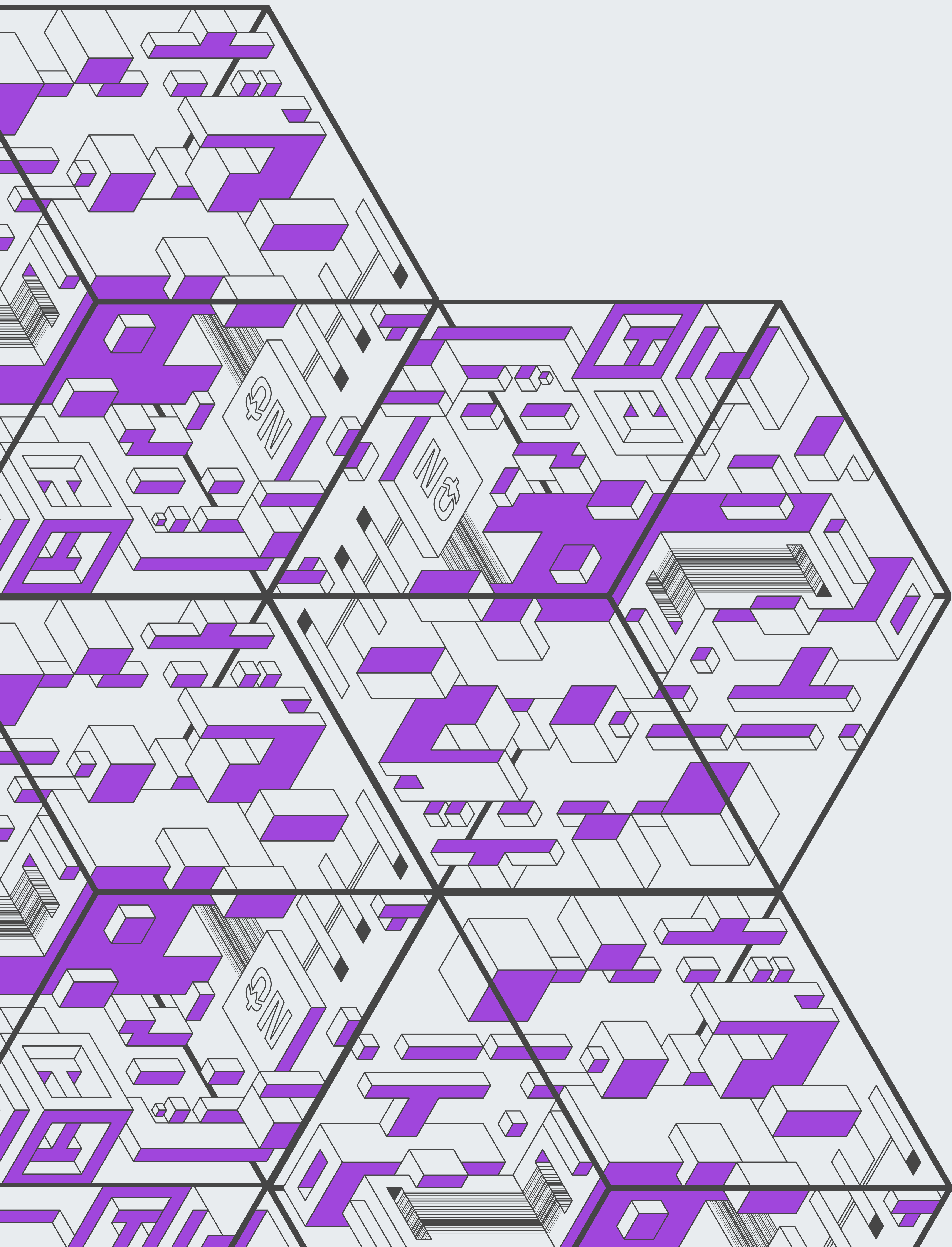


# Nössknacker

reducing bottlenecks

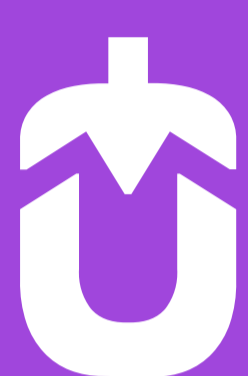
for real-time data businesses



real-time marketing

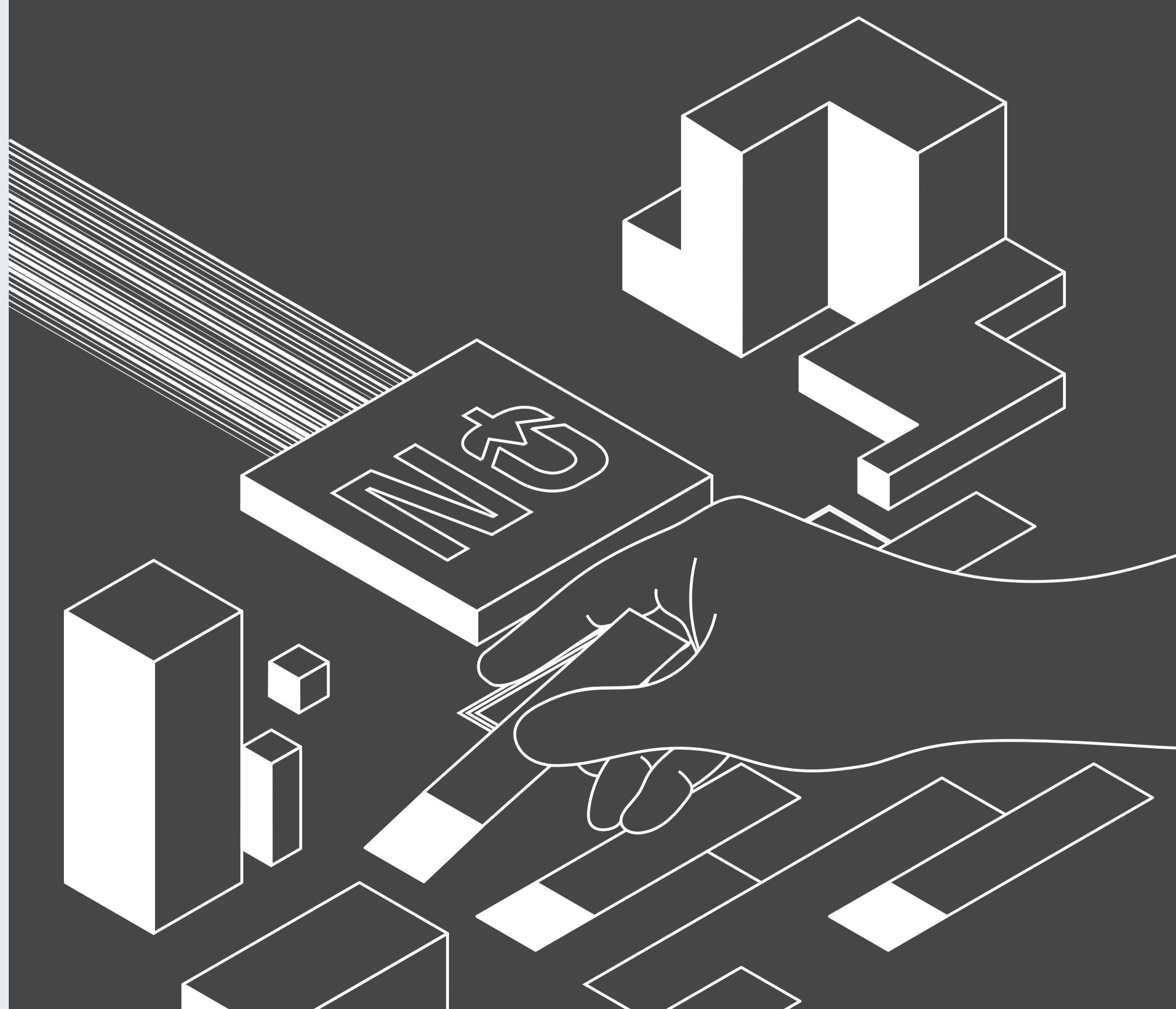
Businesses are going real-time, but current real-time data solutions do not support the active role of the end user or domain expert

This means that organisations struggle with IT systems that are too technical or too narrow to enable business actions, which creates bottlenecks and real costs.

