

CERTIFICATION PREPARED FOR

# NGDATA, Inc.

2024 UPDATE March 31, 2024  
AUDIT COMPLETION February 26, 2020

CONFIDENTIAL



HEREBY GRANTS THIS

# RealCDP CERTIFICATE 2024

PRESENTED TO

**NGDATA, Inc.**

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 Whereof, this Thirty-First day of March 2024.

A handwritten signature in black ink that reads 'David M Raab'.

**DAVID RAAB**  
President, CDP Institute



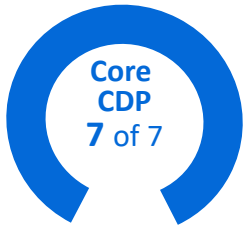
A handwritten signature in black ink that reads 'Vernon Tirey'.

**VERNON TIREY**  
RealCDP Auditor



Confidential Report For: NGData, Inc.

Full Audit Complete Date: 2/26/2020



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

**NGDATA meets all RealCDP certification criteria with Intelligent Engagement Platform.** To more effectively ingest, store, manage, and distribute data, NGDATA segments data into two types: 1) Interaction Store data which captures customer interactions as immutable events overtime in HDFS and 2) Entity Store data which ingests client data from 1<sup>st</sup>, 2<sup>nd</sup>, and 3<sup>rd</sup> party data sources in HBase. A disciplined data modeling capability and approach allows NGDATA to create a rich data architecture configured for the specific needs of the client business including DNA Entities (Customer and decisioning attributes), DATA Entities (business attributes such as products and metrics) and Interactions (transaction attributes). All are managed on top of Apache NiFi in a proprietary NGDATA system deployed on-premises or in the cloud. The latest release is IEP 7.1, February 2022.



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

**NGDATA has proprietary out-of-the-box (OOTB) capabilities to enrich core CDP capabilities.** A rich set of predefined interaction aggregates, metrics, and derivative data sets gives NGDATA clients a “quick start” best practices omnichannel marketing capabilities day one. The data aggregation engine and metrics formula generation capability supported by the NGDATA Expression Language (NEL) allows clients to build highly customized data sets, metrics, and scores with real-time processing capabilities. The best practices deterministic matching capability easily allows for a unique customized customer profile to be built for every data source if required. Probabilistic matching is not included but the data architecture will easily support and enable it. Because IEP is built on open source Apache NiFi, it comes with a rich set of OOTB connectors in support of data and application integration. Custom integrations such as Facebook are also available. True ETL functionality is not included but easily integrated. Training, documentation, and manuals are delivered with IEP.



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

**NGDATA' CDP Stack has evolved nicely in the past 2 years and is on par with industry leaders.** The data architecture is designed to support the most sophisticated Analytic, Personalization, and Customer Journey Orchestration capabilities the technical user and power user are well served. End-user tools are rapidly improving. Today, Analytic solutions are dependent on NGDATA to integrate client analytic solutions and NGDATA data scientists to build models. An end user analytic capability is planned within the next 12 months. Personalization is closely linked with the DNA Entities and although users do not have an easy way to configure the DNA attributes, they are able to apply existing attributes to create customized segments and target audiences. Customer Journey orchestration is not user friendly and requires significant technical expertise. There is no evidence that CDP Inside is available.

## OTHER

**NGDATA has a rich set of capabilities.** In February 2020, NGData was the first CDP platform to be certified as a RealCDP and has continued to evolve rapidly into a Full-Stack CDP solution set by enhancing Core CDP, CDP Enhanced, and CDP Stack capabilities reviewed in recertification updates in 2021 and 2022.

## SUMMARY

**NGDATA is a RealCDP that focused on customer data management.** Unlike many CDP companies that evolved or pivoted into the CDP space, NGDATA has created a solution optimized day 1 to establish a single view of the customer and to execute smart capable interactions in a complex omni-channel enterprise. The architecture supports offline and online channels and enables real time and mobile applications. NGDATA is continuing to add vertical market customer profile, OOTB campaign, and analytic solutions functionality as it expands its client base beyond financial services and banking.



# NGDATA, Inc. Findings

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

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 requirements but does not include full ETL and data hygiene functionality
✓ End User Training	CDP Enhancement	Meets all requirements
✓ Analytics & Reporting	CDP Stack	Meets requirements with a rich set of OOTB dashboards and static reports
✓ Model Building & Scoring	CDP Stack	Meets all requirements
✓ Personalization	CDP Stack	Meets all requirements
✓ Journey Orchestration	CDP Stack	Meets all requirements

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