

MODERN, DATA-DRIVEN CUSTOMER ENGAGEMENT

Accelerate decisions with unified data



Deliver intelligent consumer engagements faster with the FIS Ethos Engagement Platform available through HPE GreenLake

Effective customer engagement

demands real-time access to data that is now in multiple places. You need the tools to understand the data faster and be able to understand your customers. Only then can you respond quickly to customer opportunities, in a personalized way, preserving privacy, governance, and trust while transforming billions of transactions into usable and consumable insight.

Bring the cloud experience directly to your customer engagement data using [HPE GreenLake](#) with the FIS Ethos Engagement Platform. With a pay-per-use, scalable, point-and-click, self-service experience that is managed for you, HPE GreenLake delivers cloud services for your top workloads:

1. No data movement or egress charges—ever
2. Faster time to market
3. Conserve your cash and capital with predictable costs
4. No lock-in, leverage your existing investments

You will preserve privacy, security, data governance, and trust over your data while using a rich toolset to get actionable insights in real time. This unique partnership allows you to engage customers with personalized experiences that increase loyalty and profitability through a consumption-based cloud experience. This is intelligent engagement analytics.

True 1-to-1 engagement requires seven elements that are embedded into the FIS Ethos Engagement Platform. The logical thinking is built in, allowing business users to do more with their time, get your campaigns out the door, and make an impact faster.

Service brief

Benefits of HPE GreenLake¹

80%

shorter time to deploy digital projects

45%

lower total cost of ownership for infrastructure

60%

more efficient IT resource usage

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With the FIS Ethos Engagement Platform, you get:

- Data unification and identity resolution
 - Real-time, sophisticated customer DNA
 - Audience identification, selection, and creation
 - AI capabilities for clustering and look-alike modeling
 - Offer recommendation, feedback, and delivery
 - Customer journey analytics and context
 - Real-time interaction management
- Create smart audiences and select them for campaigns where high engagement and conversion levels are likely
 - Identify, qualify, and provide next-best offers
 - Gain feedback on engagement and delivery of these actions
 - Understand customers better by having advanced analytics about their stage of the customer journey
 - Engage in real-time to never miss out on the right time to connect with customer that have a strong likelihood to convert

The combination of HPE GreenLake with FIS Ethos Engagement Platform allows you to:


- Get a single customer view to understand what data you have about which of your customers
- Develop truly individualistic data profiles that consider more than traditional attributes and are at the core of personalized engagements
- Identify audience groups for targeting and finding more good customers to grow positive business outcomes automatically and intelligently

Get a unified cloud experience and operating model for your public and private clouds that automates cloud operations through the HPE GreenLake platform. By simplifying IT operations, we help to manage performance, cost, security, and compliance across the hybrid, multi-cloud estate to reduce risk and speed the business. Whether you're an enterprise running a single-tenant environment or a service provider with many downstream customers, the cloud that comes to you extends your freedom of movement and range of action.

LEARN MORE AT
hpe.com/greenlake

¹ Results are for a composite organization based on interviewed customers. A commissioned study conducted by Forrester Consulting, The Total Economic Impact™ of HPE GreenLake, May 2022

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