

ALTIILIA supports customers in solving their specific business problems through tailor-made applications of MANTRA platform, providing fast, robust and high-scalable cloud services.



Smart Data for Smarter Business Strategies

CUSTOMER NEED

Banzai is a e-commerce player with private shopping web site *saldiprivati.com* for fashion, electronics, jewelry, furnitures, etc. sourced from name brands so there's a need to monitor daily deals on competitor web sites like Amazon Buyvip and Vente-privee.

SOLUTION

MANTRA Product Intelligence Contextual Workflows to automatically navigate web sites and extract product category, name, price, discounted price, availability, etc. to create reports in MANTRA interaction layer that are immediately actionable.

BENEFITS

Banzai achieves competitive advantage for product and pricing strategies by using historical customer data can perform targeted marketing for promotions and discounts based on predictive analysis.

As Big Data refers to any market field, ALTIILIA's MANTRA Platform allows to power **Smart Strategies and Solutions** for any industry: eCommerce, Publishing & Media, Financial Services, Telcos, Utilities, Retail, Government & Public Sector, Market Research, etc.

To learn more about Products, Solutions and ALTIILIA's Customer Use Cases see www.altiliagroup.com