

# prudsys RDE - The Realtime Decisioning Engine

The prudsys Realtime Decisioning Engine - short version: prudsys RDE - is the leading service-oriented solution for real-time analytics, forecasts and intelligent recommendations.

The modular structure of the prudsys RDE enables the rapid, simple implementation of innovative business scenarios tailored to match the specific requirements of each area of application. There are six powerful RDE modules:

- RDE | Recommendations
- RDE | Newsletter
- RDE | Pricing
- RDE | Scoring
- RDE | Data Cleansing
- RDE | Assortment Planning

All prudsys RDE modules which can be used as separate, independent units or linked together to build a multi-channel global solution. The prudsys RDE modules are available in different types of licence. So the prudsys RDE can be customized and tailored for exact requirements.

## Benefits

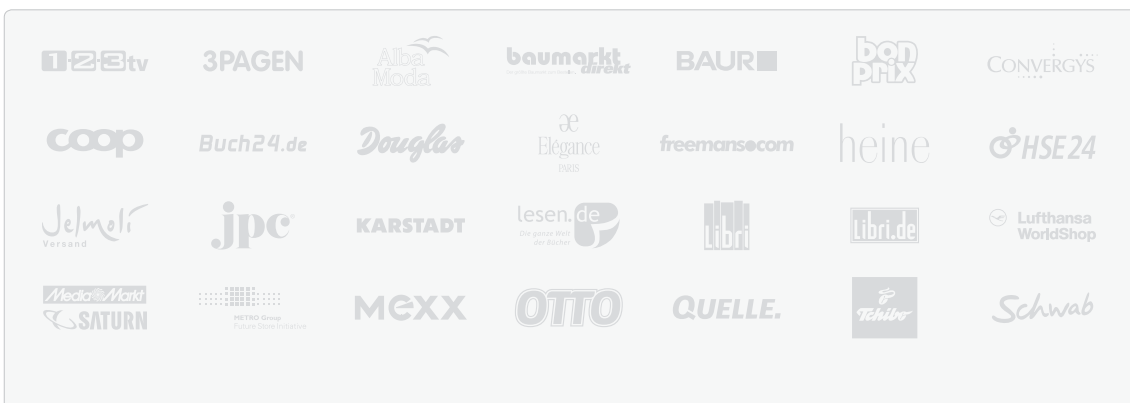
- Consideration of the actual consumer behavior by learning in real-time
- High level of automation by self-learning methods
- High level technology based upon more than 80 algorithms
- Large functional range for personalization, optimization and forecasting
- Flexible and modular structure

## Comparison of the licencing models

	In-house Server	Hosted Server	Shared Server (IREUS)	OEM
RDE   Recommendations	✓	✓	✓*	✓
RDE   Newsletter	✓	✓	---	✓
RDE   Pricing	✓	✓	---	✓
RDE   Scoring	✓	✓	---	✓
RDE   Data Cleansing	✓	✓	---	✓
RDE   Assortment Planning	✓	✓	---	✓

\* only product recommendations

## References



# prudsys RDE - modules

## RDE | Recommendations



The prudsys RDE | Recommendations module enables the optimum use of cross- and up-selling potential in e-commerce, telemarketing and high street shopping. It generates recommendations for appropriate products and content based on actual user behavior. This ensures a high level of personal relevance.

- ▶ **Your benefit:** A higher acceptance rate for recommendations, longer browsing times in the shop and increased turnover.

## RDE | Newsletter



The RDE | Newsletter module automatically generates a newsletter with personalised content for each recipient (e.g. with product recommendations, personalised content, etc.). Base for these recommendations are surfing and purchasing behavior in the online shop, information about historic shopping baskets and the clicking pattern in the electronic newsletter.

- ▶ **Your benefit:** Higher newsletter click-through rates, more relevant recommendations and increased turnover

## RDE | Assortment Planning



The RDE | Assortment Planning module automates the planning process directly in the process pipeline. It provides process-linked forecasts and recommendations about goods and product quantities.

- ▶ **Your benefit:** Dynamic adjustment of sales plans, accurate assessment of action effects and cost-optimised availability of goods

## RDE | Pricing



The prudsys RDE | Pricing module is the world's first tool for dynamic price setting and optimisation. It automates optimum pricing and includes product profitability calculation and sales control. The module will continuously update product prices, batch-wise or in real-time, to match changes in market and business conditions.

- ▶ **Your benefit:** Maximisation of earnings taking into account price and sales volume, optimized exhaustion of profit margins and price testing

## RDE | Scoring



The prudsys RDE | Scoring module enables real-time or batchwise forecasting of customer and user behavior on the basis of individual master data. Forecasting can be used to predict customer choices in direct marketing transactions, to make individual customer forecasts, to identify fraud or to identify shopping cart abandonment.

- ▶ **Your benefit:** Customized optimisation of marketing and sales actions, reducing shopping cart abandonments and fraud detection

## RDE | Data Cleansing



The prudsys RDE | Data Cleansing module functions include real-time duplicate analysis during the consolidation of master data; this can be done in the batch mode if required. Other functions include product variant creation.

- ▶ **Your benefit:** A more effective data cleansing and data merge