



ysance
YOUR DATA IN ACTION

Ysance Digital Services

The data value chain

Ysance Digital Services has been supporting companies in their data-driven transformation for more than ten years. Our skills and services cover the entire value chain of the data and we mobilize all the expertise around data processing.



BIG DATA

Businesses have to cope with increasing volumes of data, collected on a daily basis, which they do not always exploit to the maximum. Their challenge is to take advantage of the value potential of this data which represents a real business opportunity. In order to put into practice and concretize the activation of the data, Ysance is based on the Datalake paradigm, a unique repository that allows the storage and unloading of an organization's data.



DATA INTEGRATION

The manipulation of raw and heterogeneous data from multiple sources of information to work on their quality, aggregation and availability in real time to feed various business applications.

DATA ARCHITECTURE



The design and integration of innovative and powerful architectures, such as Data Lake and Lake Shore, within your IS while taking into account your operational constraints. We secure and perpetuate by designing on-premise, cloud or hybrid architectures meeting the challenges of: real-time, fast data, scalability, high availability, security and governance.



DATA SCIENCE ET INSIGHTS

An intelligent exploitation of your data. Our data scientists assist you in the creation of advanced predictive models and their application in business solutions to enable your business decisions.



DATAVIZ AND ANALYTICS

The democratization of analysis! We make your data speak! Our expertise based on Tableau and Qlik technologies allows:

- to highlight the history of the data to bring value to the different business lines and facilitate the analyzes in terms of KPIs and mixing sources.
- the rapid deployment of ergonomic reporting tools, advanced monitoring dashboards, self-service analysis capabilities



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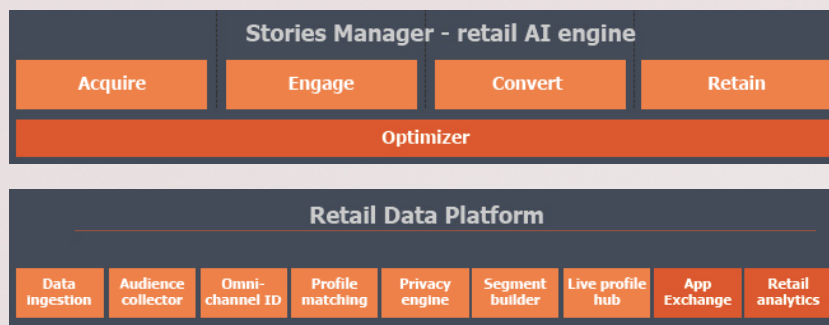
RETAIL MARKETING PLATFORM

Dedicated to retailers

The Retail Marketing Platform is a cloud platform composed of two distinct and complementary marketing solutions, which allow us to make you two promises.

Data control : the **Retail Data Platform** – enables marketing teams to recognize and qualify their audience in unprecedented proportions, and to create personalized interactions across all channels, whether inbound or outbound, online or offline. It re-enchants the customer experience by allowing a real capitalization on first party data.

The performance of artificial intelligence applied to retail: Stories Manager is an artificial intelligence engine dedicated to contextual marketing that allows you to analyze and influence customer journeys throughout the purchasing process, automatically, and on a large scale..



RETAIL DATA PLATFORM

The immediate answer to your omni-channel challenges

Ysance's Retail Data Platform propels omni-channel marketing strategies for leading retail brands.

The platform allows marketing teams to recognize and qualify a very significant part of their digital audience, and 1-to-1 interaction with this audience via all the digital levers (media, web, mobile, store and email).

Notable benefits include optimizing media campaigns, higher conversion rates on incoming web and mobile channels, unified online-to-offline trade tactics that drive in-store sales, and unparalleled email campaign performance.

STORIES MANAGER

boost sales and improve engagement

Are you late on your goals on a product category? Do you have a shop that is open on a Sunday exceptionally? Do you have an ongoing sale that does not start as intended? You must react quickly? Influence the shopping journey. Right now.

Stories Manager is an artificial intelligence engine that influences the shopping journey of your customers. Its implementation is immediate. It generates incremental revenue by allowing you to immediately and very easily deploy typical use cases for conversion, perfectly integrated into your activation ecosystem.

