



Solution Brief

TigerGraph Powers Real-Time Customer 360 for Attribution and Engagement

The Data Deluge Opportunity

Businesses are facing a relentless increase in the volume, variety, and velocity of data coming at them from many different channels. Hidden within these data are insights that can accelerate growth by positively influencing the buying journey of customers. Current approaches to identifying and leveraging the connections in the available data, however, are limited and many marketing organizations are losing out on revenue opportunities. Existing solutions are too slow or simply too limited, focused on just part of the data, unable to deliver actionable insights from the massive amounts of information being collected.

The Data Volume Is Overwhelming Legacy Tools

The volume of data that marketers collect is increasing and overwhelming the approaches currently being used to analyze it. Traditional solutions are built on relational databases, which store information such as account, contact, lead, campaign, and opportunity in separate tables, one for each type of business entity. Relational databases are great tools for indexing and searching for data, as well as for supporting transactions and performing basic analysis; relational databases, however, are poorly-equipped to connect across the tables or business entities and identify hidden relationships and patterns going across multiple leads, campaigns, and opportunities. TigerGraph offers businesses a better solution for understanding the connections among data.

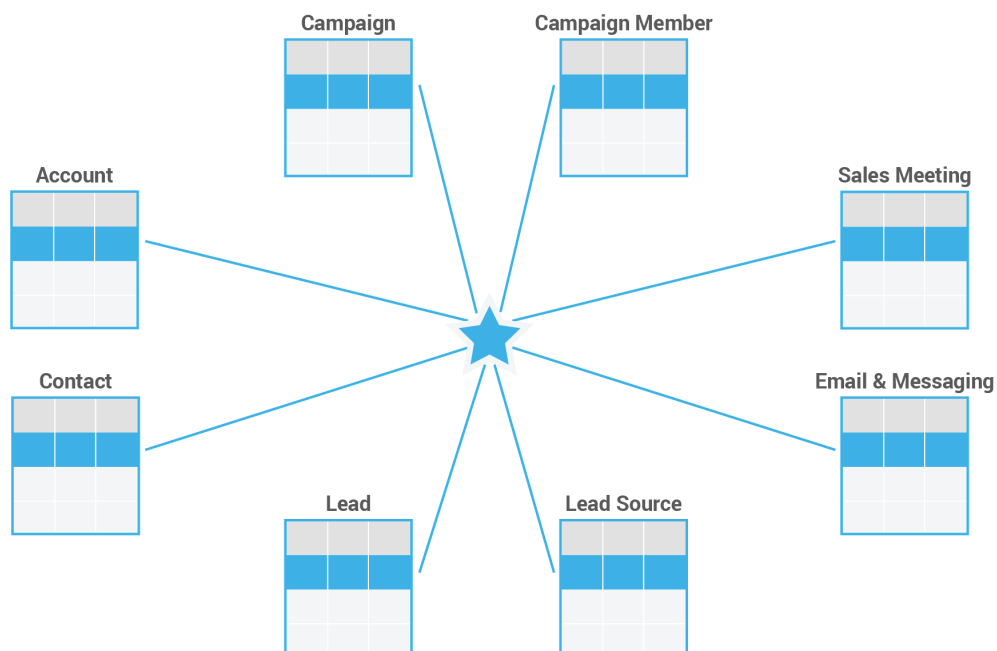


Figure 1: Businesses relying on relational databases are limited in their ability to gain a 360-degree perspective of a buyer's journey using data from multiple touchpoints

Finding Customer Engagement and Attribution Patterns with Graph

With relational databases, queries come to a grinding halt as the number and depth of relationships increase; and legacy graph databases struggle to keep up with a deluge of data from multiple touch points across channels on the buyer journey. [Native parallel graphs, such as TigerGraph](#), are built to understand, explore and analyze the complex relationships in the customer data, allowing data scientists and business users, to go 10 or more levels deep into the data, across all of the touchpoints, in real-time.

A graph enables marketing teams to explore and analyze connected data. A marketer can create a graph that identifies the names of the key people involved with an opportunity, along with their roles and the date of their involvement in the opportunity. A couple of clicks identifies specific actions of the individuals involved in the opportunity, such as downloading a white paper, watching a webinar, attending a meeting, downloading developer edition software, signing up for a cloud-based trial, and more. The dates of each of these actions are displayed on the graph.

