

Jahia Customer Data Hub Subscription for Apache unomi

Apache Unomi is the standards-based, open source Customer Data Platform (CDP) that manages digital customer information including anonymous visitors to provide personalized experiences that adhere to visitor privacy rules such as GDPR and “Do Not Track” preferences.

Jahia Customer Data Hub Subscription for Apache Unomi

The Jahia Customer Data Hub Subscription supports your efforts to collect, manage and leverage real-time, compliant customer data from everywhere with enterprise support for the powerful Apache Unomi open-source CDP.

You gain access to the original contributors and lead developers of Apache Unomi who will provide support and bug fixes as well as additional services such as plug-in development assistance, consulting and training.

The Jahia Customer Data Hub Subscription is available for on-premise deployment and as a Jahia Cloud Subscription, providing a true Customer Data Platform as a service, operated by our global cloud teams, 24/7.

In all cases, you own your data, which are not shared and are truly isolated from one project to another (single tenant architecture).

Your environment or ours. Your stack. Your choice. Your customer data.

The core platform for customer data driven marketing with privacy by design

Privacy by design is not about capabilities (eg: a consent manager or a data anonymization) but about what you can achieve with it: better customer relationships with trust and transparency.

Customers understand why their data is needed and are given a way to control their data through anonymization, export, or deletion.

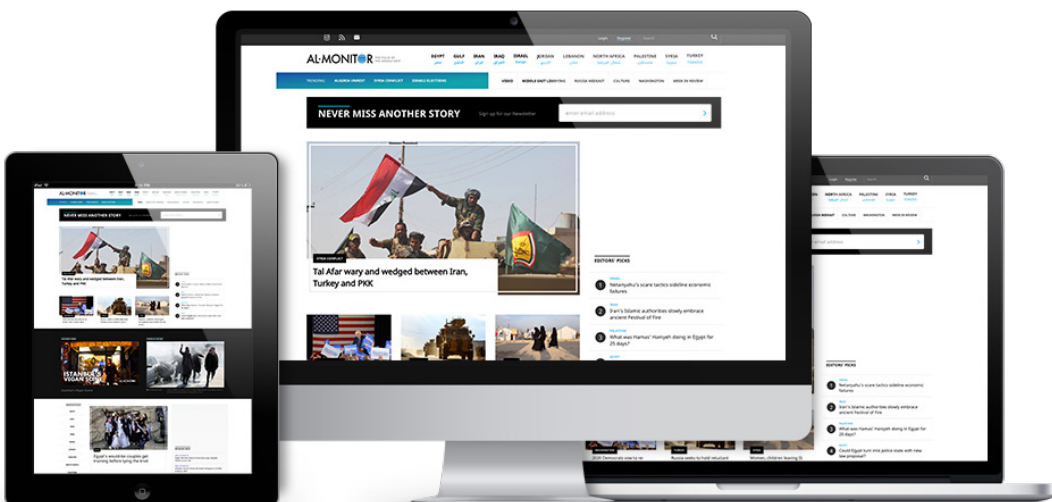
This transparency would increase the data quality, which means better personalization, leading to a better service and/or product offering and, eventually, greater revenue.

This transparency increases the data quality, which means better personalization, leading to a better service and/or product offering, more conversions and greater revenue.

“Apache Unomi helps us create a very cohesive marketing message and a great overall digital experience. Al-Monitor readers can be driven towards additional personalized content that corresponds, via content tag profiling and automated segmentations, to what they have already accessed. This data follows our customers where they go, so it’s a consistent experience whether they are getting these recommendations in their inbox or on the website or both.”

AL-MONITOR 

Valerie Voci
Head of Digital Strategy and Marketing at Al-Monitor



“Apache Unomi helped us deliver a progressive web app (PWA) for an important client in record time. Altola used Apache Unomi to store customer insights, such as behavioral and explicit customer data. Privacy was table-stakes for us, along with the flexibility to customize data schema and the open API. Using the Jahia Cloud offering, we had the Apache Unomi CDP up and running on Amazon Web Services in less than 30 minutes.”



Lars Petersen
Co-Founder at Jahia partner Altola

Background

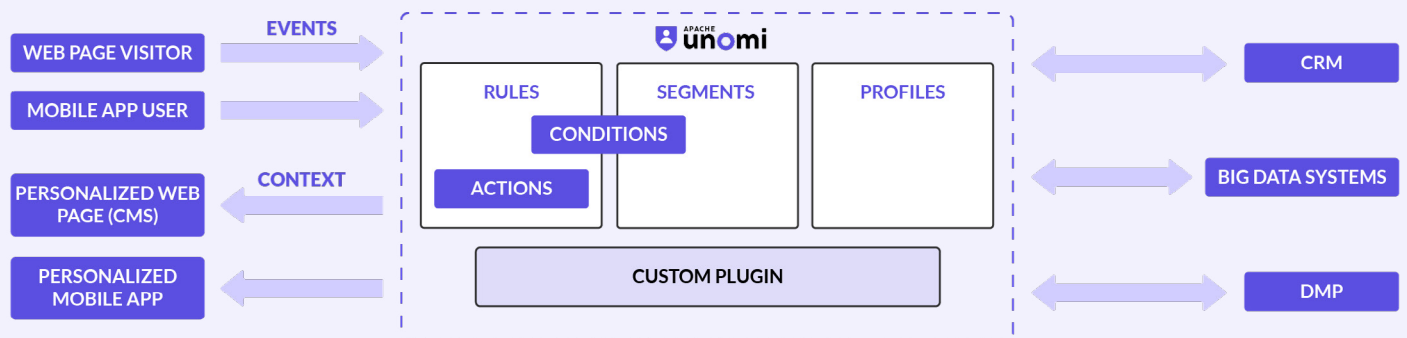
Launched at the 2015 ApacheCon, Apache Unomi graduated to the Apache Software Foundation Top Level Project (TLP) status in 2019. Apache Unomi provides the industry’s first reference implementation of the OASIS CDP specification (established by the OASIS CXS Technical Committee, which sets standards as a core technology for enabling the delivery of personalized user experiences). As a reference implementation, Apache Unomi serves as a real world example of how the standard will be stable, and is quickly gaining traction by those interested in truly open and transparent customer data privacy.

Combining powerful customer data aggregation capabilities with privacy by design

Apache Unomi is versatile, and features privacy management, user/event/goal tracking, reporting, visitor profile management, segmentation, personas, A/B testing, and more.

Apache Unomi can be used as a solid backend to build with its powerful APIs:

- › personalization service for any content based applications
- › analytics service for native mobile applications
- › centralized profile management system with segmentation capabilities
- › consent management hub
- › and all of the above, together!



About Jahia

Jahia makes digital experiences simpler. Our open-source applications snap-in to your existing stack to make your organization stand out. Start with content management and expand to personalize, optimize and scale all digital experiences – with unified customer data, everywhere.

Jahia customers are digital experience virtuosos: More than 150 mid-to-large sized, regional and global companies and government agencies, ranging from great brands like Ben & Jerry's, to Sodexo, one of the world's largest multinational corporations, to top financial services including Nationwide, and government institutions like the European Parliament.

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Demo request 

Resources

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