xMatters *(growth)* engines

(x) matters®
The relevance engine company.

The challenge

Whether your job is to bring innovative new products and services to market, ensure customer satisfaction, or maintain brand equity – your goals are the same: to build revenue and market share for your company by making your customers happy.

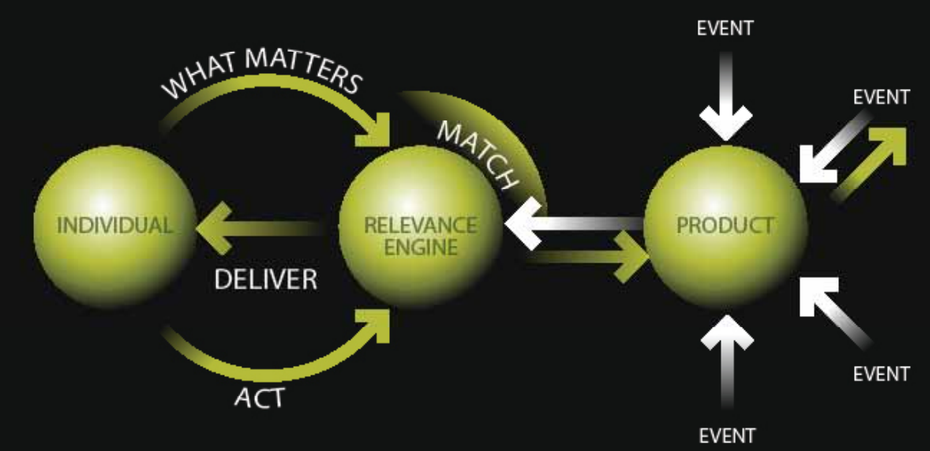
What people need and want changes all the time, so getting it right can be tricky. That's where an xMatters *(growth)* engine comes in – it allows you to stay tuned in to what matters to your customers, so your organization can keep growing and differentiating itself from competitors.

Our solution

With the help of an xMatters *(growth)* engine, you can easily and affordably engage with your customers in real-time, receiving valuable information about what they want, and sending them timely information, offers, and choices. The ability to treat each customer like an individual is a concept we call mass personalization, and it can transform your business by making your customers want to engage with you. Imagine that.

How a relevance engine works

xMatters *(growth)* engines connect people with what they need to know, at the exact moment they need to know it – so they can act quickly and intelligently to move their business forward. It's a simple concept, but it means different things to different people, depending on what role they play within an organization.



The **world's leading information provider** uses a relevance engine to push relevant information to people in financial, legal, tax and accounting, healthcare, science and media markets – keeping these audiences on the cusp of product and customer innovation, and making this business one of the most well known and trusted information sources on the planet.

Focus

Your customers have a lot on their minds. Bills. Kids. Lunch. They've learned to tune out your carefully crafted marketing messages. They don't think about your products and services very often, because you're not there for them when it matters most.

The xMatters *(growth)* engine will help you attract more enthusiastic, loyal and profitable customers. It will also inspire you to develop products and services that matter even more to the customers you already have – making them more engaged with your brand, and growing your revenue.

- Bring innovative new products and services to market
- Turn customers into raving fans
- Discover which ideas are hot – and which are not
- Provide new ways for customers to engage and interact
- Reduce R&D spending – and still beat the competition
- Know what matters to customers right now

The xMatters *(growth)* engine helps you achieve even the most stringent business initiatives, aligning business goals with customer goals, while still:

- Achieving brand, product, service, and experience differentiation
- Increasing revenue, customer trust, and loyalty
- Improving customer satisfaction and communication
- Improving brand strength and recognition
- Accelerating innovation and speed to market for products, services, and experiences
- Improving business intelligence and decisions

What matters now?

Relevance engines make your products matter more tomorrow than they do today. With the help of an xMatters *(growth)* engine, your company can become more agile and responsive, giving you the ability to deliver the products and services your customers want. Your revenues will grow as customers become happier and more engaged.

Partnerships matter

A relevance engine seamlessly connects people, processes, and information to speed decision-making and enable the right people to act quickly. A relevance engine can be added to a product, service, or technology to make it exponentially better, capable of delivering what matters to the people who need it at exactly the right moment.

Vodafone uses a relevance engine to send targeted information to their customers based on the kinds of services they subscribe to. As a result, customer retention rates are up, and feedback is very positive.

About xMatters

In with the new

If you knew us as AlarmPoint, you may be wondering what changed. The short answer is: we're still doing what we did before; only now we're helping entire organizations become more aware and responsive. We still offer the same quality solutions you've come to expect, like alert management products, but we've realized that what businesses need most is relevance: a way to connect people with what matters to them, at exactly the right moment. A relevance engine completes the last mile of IT service delivery and makes businesses more effective, more agile, and more competitive. Right now.

xMatters

xMatters builds relevance engines that connect people with what they need to know at exactly the right moment — so they can take immediate action. Our relevance engines work with existing enterprise applications, technologies, and processes to help businesses run faster and smarter. Over 800 global firms use xMatters to make their products and services more valuable, both internally and to their customers and shareholders. Founded in 2000 as AlarmPoint Systems, xMatters is headquartered in Pleasanton, CA with European operations based in Woking, U.K. More information is available at www.xmatters.com, 1-800-861-3916 toll free or +44 (0) 1483 722 001 UK.

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