Consider the example of a TigerGraph opportunity with GMD Corporation, an eCommerce giant. A marketer could, for example, use a graph for a “real-time fraud detection” opportunity for a company’s payment division, to determine that there were three stakeholders involved in this opportunity: Sam Eisenberg, Architect with GMD Payments Division, who came in via [free trial on tigergraph.com](#) website on June 11, 2018; followed by Jamie Walters, Senior Manager of Credit and Fraud Decision Support, who signed up for a test drive of the TigerGraph demonstration on June 21, 2018; and, finally, Joshua King, Data Engineer who signed up for a free trial of TigerGraph on June 23, 2018.

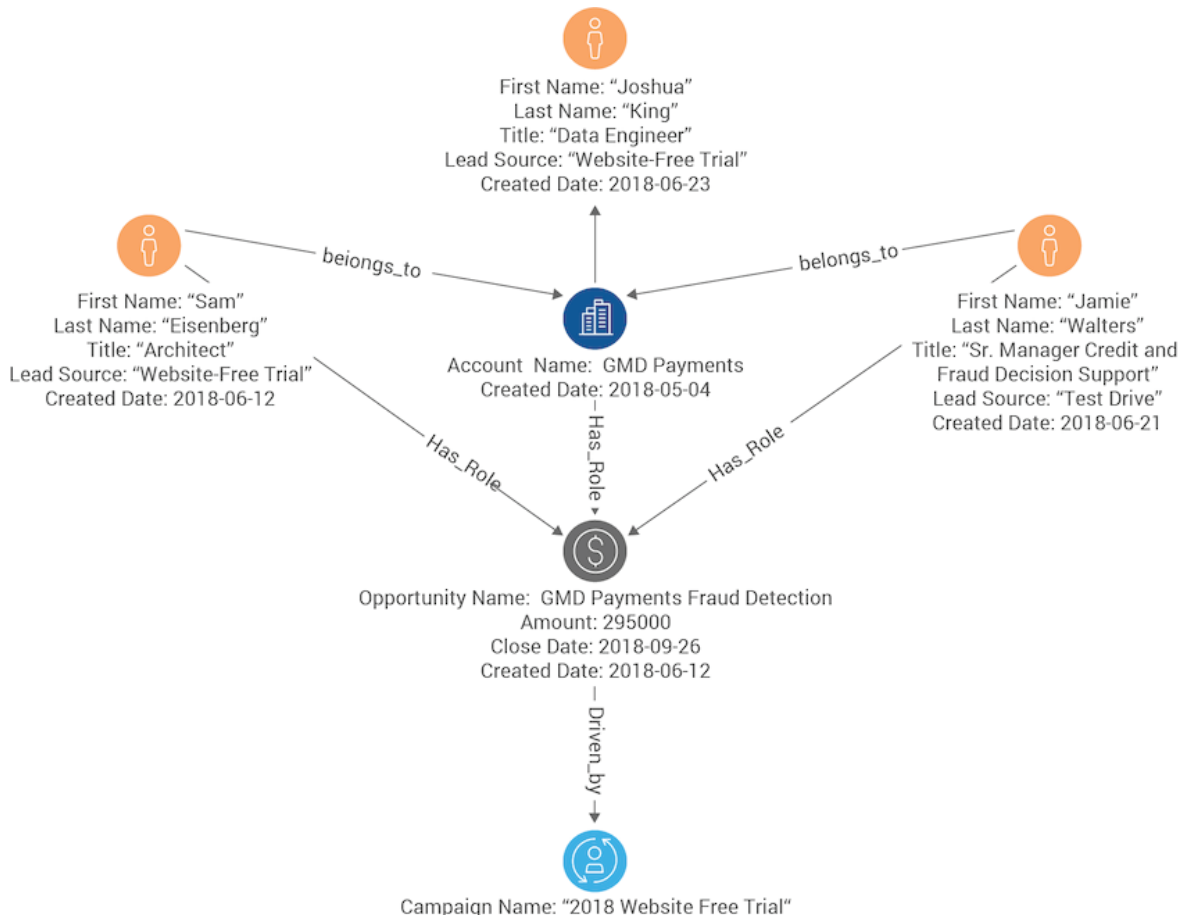


Figure 2: Businesses can identify the key stakeholders involved in every opportunity using TigerGraph

