



## Aedi Enterprise

Predictive Technology | Real-Time | Knowledge-Based |  
User-Friendly | English-like Scripting | Dramatic Results

Aedi Enterprise helps you get to know your customers in ways that were previously not possible. In doing so, it empowers you to dramatically increase the effectiveness of your marketing and customer relationship management processes – saving time, money, and resources – and increasing market share and profits.

### UNDERSTANDING YOUR CUSTOMERS

In today's marketing environment, just having customer data is insufficient. Success relies on having knowledge about your customers, building strong relationships with them, and earning their trust.

Aedi Enterprise helps marketers understand their customers, and develop one-on-one, personalized campaigns that are more meaningful for the customer, and effective for your business.

### ADVANCED TECHNOLOGY: EASY TO USE

Aedi Enterprise's unique real-time rule engine enables marketers to easily establish and modify their own "rules", based on their own business and their own customers. These rules can contain accessible knowledge about current and potential customers along with newly defined knowledge based on customer behavior. This flexibility provides independence from pre-established parameters provided by existing software providers or computer models, and allows you to continually learn, adjust, and improve your effectiveness.

Aedi Enterprise includes the functionality of

## Aedi Enterprise: Components

### Real-time Rule Engine

The core of the Aedi Enterprise technology is the real-time rule engine. This is a forward chaining reasoning engine that uses a heuristic algorithm to ensure that results are provided in real time. Rules can be assigned weightings to help prioritize the value of the rule and to provide a more realistic prediction.

### Interfaces with existing data stores

Aedi Enterprise can interface with existing data stores (public and/or private). Information in these data stores can be incorporated when running prediction scenarios. It was developed with portability in mind, so if access to an existing store needs to be created, it can be easily defined using the core capabilities of the tool.

### Intuitive user interface

The user interface for Aedi Enterprise has been designed with the marketer in mind. Users can quickly enter or modify knowledge in the form of rules using the English-like scripting language. From there they can quickly change to the prediction engine and run different promotions.

### English-like scripting language

Rules are developed using an English-like language that simplifies the process for recording knowledge. Marketers do not need to learn cryptic languages to develop and maintain rules, reducing the time to identify potential customers and close on the sale.

## Aedi Enterprise: Track Record

### Large Multi-National Bank

A Large Multi-National Bank completed two testing cycles selling financial products to existing customers yielding results that were greater than **500%** better than previous promotions. In some instances the results were greater than **700%** better.

established software platforms that carry out data mining, collaborative filtering, and flat-rule engine capabilities today, enabling your company to consolidate systems and improve efficiency.

#### INTEGRATED SOLUTION

By integrating outbound call campaigns, inbound customer service, online marketing, direct mailing, and all of your other customer relationship activities; you are able to get a more holistic understanding of your customers. Aedi Enterprise makes it possible to manage this complexity and learn from the knowledge obtained.

#### PROMISE OF ONE-TO-ONE

In order to achieve one-to-one marketing you need highly specialized rules for unique customers. Traditionally, with lots of rules, software systems fail due to the complexity of managing rules and the inability to process multiple rules in real-time. Aedi Enterprise has a system that as complexity increases exponentially, our rules only increase linearly. Because of this, marketers can craft highly individualized campaigns that can be easily managed.

#### SUSTAINABILITY

Aedi Enterprise has a deep commitment to promoting progress towards social and environmental sustainability. In addition to continually striving to improve our own sustainability performance, Aedi Enterprise helps clients reduce their footprint by improving efficiency, consolidating systems, reducing paper-intensive campaigns, and promoting paperless environments.

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## Aedi Enterprise: Benefits

#### One tool vs. many:

Aedi Enterprise offers the unique benefits of blending existing tools into a single, integrated solution. It enables marketing teams to confidently do their work knowing they are getting the best and most accurate information possible, in a fraction of the time and cost. It replaces the need for Data Mining, Collaborative Filtering, BI Tools, and conventional Rule Engines by combining the functionality of each into a more powerful platform.

#### Reduced costs and increased effectiveness:

Aedi Enterprise gives your marketing team the ability to pinpoint customers and prospects while dramatically cutting down on time spent with administration. Aedi Enterprise also avoids bothering (and potentially alienating) customers that are not likely to be interested in a given product or service.

#### Integrated knowledge:

Aedi Enterprise enables your team to integrate knowledge from online, offline, inbound, and outbound customer interactions, and to identify patterns and learn from the results.

#### Real-time knowledge:

Aedi Enterprise empowers your team to use personalized knowledge about your customers in real-time, so they have the knowledge they need when they need it.

#### User-directed parameters:

Aedi Enterprise allows your team to set the rules in order to generate the customized, specific customer knowledge you need, as opposed to traditional solutions, where rules are not as flexible, and the end-users are not able to modify and adjust them in real-time as needed.

#### Multi-channel marketing:

Aedi Enterprise significantly increases the effectiveness of multi-channel marketing by providing the flexibility to prioritize large sets of rules, in real-time.

## About: Aedi (*pronounced: "A-dee"*)

Aedi Enterprise is part of Aedi Group, a diversified holding company that since 2003 has been developing a predictive, knowledge-based technology with a real-time reasoning system to be leveraged across multiple industries and competencies. To date, we have implemented applications in the biotechnology and enterprise applications such as marketing and fundraising.