



HUP

PS.Identity

Business-Turbo

Find data pairs. Create added value.

**Link data quickly and securely in heterogeneous system landscapes,
which then enrich each other with information. Too good to be true?
Take a look for yourself!**



Use
redundancies

Gain
transparency

PS.Identity

**Business-Turbo
for your future**

Maximum transparency

PS.Identity is an integration platform that receives data from a wide range of systems - whether SaaS, on premise or cloud - checks them for data pairs and enriches them with other exchange-relevant data. The independent portal on your intranet or extranet network provides you with the necessary transparency and insight into all aspects of your business in real time. In addition, the complete context of the existing customer knowledge through the automated consolidation of data from advertising, sales, editorial, online services, printing, accounting and much more.

Duplicates - annoy your customers and cost you revenue - until now!

You are merging departments, have data sources without sufficient control of data entry or simply lack appropriate guidelines? You have already had „fun“ with money demands from customers whose request for data deletion was not complete and who were nevertheless contacted? You have accidentally sent several offers to a customer at the same time? With PS.Identity you can recognise identical addresses in different systems. Duplicates are finally a thing of the past.

Link your heterogeneous system landscape via PS.Identity.derive valuable benefits from the linked information.

Highest security

With PS.Identity, you can consolidate existing business partner information across all system boundaries in compliance with data protection regulations. In this way, you bring the necessary information - encrypted in at least 256 bits - exactly to the places where it is needed, and create a better basis for decision-making.

Simple integration into your system environment saves on new investments

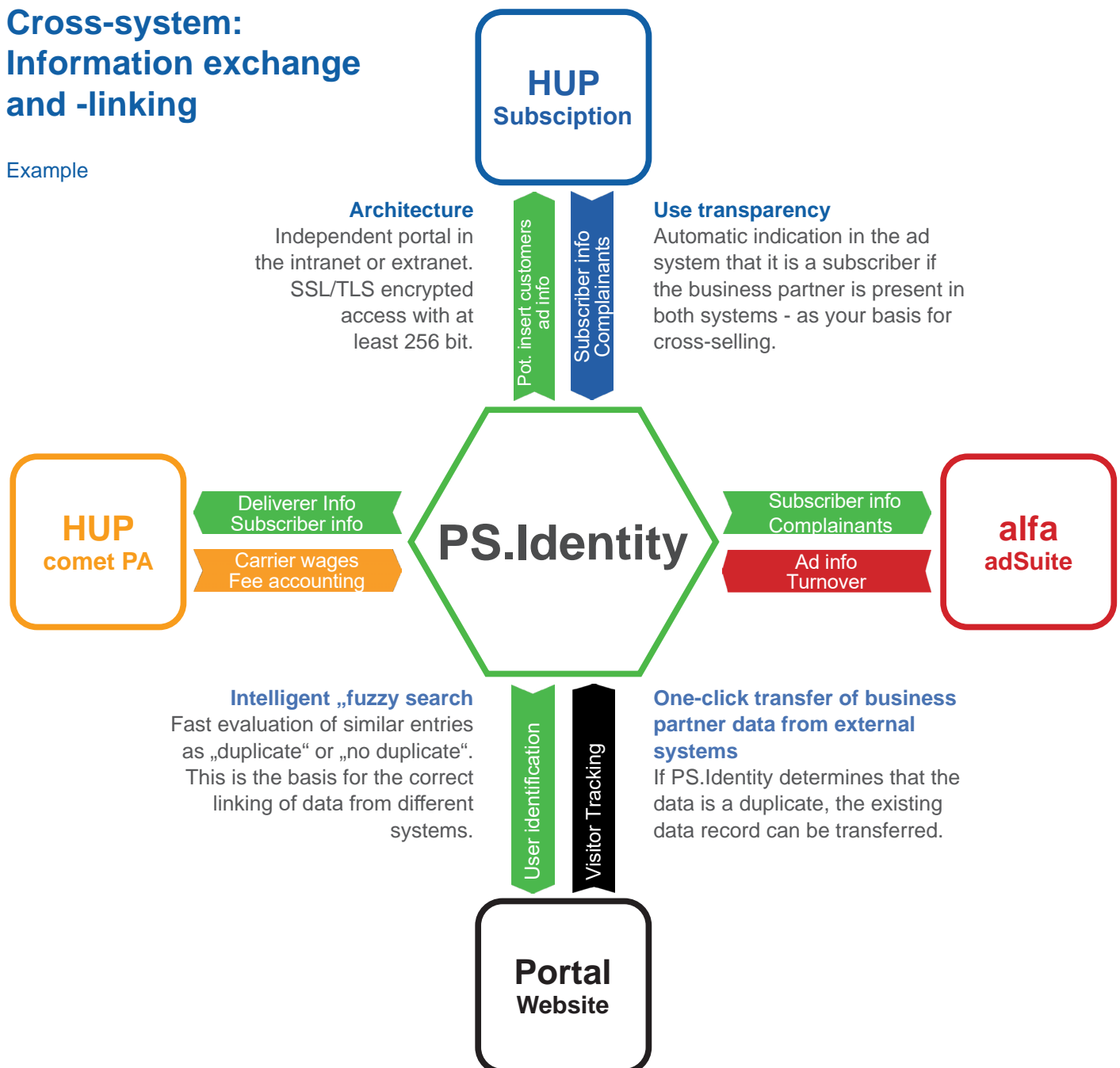
PS.Identity is connected to existing system landscapes via API and enables data exchange and reconciliation in real time. You do not need any new systems and can still offer innovative services yourself by using a modern and secure solution with PS.Identity.

