jCustomer for Enterprises empowered by **APACHE ünomi**

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

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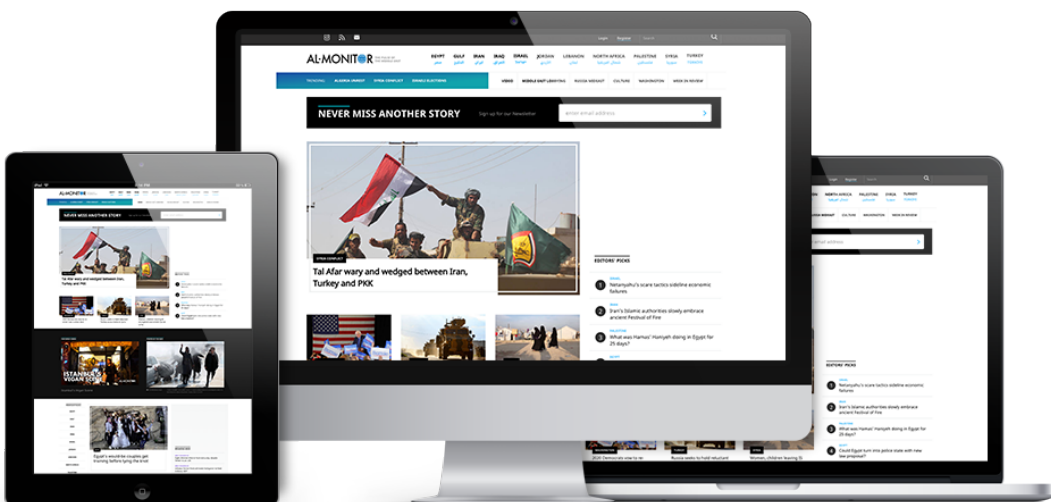
This transparency would increase the data quality, which means better personalization, leading to a better service and/or product offering and, eventually, greater revenue.

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."

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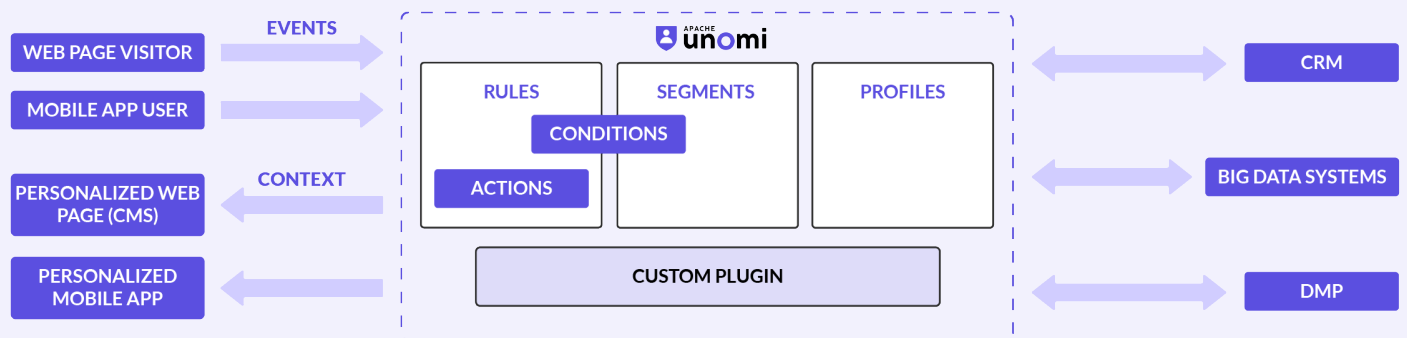
AL·MONITOR

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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

At Jahia, we believe great digital experiences don't have to be complex. It only requires strong and continuous integration capabilities along with simple, intuitive interfaces that enable IT & Marketing to work together to build and manage multi-channel initiatives quickly and easily.

Leveraging our headless enabled, cloud-based platform, Jahia helps companies all across the world better utilize their content and customer data to deliver the right experience at the right time for truly personalized customer experiences. With an unparalleled level of flexibility and connectivity, ensuring our solutions can be adapted to suit their needs, Jahia cuts through the noise (and long implementation cycles) to **Make Digital Simpler.**

Founded in 2002 and headquartered in Switzerland, Jahia Solutions Group has its North American headquarters in Washington, D.C., with additional offices in Boston, Houston, Toronto, and throughout Europe. Jahia's loyal customer community counts hundreds of global brands and organizations, including Ben & Jerry's, Nationwide, NASA, and General Motors.

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Demo request

Resources

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