**RealCDP**

CERTIFICATION PREPARED FOR

# Algonomy

2024 UPDATE March 31, 2024
AUDIT COMPLETION January 23, 2023

**CDP**
CUSTOMER DATA PLATFORM
**INSTITUTE**

HEREBY GRANTS THIS

# RealCDP CERTIFICATE 2024

PRESENTED TO

## ALGONOMY

Entitled to be known as a RealCDP™ and authorized to display the RealCDP™ badge
for successfully completing a comprehensive evaluation and providing satisfactory
proof that meets all qualifications set forth by the Customer Data Platform Institute.

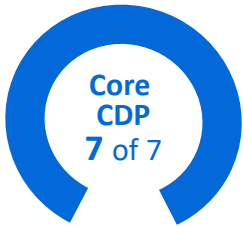In Witness Thereof, this Thirty-First day of March 2024.

**DAVID RAAB**
President, CDP Institute

2024
**RealCDP**
✓
CERTIFIED

**VERNON TIREY**
RealCDP Auditor

# RealCDP Audit Report

**Confidential Report For: Algonomy Software Private Limited**  Audit Complete Date: 1/23/2023

**Core CDP 7 of 7**

- ✔ Ingest Data
- ✔ Maintain Data
- ✔ Store Historical Data
- ✔ Unified Customer Profile
- ✔ Privacy
- ✔ Share Customer Data
- ✔ Real Time Data Updates

**Algonomy Real Time CDP meets all core RealCDP certification requirements.** Algonomy provides a fully comprehensive CDP platform designed to meet the needs of retailers and companies with similar business models (CPG, quick-serve restaurants). The SaaS, multi-tenant platform is hosted in a hybrid cloud environment (AWS, co-located data centers) and supports ingestion of all types of data in both batch and real time, with over 150 pre-built connectors. Unified customer profiles with persistent IDs are created using deterministic and probabilistic matching and are stored in industry-specific data models customized to meet unique client needs. Profiles can be stored in a variety of 3rd party databases and full historical raw data is maintained in a data lake to enable data correction and restoration. Privacy management and security are strong; encryption occurs at rest and in-motion, the platform is fully GDPR and CCPA compliant and boasts nine security certifications. Audiences and customer data can be shared any where via a marketer-friendly interface designed for easy access to robust profiles that can be updated and shared in real time.

**CDP Enhanced 6 of 6**

- ✔ Channels Supported
- ✔ Data Sources Supported
- ✔ 3rd Party Applications
- ✔ Real Time Processing
- ✔ Data Hygiene
- ✔ End User Training

**Algonomy Real Time CDP meets all enhanced RealCDP requirements.** The platform connects to all channels, including contact centers and chatbots. Pre-built two-way data connectors are provided for leading social, eCommerce, CRM, ERP, database, big data and event management systems; additional connectors can be built as needed. Any data source can be ingested and the user-friendly drag and drop interface allows non-technical users to easily add new data feeds and configure data exports. The DataSync ETL module provides rules-based data quality and standardization, and the process is augmented with postal data. Algonomy has partnerships with several large 3rd party data providers (Melissa, Acxiom, Twilio, e.g.) to help with data hygiene, ID resolution and customer profile enrichment. Real time listening, updating and sharing is provided and occurs in milliseconds thanks to a robust architecture with dynamic scaling. Comprehensive end user training includes client-specific training post-implementation as well as boot camps, workshops, online documentation and videos, and quick-start use case guides. A professional services team is available for additional support.

**CDP Stack 4 of 4**

- ✔ Analytics & Reporting
- ✔ Model Building & Scoring
- ✔ Personalization
- ✔ Journey Orchestration

**Algonomy Real Time CDP meets all CDP Stack requirements.** Robust analytics and reporting capabilities provide insights into data and customer trends, as well as campaign/journey results. These are pre-built but can be customized by marketers via the drag and drop interface, which also includes a scheduling option. To provide more robust reporting and visualization, Tableau is pre-integrated with all implementations. The platform comes with pre-built advanced analytics and models (RFME, lifetime value, market basket, segmentation, churn, propensity, lookalike) that update automatically when data changes; scores from models built externally can easily be loaded to customer profiles. Marketers have full access to model results and data scientists have a more powerful interface to modify existing and build new models. Real time personalization is robust as this part of the platform is built on the RichRelevance personalization engine which enables marketers to deliver highly personalized recommendations and content to customers in all channels. Simple campaigns and complex multi-step, multi-channel journeys are created in an elegant interface that comes with helpful templates for common customer journeys such as new member welcome, cart abandonment, web push notification, etc.