An opportunity was created on June 12 by the sales representative focused on the GMD Payment account for fraud detection. By drilling down to look at the customer engagement for the architect, Sam Eisenberg in TigerGraph's GraphStudio, a marketer see that Sam had a sales meeting with TigerGraph on June 14, 2018, following his request for TigerGraph free trial on June 11; and he also [signed up for the test drive](#) on June 11 to watch the live demonstration by TigerGraph. This was followed up with the [GSQL part 1 webinar](#) on June 21, indicating increased interest from the prospect in TigerGraph's portfolio. This was followed by the download of [TigerGraph's benchmark report](#) on August 6, 2018, comparing the performance of TigerGraph with Amazon Neptune, Neo4j, ArangoDB, and JanusGraph.

There were two more sales meetings with Sam and other GMD payments executives following the benchmark download. The first sales meeting following the benchmark download was on August 13, a little more than a week after the download; and this was followed by another sales meeting on September 19, 2018, which led to the final signed deal of 295,000 USD on September 26, 2018, for GMD payments fraud detection opportunity.

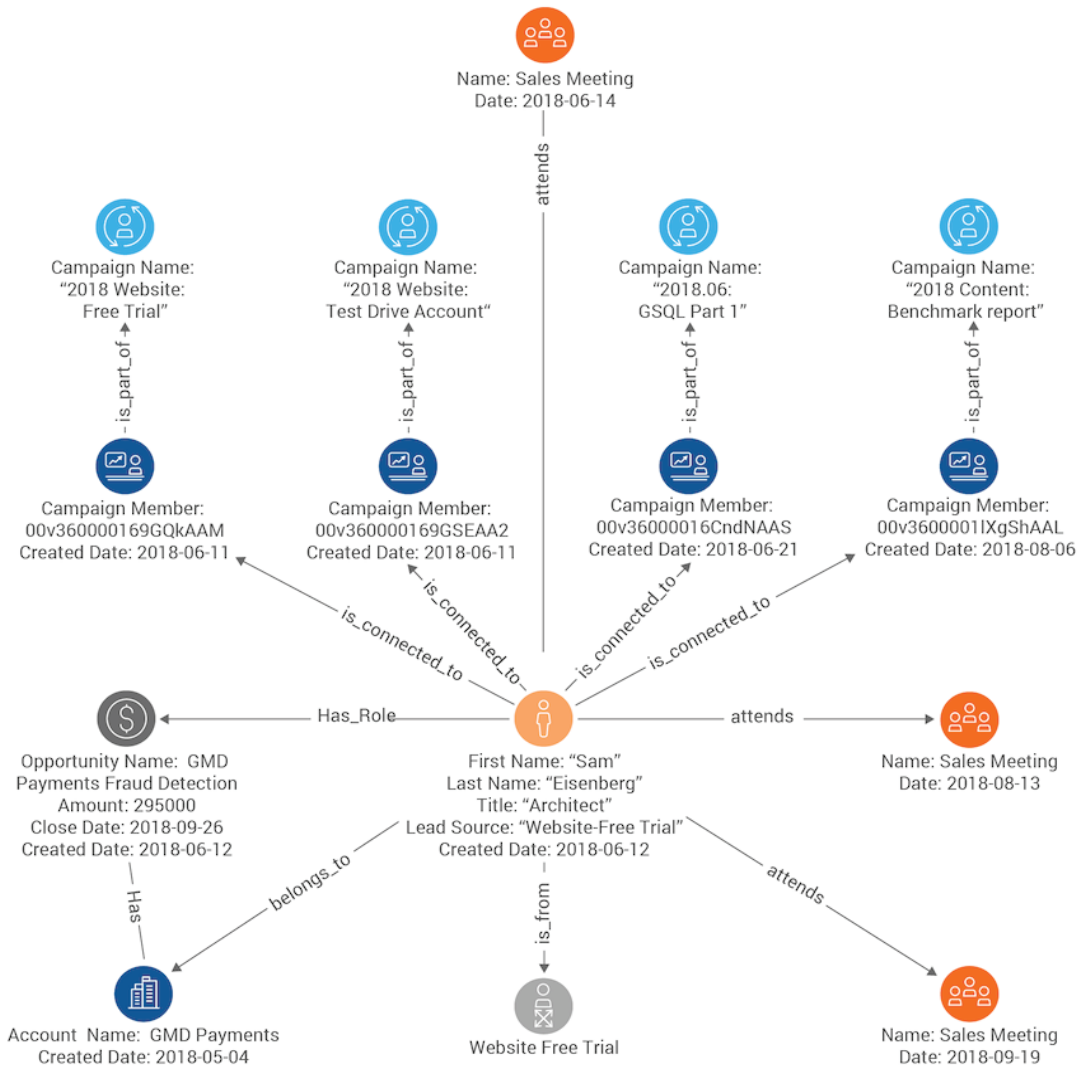


Figure 3: Businesses have an opportunity to gain a 360-degree perspective of a buyer's journey using data from multiple touchpoints

