



BaynoteOne

Real-time Experience Engine

RTX is a modern machine learning engine that puts big data to work in real-time using your existing website and touchpoints.

One Customer. One Experience.

Actionable Big Data

Big data technologies like Hadoop have opened up a world of possibilities across a variety of industries. Data that was once trapped in legacy systems and formats can now be brought together and combined in new ways. Machine learning has re-emerged as a competitive force in the business world with new algorithms and techniques creating advantage and increased revenues. Unfortunately, making big data actionable in real-time, production environments has been the domain of a few, very large technology and retail companies.

More than just big data aggregation, the purpose of RTX is to make big data insights actionable in real-time...

Putting Big Data to Work

The BaynoteONE Real-time Experience Engine (RTX) is a modern machine learning engine designed to put big data to work in real-time. More than just big data aggregation, the purpose of RTX is to make data actionable in real-time, production environments using battle tested machine learning algorithms, in-memory technology and robust APIs to drive relevant, personal interactions on existing technologies and touchpoints.

Accelerate Big Data Insights

Big data technology can bring massive volumes and types of data together creating new opportunities for analysis, modeling and monetization. Data scientists use various techniques and algorithms to look for valuable insights within these new datasets. Many companies, however, don't have data scientists or don't have specialists in big data techniques. BaynoteONE is software as a service with integrated data science and technology that accelerates big data adoption and drives insights and value in weeks not years.

Integrate with Existing Systems

Legacy systems are inherently difficult to replace. To realize the impact of big data today, new technologies must integrate with existing systems and platforms. BaynoteONE integrates with your existing ecommerce, CMS and CRM systems to drive value today.

Observe - BaynoteONE collect data in real-time and through periodic data feeds from existing systems and touchpoints.

Infer - Baynote's unique modelling engine refines this data using machine learning algorithms that derive useful insight and outputs.

Act - BaynoteONE is integrated with your existing digital touchpoints so that relevant content, products and promotions are displayed to each customer using the website, email and onsite search engines you already have.

Innovative Capabilities

BaynoteONE RTX delivers innovative capabilities required for modern commerce.

A New Big Data Modeling Approach

The RTX modelling engine is a unique BaynoteONE technology that enables machine learning on complex newly refined datasets that combine online and offline data. Using Hadoop as a data refinery and for scalable computation, the RTX modelling engine uses unique, patented machine learning algorithms and a new layered approach to find patterns that are impossible with prior or off-the-shelf technologies.

Baynote holds 8 algorithm patents and has 8 patents pending including 2 new patents applications in 2014.

Battle Tested Algorithms - The BaynoteONE RTX engine and algorithms are battle tested and proven to drive value. Open source algorithms or simple techniques may seem expedient, but don't scale or work in real-time. The Baynote data science team has selected techniques and developed and tested algorithms for their suitability for big data and real-time performance. Baynote holds a number of unique algorithm patents and applied for two new patents in 2014.

True Machine Learning - Most predictive analytics systems simply exploit historical trends found in the existing data, they don't test and explore to see how customers will react. The BaynoteONE RTX modeling engine uses a machine learning approach to actively test and explore to find new, meaningful results more quickly that continue to improve engagement and conversion to drive more revenue.

Machine Insight in Real-time

Real-time Performance - The BaynoteONE RTX real-time interaction server is a unique BaynoteONE technology that puts machine-learning models into memory for real-time access in milliseconds.

Minimal Latency - "Over the wire" communication between SaaS technologies and client systems can create delays for page load time or email responses. BaynoteONE RTX real-time interaction server is a virtual server that can be hosted almost anywhere including by Baynote, on a cloud service like AWS or co-located with client servers. This flexible architecture allows BaynoteONE to scale to meet any client need with extremely low latency.

Online & Offline Data Integration

Real-time data - BaynoteONE uses a unique data tag to collect behavioral and customer data from the real-time experience. This data includes the items or pages that a customer is most interested in, purchases, user entered data, search terms, and customer attributes available as part of session data.

Periodic data feeds - BaynoteONE also takes data into Hadoop via periodic data feeds using Pentaho ETL. Periodic feeds include product and content catalogs, CRM profiles, and offline purchases from stores or agents. Periodic feeds are integrated with real-time data to create a more comprehensive picture of customer behavior and profiles that enhance the modelling process.

Actionable Big Data, Today

Delivering relevant, dynamic and impactful customer experiences has never been easier. With the BaynoteONE Real-time Experience Engine you can have actionable big data and a proven partner to accelerate your business results today.

About Baynote

Baynote is a leading provider of real-time customer experience solutions for commerce. Using Baynote's patented approach, retail and travel brands create seamless, personal experiences for consumers across devices and touchpoints that increase engagement, conversion and lifetime value. For more information about Baynote, visit <http://www.baynote.com>.

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