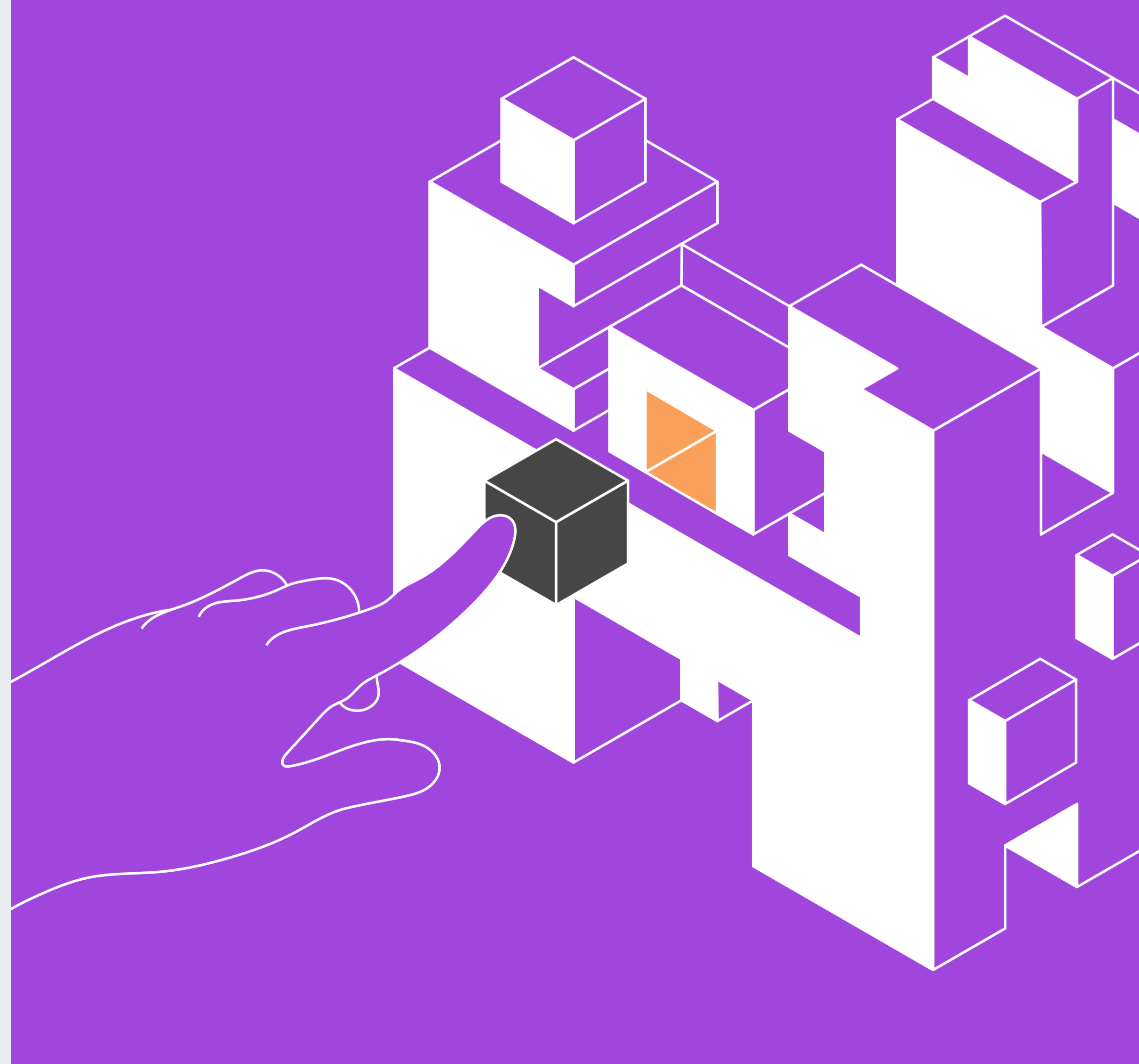


**Nussknacker tackles this challenge on two fronts at once.**

It provides an intuitive interface for designing and deploying business logic on top of real-time data. The user stays in control and can tell the system what to do without the help of developers or data scientists.



The second part of speeding up results comes from Nussknacker's flexibility and extensibility. Whenever an update is needed, it is easy for engineers to integrate new data sources.



## This means that:

Your real-time marketing system can be designed for a faster innovation-deployment cycle.