**OTHER**

**Algonomy's XEN AI is the decision layer for the platform.** Touted as "the industry's first composite AI engine," XEN AI is integrated into the platform architecture (as opposed to an external process) and thus provides a more seamless user experience when optimizing customer interactions.

**SUMMARY**

**Algonomy Real Time CDP is a RealCDP with particular strengths in real time personalization, modeling and journey building.** Mid-market and enterprise retailers in particular will benefit from the pre-built insights, models, and journey templates which help deliver rapid implementation and time-to-value. The platform is modular, enabling Algonomy to fit well with most pre-existing martech stacks and their global footprint reduces language and time zone support concerns.

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# Algonomy Findings

The CDP Institute audits 17 CDP related capabilities. Below are the high-level findings for Algonomy.

Requirements fall into three categories:

✔ **Meets All Requirements**
✔ **Meets Some Requirements**
✘ **Meets No Requirements**

| CAPABILITY | TYPE | Findings |
|---|---|---|
| ✔ **Ingest Data** | Core CDP | Meets all requirements |
| ✔ **Maintain Data** | Core CDP | Meets all requirements |
| ✔ **Store Historical Data** | Core CDP | Meets all requirements |
| ✔ **Unified Customer Profile** | Core CDP | Meets all requirements |
| ✔ **Privacy** | Core CDP | Meets all requirements |
| ✔ **Share Customer Data** | Core CDP | Meets all requirements |
| ✔ **Real Time Updates** | Core CDP | Meets all requirements |
| ✔ **Channels** | CDP Enhancement | Meets all requirements |
| ✔ **Data Sources Supported** | CDP Enhancement | Meets all requirements |
| ✔ **3rd Party Applications** | CDP Enhancement | Meets all requirements |
| ✔ **Real Time Processing** | CDP Enhancement | Meets all requirements |
| ✔ **Data Hygiene** | CDP Enhancement | Meets all requirements |
| ✔ **End User Training** | CDP Enhancement | Meets all requirements |
| ✔ **Analytics & Reporting** | CDP Stack | Meets all requirements |
| ✔ **Model Building & Scoring** | CDP Stack | Meets all requirements |
| ✔ **Personalization** | CDP Stack | Meets all requirements |
| ✔ **Journey Orchestration** | CDP Stack | Meets all requirements |

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# Directory of Audited CDP Capabilities

For a full description of CDP capabilities please see the RealCDP Audit Guide. Below is a brief description of each CDP capability reviewed in the RealCDP Certification Audit. To qualify as a RealCDP a vendor must fully support all Core CDP capabilities.

| CAPABILITY | TYPE | DESCRIPTION |
|---|---|---|
| Ingest Data | Core CDP | Data ingestion and data capture capabilities for all data types |
| Maintain Data | Core CDP | Maintain and manage all required customer and demand-side data |
| Store Historical Data | Core CDP | Store all detailed historical and longitudinal data required by Users |
| Unified Customer Profile | Core CDP | Create and manage unified customer profiles |
| Privacy | Core CDP | Manage personal identifiers, consent & privacy management, privacy enforcement |
| Share Customer Data | Core CDP | Distribute and/or syndicate data wherever (and ideally whenever) needed |
| Real Time Updates | Core CDP | Capture, update, share, and decision data in real time |
| Channels | CDP Enhancement | CDP supported Channels and available Connectors to capture and distribute data |
| Data Sources Supported | CDP Enhancement | Third Party Applications that provide, pre-integrate, and or support the CDP system |
| 3rd Party Applications | CDP Enhancement | Third Party Applications that provide, pre-integrate, and or support the CDP system |
| Real Time Processing | CDP Enhancement | Enhanced Real-time processing update capabilities (ideally in sub-second speed) |
| Data Hygiene | CDP Enhancement | Data scrubbing, filtering, standardizing, formatting, and matching capabilities |
| End User Training | CDP Enhancement | End User training, workshops, documentation, and educational materials |
| Analytics & Reporting | CDP Stack | Report building and sharing for data, program performance and customer analytics |
| Model Building & Scoring | CDP Stack | Model development and data scoring in support of targeting and decisioning |
| Personalization | CDP Stack | Customer Personalization solutions including tools, technologies, and techniques |
| Journey Orchestration | CDP Stack | Customer Journey Orchestration solutions for multi-touch, multi-channel marketing |

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