

# Cascade3dOnline

...making sense of big data

## Do you need to:

- Merge data from multiple sites or different systems?
- Manage large amounts of information?
- Analyse movement and behaviour trends?
- Predict behaviour?
- Influence activity and participation levels?

Cascade3dOnline will help you monitor, understand and influence customer behaviour. Our cloud-based analytics are currently being used in the healthcare and sports and leisure industries to transform health and wellbeing outcomes but there are applications in many other sectors.

## Key benefits:

- Brings together information from multiple systems to give you full visibility for the first time
- Enables you to make decisions based on actual behaviour
- Use the data to target resources exactly where they are needed most
- New devices can be plugged in quickly and easily – everything from movement sensors to mobile phones
- No restriction on number, size or complexity of data streams
- Secure cloud-based system



## FAQs:

### How does it work?

You already capture a wide range of information about customer behaviour through point-of-sale systems, access control, movement trackers, sensors, monitoring systems, websites and mobile devices for example. Until now, it has been difficult to aggregate information and really use it. We can take data from all these different sources, analyse and make sense of it for you. So, for the first time, you'll be able to drill down into the detail, identify patterns of behaviour, work out the key trends and use this insight to influence future behaviour.

### How is information gathered?

There are many different ways of collecting and streaming information to Cascade3dOnline. Most commonly, data is captured in the main business customer, appointments and transaction databases.

One of our partners uses tiny sensors placed around the homes of elderly and vulnerable service users to stream data directly into the Cascade3dOnline platform. These include sensors for fridges, temperature monitors in living rooms and bedrooms and pressure pads in chairs and beds. Information about activity patterns and changes in behaviour is provided to families, carers and clinicians as appropriate, giving them invaluable insights into the

wellbeing of the people in their care. Over time a picture of behaviour is built up enabling support to be targeted where it is needed most. The data is also used in the short term to send an urgent text or email if unexpected results are found.

*Is there a limit to the amount of data that can be merged from different systems?*

Our specialists love a challenge and the bigger the data the better they like it!

We have developed Microsoft SQL server-based technologies for merging multi-site and multi-system databases together to create a Data Pool. We merge and blend the data to create a single view of your customers or service users. Unique identifiers and fuzzy matching techniques are used to prepare logical pathways through the data to help find the information you need.

*Can I use the data to profile my customers?*

Yes, you can. We create rich data cubes by searching through all the sources for relevant information. These data cubes are the building blocks for customer profiling and segmentation. So you can build up detailed profiles based on individual behaviour trends rather than using standard templates.

*How is the information presented?*

We prepare all the data and present it in a series of easy to use reports, graphs, pivot cubes and dashboards which can be displayed on a PC, tablet or mobile screen.

*How can I use the data to increase customer activity and participation levels?*

The reports enable you to see quickly and easily where you need to target your efforts and what your goals should be (whether that's increasing engagement, retention or cross sales, for example). You can then develop hard hitting, carefully targeted communications and marketing campaigns.

If you need a helping hand, we can prepare data profiles for personalised variable direct mail/email campaigns and our Communicate software is a sophisticated marketing tool which enables you to deliver highly personalised messages and alerts using information directly from your database. Take a look at the Communicate page on our website or [contact us](#) to find out more.

*Where is the information held?*

Cascade3dOnline can be hosted on your in-house servers or in the cloud by Cyber Host Pro who use powerful Intel-based Dell servers. Sensor data collection and streaming is made possible via Intel based gateways. It's secure, always available and compatible with Windows, iOS and Android web browser enabled devices including PC's, tablets and smartphones. Our system specialists are always happy to help with any [technical queries](#).

*How do I get started?*

We provide face to face training at a venue of your choice to help you set up and get the best out of the system. We also run a series of seminars and workshops across the UK each year to share new ideas. Further training to meet your specific needs is always available.

*How much does Cascade3dOnline cost?*

The Cascade3dOnline pivot cubes and data streams are often tailored to individual company needs so the costs depend on the range of data inputs and the types of analysis you would like to do. Please contact us for the current licensing and payment options to suit your needs.

To find out more about Cascade3dOnline and our other products and service please email [contact-us@cascade3d.com](mailto:contact-us@cascade3d.com) or call us on 0844 7365227 (Option 2).

We look forward to hearing from you soon.