What Is the Customer 360-Degree View?
- A variety of operational and transactional data sources are blended to an on-demand analytical view across customer touch points to better surface the customer experience.
- Customer-facing employees and partners are provided with information, which is made available inside everyday line-of-business applications.

Why Do It?
- Provide a complete customer view to sales and services teams, empowering them to grow upsell and cross-sell revenue opportunities and to better serve the customer.
- Better understand how customers perceive your products and services, while decreasing customer churn.
- Create a single repository that avoids single view integrations, and enables quicker insights and improved access to metrics.

Value of the Pentaho Platform
- Staff savings and productivity: Rapid time to value through drag-and-drop visual development for big data integration, making big data accessible to all data developers.
- Operational intelligence: Ability to embed analytics into actionable line-of-business applications for each relevant customer-facing role.
- Broad and robust data connectivity: Ability to blend traditional data sources with big data via the adaptive big data Layer, which protects data flow processes from changes in big data technologies, thus reducing risk.
- Comprehensive analytics: Comprehensive analytics platform that includes easy-to-create and easy-to-use ad hoc analysis, data discovery, advanced visualizations, highly formatted reports, simple-dash boards that provide instant access to the right information for all roles.
**Example: Online Shopping Service**

**Challenge:**
- Needed sophisticated, multichannel mobile analytics along with traditional business intelligence to help measure and improve business outcomes for clients via marketing campaigns.

**Solution:**
- Pentaho Business Analytics for reporting, analysis and dashboards to track marketing analytics.
- Pentaho Data Integration was used to create blended views of information across Hadoop, the data warehouse and other transaction-based sources.

**Benefits:**
- More rapid analysis against Hadoop (seconds versus minutes).
- Analysis of massive web click stream data sets against campaign data to understand buying patterns.
- Lowered technical barriers by providing an intuitive extract, transform and load (ETL) process without requiring significant coding training for both big data and traditional data sources.