TigerGraph analyzes the customer engagement data for all prospects, comparing them to the customer journey of Sam and other prospects that led to the signed deal. These insights allow marketers to design nurture streams and identify prospects that are prime for sales conversations around specific topics based on their journey maximizing probability of converting a lead into an opportunity and an opportunity into a signed deal.

Powerful, Yet Simple-to-Use, Analysis

TigerGraph is the fastest and most scalable graph database analytics platform. TigerGraph provides businesses with real-time comprehensive 360 views of their data and enables them to leverage these insights to drive revenue.

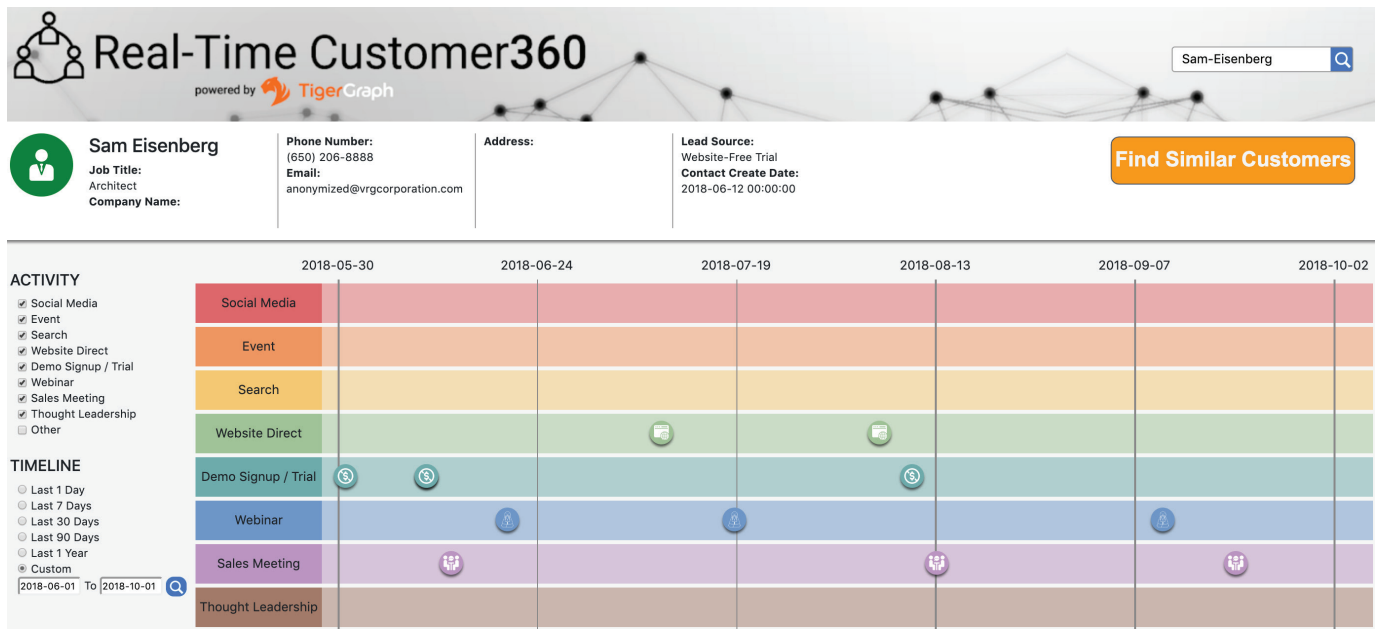


Figure 4: A marketing team has the ability to understand the customer’s journey as a series of events in chronological order and find other customers on the journey with a click of a button

The journey of a specific buyer can be viewed in a chronological sequence that enables marketers to identify the activities and assets that led to a known outcome. If the outcome was a successful one, marketers can use deep link analytics to search its database for prospects that are on a similar path and accelerate those opportunities. If, for example, an investigation reveals that a white paper assisted in moving a deal to a successful outcome at one account, the same white paper may move an opportunity forward at an opportunity with a similar profile.

