

THE REDPOINT CDP Composability without Compromise

Build a Solid Data Foundation to Power a Differentiated CX, Without Adding Complexity



Redpoint's complete, composable CDP prioritizes data quality in creating the industry's most accurate and reliable customer record while it streamlines data flows and connections in your MarTech stack. Covering the full scope of CDP functionality from data ingestion to segmentation and activation, Redpoint provides you with unmatched control and agility to accomplish all your CX and business use cases – without having to write a line of code.



Start with a Solid Data Foundation

Composability is about stitching the right data to your applications. Redpoint's strong focus on data ingestion, data quality, data observability and other core CDP functionality lets you know that all your components are working together with the same detailed, comprehensive understanding of your customer.



Keep it Simple

A composable CDP should make your job easier, not introduce complexity. With the Redpoint CDP you bypass writing any code to pull the data in, clean it and activate it to any of your end channels. Keep your data in place and drive CX excellence with a customized, adaptable architecture.



Deploy Where you Want

In the cloud, across a hybrid environment, or on-premises. The Redpoint CDP operates natively in Snowflake or in a private/hybrid cloud, on-premises or SaaS environment while minimizing data movement and maximizing data security.



Customize your MarTech stack to fit your needs

Redpoint connects to a variety of data sources and MarTech solutions, creating streamlined connections with your team's preferred point solutions. And with continual cleaning and optimization of new and existing data – at the time of ingestion – your data is always ready for business use for all your downstream purposes.

KEY CAPABILITIES

+ Seamless Workflows

Creating segments and executing campaigns shouldn't require IT tickets or jumping in and out of a multitude of different systems. A single sign-on allows marketers and business users to focus on achieving their use cases without operational complexity.

+ Built for Today, Ready for Tomorrow

Enterprise-ready for the needs of your business today, but leaving you room to grow into different use cases and new applications. Designed for deployment in any data cloud where data-in-place delivers value quickly and effectively. Database

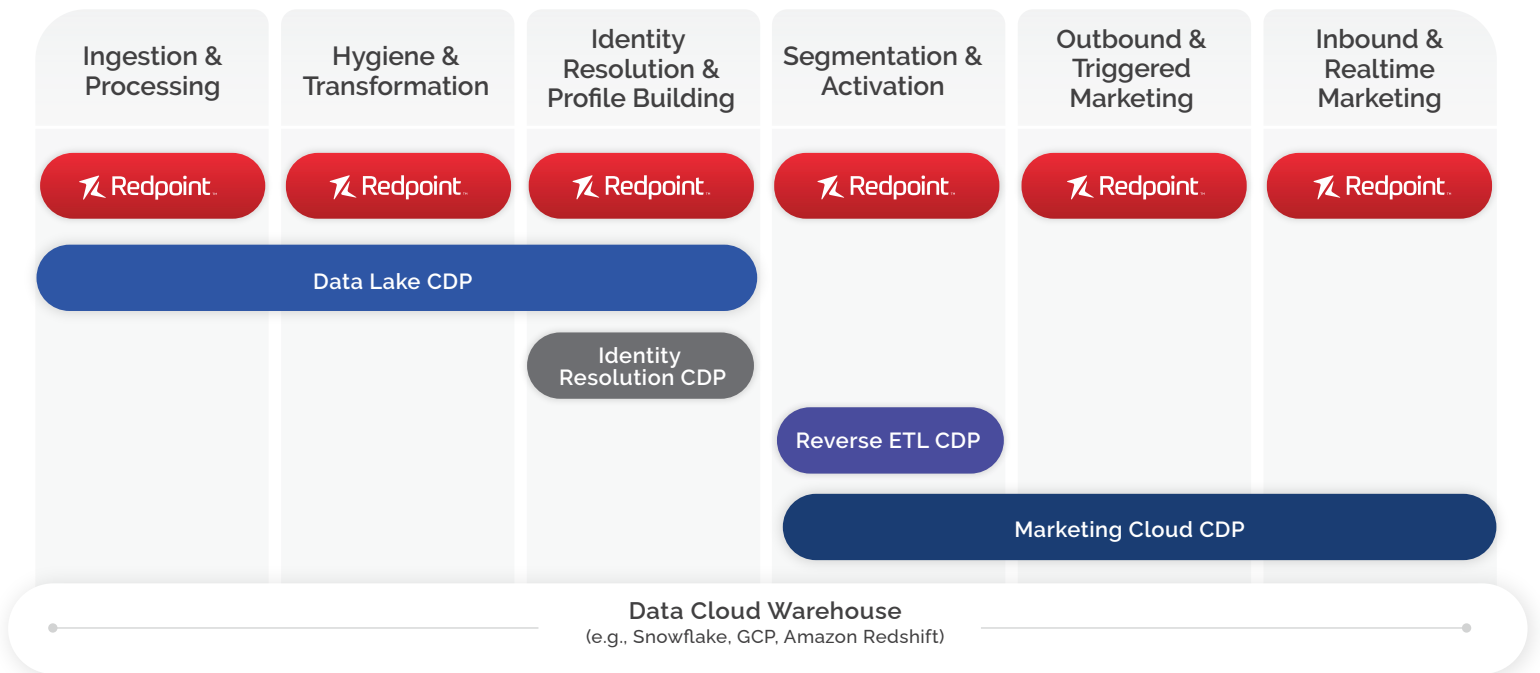
agnostic, Redpoint is also available to be deployed on-premises or as a SaaS application (Redpoint Cloud). Composability means that you are never locked in.

+ Core CDP Functionality with an Agile Approach

Customer data has deep enterprise value, and extracting the most value of it is easier when you are not down in the trenches making sure your data is cleansed and ready for use across your MarTech stack. As the most complete, composable CDP, Redpoint makes your integrated systems work better – and more effectively – with high-quality customer data, precise segmentation and automated activation.

Composable Capabilities

Unlike other composable CDP vendors that focus on one area, Redpoint offers complete CDP capabilities. From data cleansing and identity resolution to segmentation and orchestration, the choice is yours. Use as many Redpoint capabilities as you need to create a customized architecture for a seamless customer experience.



To learn more, visit
www.redpointglobal.com