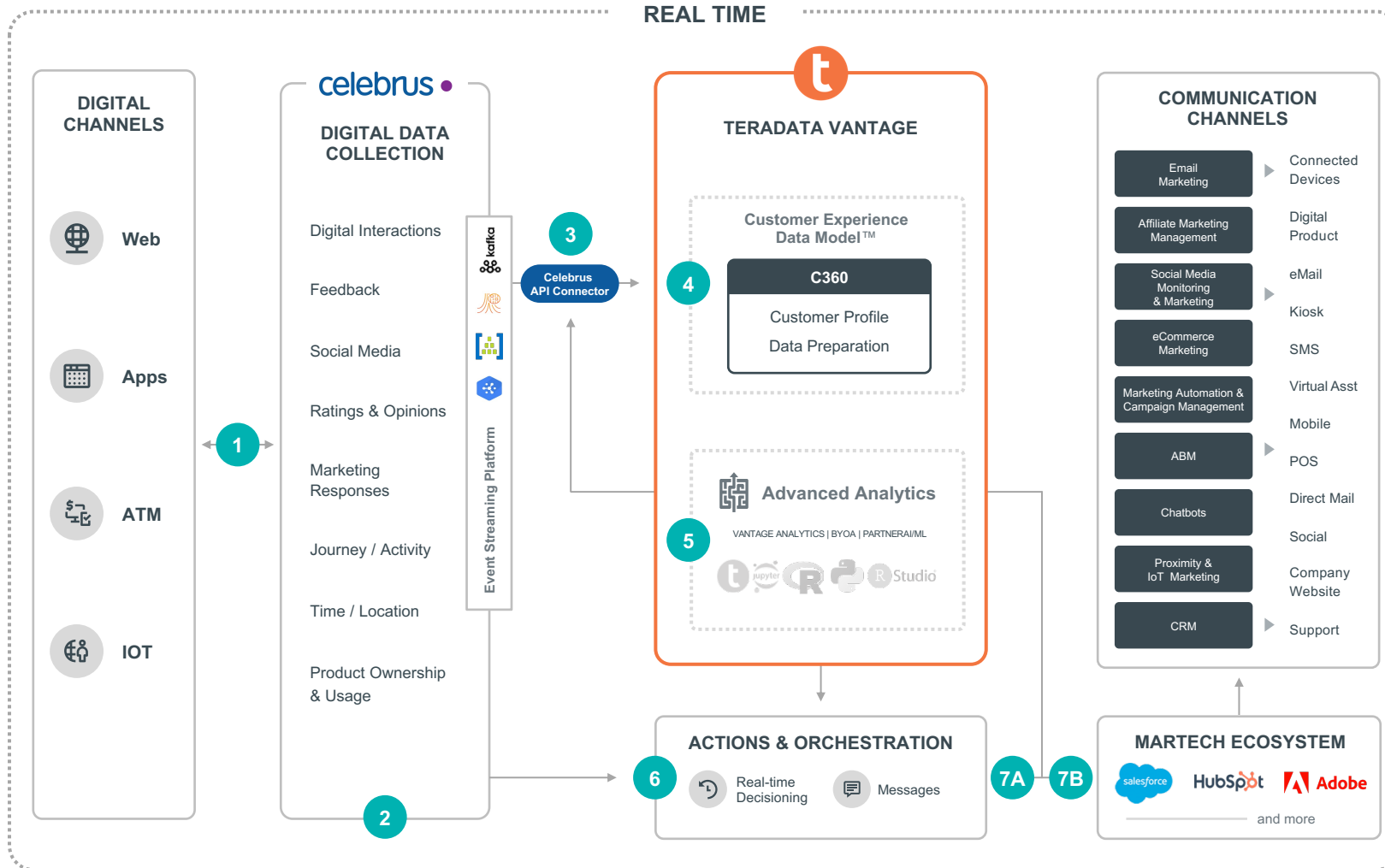


# Digital Identity Management

Architectural blueprint to unlock the full potential of customer experience (CX) for a deep understanding of customers and driving optimal customer experiences with real-time decisioning, using Teradata and Celebrus.



Reviewed for technical accuracy February 2022

- 1** Celebrus captures all user interactions across digital channels in real time
- 2** Celebrus persists identities and provides for every visitor, **across channels and over time.**
- 3** **Celebrus Connectors** provide low latency, once per minute, updates to the CX data model and **offer real-time two-way data streams** for actions and orchestration.
- 4** Celebrus data is integrated into the pre-built **Vantage Customer Experience Data Model™** to build a complete Customer 360.
- 5** Vantage **AI and machine learning capabilities**, used at scale, solve analytics use cases to **uncover customer and business insights.**
- 6** Actions and orchestration based on **insights from Vantage and real-time data from Celebrus** are used to drive sales, retention, CX, and more.
- 7A** Celebrus **activates each decision in real-time** to deliver personalized omni-channel experiences for customers.
- 7B** Broader integration of Teradata Vantage with the MarTech ecosystem enables marketing fulfillment through **communication channels.**