Only TigerGraph provides marketers with such powerful insights in an easy-to-use way. There has never been a better time to embrace best-in-class solutions that make it easy to identify and leverage the connections within marketing data to drive revenue.

Some of Our Customers



- **Real-time fraud detection at 4 out of the world's top 5 banks**
- **Care path recommendations for 50 million patients**
- **Personalized offers for 300 million consumers**
- **Energy infrastructure optimization for 1 billion people**



TigerGraph speed and scalability and graph model have enable many applications for us that we previously thought were overly challenging.

Jack Xie | Head of Data | **Wish**

Some of the questions that graph databases answer are hard to come to conclusion with in RDBMS or it takes forever. We needed a better tool to find relationships and TigerGraph was just that.

Ely Turkenitz | IS Manager
Santa Clara County

About TigerGraph

TigerGraph is the only scalable graph database for the enterprise. TigerGraph's proven technology connects data silos for deeper, wider and operational analytics at scale. Four out of the top five global banks use TigerGraph for real-time fraud detection. Over 50 million patients receive care path recommendations to assist them on their wellness journey. 300 million consumers receive personalized offers with recommendation engines powered by TigerGraph. The energy infrastructure for 1 billion people is optimized by TigerGraph for reducing power outages. TigerGraph's proven technology supports applications such as fraud detection, customer 360, MDM, IoT, AI, and machine learning.

For more information visit www.tigergraph.com and follow us at: [Facebook](#) [Twitter](#) [LinkedIn](#)
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Get Started for Free at Tigergraph.com/Cloud

TigerGraph Cloud graph database as a service is built for agile teams who'd rather be building innovative applications to deliver new insights than managing databases.

Cloud Starter Kits

TigerGraph Cloud Starter Kits are built with sample graph data schema, dataset, and queries focused on specific use cases such as fraud detection, recommendation engine, supply chain analysis and/ or a specific industry such as healthcare, pharmaceutical or financial services.

STARTER KIT	OVERVIEW
COVID-19 ANALYSIS	Detect hubs of infection and track the movements of potential spreaders
CUSTOMER 360-ATTRIBUTION & ENGAGEMENT GRAPH	Create a real-time 360 view of the customer journey for attribution and engagement insights.
CYBERSECURITY THREAT DETECTION-IT	Block cybersecurity threats by detecting interconnected events, devices and people
ENTERPRISE KNOWLEDGE GRAPH (CORPORATE DATA)	Analysis of corporate data including investors and key stakeholders.
ENTERPRISE KNOWLEDGE GRAPH (CRUNCHBASE)	Knowledge graph examples featuring crunchbase data with startups, founders and companies.
ENTITY RESOLUTION (MDM)	Identify, link and merge entities such as customers with analysis of attributes and relationships.
FRAUD & MONEY LAUNDERING DETECTION	Multiple types of fraud and money laundering patterns.
GSQL 101	Introduction to TigerGraphs powerful graph query language.
HEALTHCARE GRAPH (DRUG INTERACTION/ FAERS)	Healthcare example focused on public (FAERS) and private data for pharmaceutical drugs.
HEALTHCARE-REFERRAL NETWORKS, HUB (PAGERANK) & COMMUNITY DETECTION	Analyze member claims to establish referral networks, identify most influential prescriber's and discover the connected prescriber communities.
MACHINE LEARNING & REAL-TIME FRAUD DETECTION	Mobile industry example for detecting fraud in real-time and generating graph-based features for training the machine learning solution.
NETWORK & IT RESOURCE OPTIMIZATION	Network and IT resource graph for modeling and analyzing the impact of the hardware outage on workloads.
RECOMMENDATION ENGINE (MOVIE RECOMMENDATION)	Graph-based movie recommendation engine built with public data.
SOCIAL NETWORK ANALYSIS	Social network example for understanding and analyzing relationships.
SUPPLY CHAIN ANALYSIS	Example covering inventory and impact analysis.