The 360-degree view of your customers is more important than ever - often invoked, never implemented - until now!

There are no longer any technical barriers to your creativity in using all your data to drive your business forward. Simply put together what you think belongs together and use your opportunities for successful cross-selling.

Cross-system: Information exchange and -linking

Example



It's that simple

With PS.Identity, you ensure optimal customer experiences while remaining completely **system-independent**. With this consolidated knowledge about your customers, which is protected from access, you can improve your approach, service and turnover. Automating your business processes is the basis for making **better and more efficient decisions** and for building new business areas.

With PS.Identity you also gain valuable time by having your existing applications connected by our team within days instead of months.

Starting the business turbo

This business turbo is made possible by the built-in transformation accelerator in PS.Identity. Through the APIs (application programming interface), all systems can easily add data when they are logged into PS.Delivery.

The data is checked for existence and duplicates and enriched with other data.

Versions and functional scope

PS.Identity	Standard	Professional	Enterprise
Connectivity			
Number of connectors	2-3	5	8
Harmonisation functions			
Duplicate check with Fuzzy Logic	✓	✓	✓
API Plattform			
Partner API documentation	✓	✓	✓
Private APIs	✗	✓	✓
Monitoring & alarms	✗	✓	✓
Support and training			
Support response times	48 hours	24 hours	6 hours
Availability by telephone	09:00-12:00 & 13:00-17:00	09:00-17:00	08:00-17:00
24-hour emergency hotline	✗	✗	✓
Support cases per year	unlimited	unlimited	unlimited

Examples

One advertising and one subscription system are connected to PS.Identity

Both systems have transferred their business partner data to PS.Identity. A cleansing of the duplicates per system and a matching of the data to determine whether they are data pairs has taken place. The data was also supplemented from specific process data from the respective system. The **subscription system**, for example, has transferred an indicator that it is an active subscriber.

Case 1: The business partner is known

In the **ad system** it starts to enter a new customer. In the background, it asks PS.Identity whether the customer is already known in the subscription system. If this is the case, the data record can be **automatically** completed in the ad system and, for example, **a special price for subscription customers** can be drawn when scheduling an ad.

Case 2: The business partner is not known

If the business partner is not yet known in the subscription system, i.e. is not yet a subscriber, the ad system can give a hint and offer the user options for acquiring the potential new subscriber, e.g. **a free trial subscription**.



PS.Identity

**So you can always stay cool
despite multiple data!**



HUP

Am Alten Bahnhof 4 B
38122 Braunschweig
Tel.: +49 531 281 810
E-Mail: info@hup.de

Branch offices

Berlin, Coswig, Leipzig, Mainz

www.hup.de