

ARE YOU DELIGHTING YOUR CUSTOMERS – OR YOUR COMPETITORS?

Customers are the reason your business exists. You need the agility to give them the digital experience they demand – or your competitors will.

Why are you holding your business back?

Three Signs Outdated Technology Is Hampering Your Digital Transformation Strategy:

- 1 Struggling to get to a Golden Record in real time**

Your siloed systems make it hard for you to get a 360 view of your customers, the type of product or the type of channel they want to engage on. Traditional data integration isn't flexible enough to let you respond to new business requirements.
- 2 Unable to unlock the full value of your content**

Your business is sitting on petabytes of documents, including text, pdf, photo, and IoT. But your existing systems in policy and claims management don't let you access, search and connect this information.
- 3 Responding to changes requires too much time and money**

You're struggling to respond to new regulatory requirements, and having a hard time implementing automation for risk assessment or claims processing. The Cloud imperative, new data formats, and InsureTech will continue to shift the market. Legacy infrastructure is making it hard to adapt, and is putting your business at risk.

If this is your reality, you need MarkLogic® – the world's best database for integrating data from silos.

“ MarkLogic enabled us to assemble customer information, from all over our company – data that resides in registration databases, fulfillment systems, advertising, CRM and others – all surrounding our customers and their experiences.”

- Gene Bishop, vice president of technology, ALM

MarkLogic Delivers a Digital Transformation Platform

Digital Transformation fundamentally changes the way you do business, improves customer service, risk management, and inter-departmental collaboration. This change can only be driven by an agile, scalable and secure technology capable of integrating and managing all your data to answer any question anytime. MarkLogic’s multi-model database platform does just that and also provides powerful, “ask anything” search and semantic capabilities, and bitemporal stamping for querying data over time.

MarkLogic enables Digital Transformation through an Operational Data Hub (ODH) pattern, which helps you reduce integration costs and provide both operational “run-the-business” and analytical “observe-the-business” capabilities at the first point of integration, all on one platform. The ODH pattern makes governance, tracking and access simpler, more effective—and delivers real data integration results faster than ever before.

With support for secure operations, accurate reporting, and analysis over the full lifecycle of data, MarkLogic’s agile platform makes it easier to innovate faster to adapt to your customers’ changing needs.



Let MarkLogic Accelerate Your Digital Transformation Strategy

As the world’s best database for integrating data from silos, MarkLogic’s database platform empowers our customers to more quickly achieve a unified, 360 view of their data—at less cost. Learn why enterprises around the world trust MarkLogic.

Visit www.marklogic.com