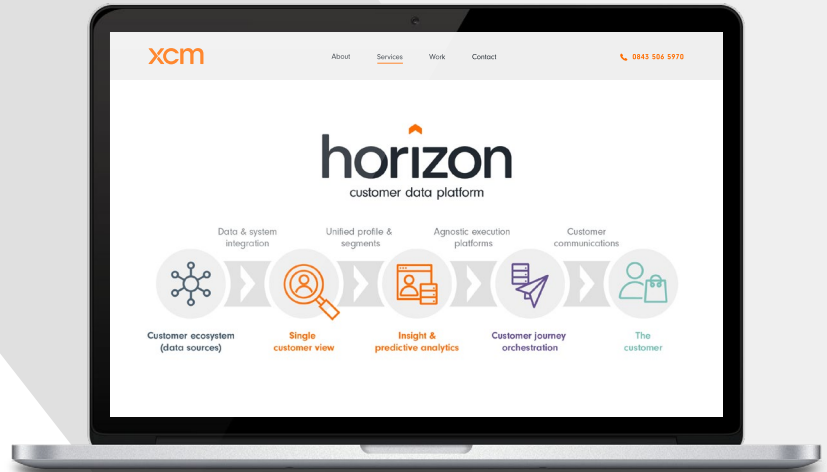




Data, technology & customer marketing specialists



XCM Horizon

Our powerful Customer Data Platform unifies all your data sources and systems into a robust, compliant and actionable single view of all your customers and prospects.



How can we help?

Your prospects and customers are your single most important asset and as a result they should sit right at the 'beating heart' of your business. HORIZON transforms this aspiration into reality by unifying your entire internal and external ecosystem into a robust, compliant and future proofed customer data platform that delivers a cohesive, single source of truth.

HORIZON expedites the level of understanding around your data, actionable analytics and insight. It also brings slick and seamless data visualisation functionality and real-time integration with your existing execution platforms.

Amongst many other benefits, HORIZON also feeds unified data and analytics back into your business to support crucial internal areas such as marketing, buying & merchandising and customer services.



What are the benefits?

- Offers unparalleled data integration into your business and provides you with incredible levels of customer understanding and intelligence.
- Unlocks new-found speed and efficiency of customer insight, accuracy of data and KPI performance using powerful actionable analytics and further data modelling capabilities.
- HORIZON's integrated approach allows for the avoidance of potential chaos, which can be caused by disparate and contradictory versions of the truth, held in siloed systems across your business
- An agnostic approach means that we build solutions alongside or on top of your existing systems – our experience in doing so with a wide range of the biggest and best-known vendors offers you confidence in the end result.
- Delivers game-changing visualisation of your customers and prospects, which all teams and business areas can utilise.
- Removes time-consuming manual work/processes across systems (and often teams).
- Provides future-proofing via simple plug-and-play evolution in line with future business needs; removing any need for you to rely on a single vendor solution now, or ever.
- HORIZON will also clean, transform and enhance your data with sophisticated built-in matching and validation technology.
- For key stakeholders, the undeniable benefit of HORIZON is to allow you to understand, analyse, action and monetise all your possible opportunities for short term wins and future growth.



Who will deliver for you?

- A dedicated team of experts – from across our entire organisation – are on hand to deliver HORIZON for you and your business.



Get in touch

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