

ARE YOU SERVING YOUR CONSUMERS—OR YOUR COMPETITORS?

Your consumers expect personalized, connected services on par with their best retail experiences. If you can't cater to their demands for automation and digital service—your competitors will.

Why are you putting your business at risk?



Three Signs Outdated Technology is Thwarting Your Digital Transformation Efforts

1 Consumer engagement options fall far short of customer expectations

Your consumers are frustrated because you can't deliver real-time, multi-channel access to information. And, disconnected, slow service operations undermine your retention and reimbursement goals.

2 Struggling to achieve a holistic view of consumers and their preferences

Siloed systems make it difficult to get a 360 view of your customers and partners. Traditional data integration isn't flexible enough to let you personalize engagement to evolving customer requirements and individual preferences.

3 Provider directories are inaccurate and costly

Delivering up-to-date provider directories is an impossible task—resulting in confused, frustrated consumers and potentially costly fines for data quality issues that hinder access to care.

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

“ If we had tried to do that project on a relational database, it would have failed.”

— Mike Fillion, Director of Architecture, Aetna

MarkLogic Provides a Solid Foundation for Digital Transformation

Consumer expectations for contextual and personalized experiences are being transformed by digital technology in many industries. And today’s healthcare consumers are no exception—they want 24-hour access to their health information and personalized service across lines of business and preferred points of access.

To catch up, providers and payers must move away from expensive “point-to-point” and ETL-based legacy integration approaches and equip themselves with agile and modern data technology to meet rising customer demands for anytime, anywhere access to *accurate* information.

Powering digital transformation across the enterprise, MarkLogic’s multi-model database provides a secure, scalable platform for integrating and managing all of your data for a 360 view into consumer needs and preferences, partners, and supply chain, too.

The MarkLogic Operational Data Hub (ODH) pattern helps you reduce data integration costs *and* provide both operational “run-the-business” and analytical “observe-the-business” capabilities at the first point of integration. The ODH pattern makes data quality, enrichment, governance, and access easier and more effective—and delivers real results faster.

With support for secure operations, accurate reporting, and analysis over the full lifecycle of data, this agile platform empowers you to innovate faster to meet growing customer service demands.



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.

Healthcare companies around the world trust MarkLogic.

Visit www.marklogic.com