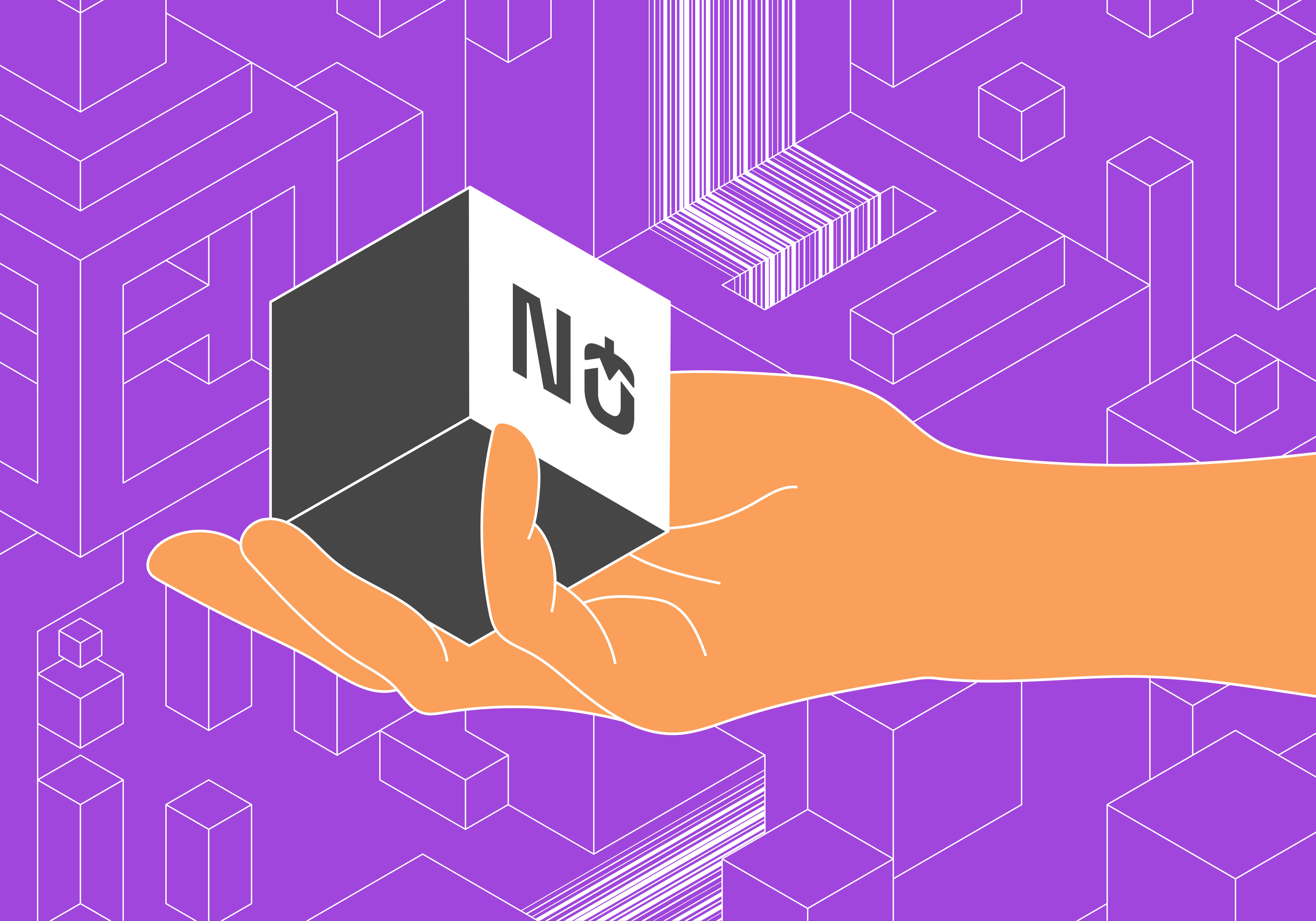
The user can manage multiple communication channels in **a single interface**. In the case of a telecommunications company, these can be as diverse as SMS, MMS, RCS, email, mobile devices, push & pull, interactive voice response and telesales

The business **stays in control** of deploying ever-changing communications and actions

There's **no need** to hire highly technical staff to use the interface

They get the powerful solution **in "minutes"** not months

The monetary benefits of acting on real-time data **become real**



Nussknacker is **user-friendly**, executing all the data processing in the background.

It's been tested and verified by companies with more than **13 million active users**. Our clients appreciate how fast the whole system works from a business point of view.

**Capitalize on the latest real-time technologies with faster time to value and cost reduction.**