TigerGraph

TECHNOLOGY CORPORATION

AREA OF FOCUS: TECHNOLOGY

This Fortune 50 company is one of the largest technology corporations in the world, employing over 150,000 people globally. It provides a comprehensive portfolio of IT hardware, software, and service solutions. The company is well known for its innovations in supply chain management and electronic commerce.

Customer Success Story

Technology Giant Improves Customer Experiences with TigerGraph

The Challenge

This company was looking to build a new core customer 360 record system which would offer a product recommendation system and entity resolution feature. The new product recommendation system would enable the company to create accurate customer profiles that showed hierarchical relationships and help deliver an exceptional customer experience when customers log in to their centralized database to perform functions, buy products, request services, etc. They also wanted it to be scalable and a more performant system than their last. This operational function for their customer 360 was critical to their competitive advantage in the market. The system would consist of a centralized data source that would be the brains of the customer data platform.

The Solution

This company selected TigerGraph as their foundation for their new platform for master customer records. These overlapping customer records, due to multiple legacy systems' data, needed to be combined for their digital customer identity management platform to better understand their customer's behavior. Now, using TigerGraph for entity resolution and identity management, they can provide their customers with better support, next best action, know what content to deliver, and realize new customer engagement techniques.

> Using TigerGraph, we have combined decades of customer data and over 50 different legacy systems to more accurately match customers with uniquely personalized content, product recommendations, and service offerings. We've been able to identify who is likely to purchase similar products based on previous purchases and similar customer characteristics.

Senior Director | Customer Engagement
TECHNOLOGY CORPORATION

TigerGraph has a performant, scalable platform that can return data in milliseconds from all their legacy systems
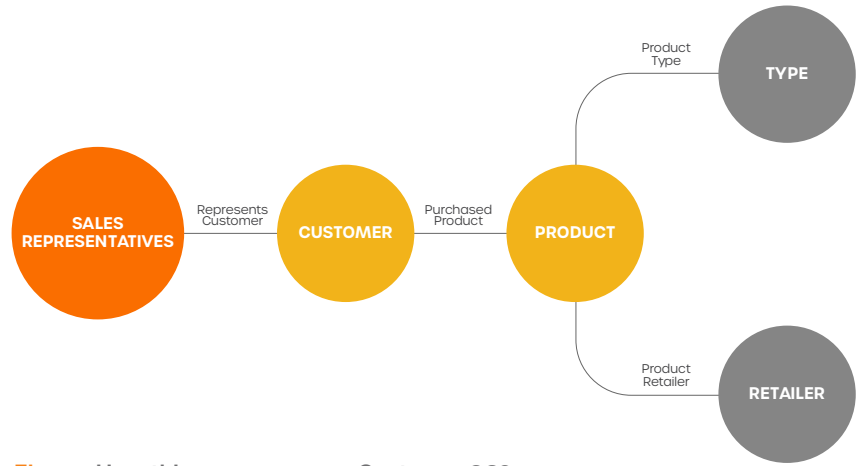
Figure: How this company uses Customer 360

The Results

TigerGraph has a performant, scalable platform that can return data in milliseconds from all their legacy systems. This operational deployment is microservices-based and leverages TigerGraph's APIs, while pulling in data from over 50 different locations. They can now do digital identity management and recommend the next best actions for engagement for a salesperson and customer care, or deliver content via email or online based on their current customer's behavior.

About TigerGraph
TigerGraph is the world's fastest graph analytics platform designed to unleash the power of interconnected data for deeper insights and better outcomes. TigerGraph fulfills the true promise and benefits of the graph platform by tackling the toughest data challenges in real time, no matter how large or complex the dataset. TigerGraph supports applications such as IoT, AI and machine learning to make sense of ever-changing big data.

For more information, follow the company on Twitter@TigerGraphDB or visit us at www.tigergraph.com
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