KOSMOS WEB SERVICES

Datumize Kosmos Web Services is the product you want to use if you aim to capture critical customer behavior online in mobile applications and backoffice web services.

Being able to capture critical customer behavior will give you the insight you need about Lost Sales Opportunities and Real Customer Needs and Behavior.

Datumize Kosmos Web Services is not intrusive and does not require your company to modify any existing application, avoiding extra licensing and development costs, and the risk of modifying mission critical systems.

BENEFITS

Understand Lost Sales

Many companies are missing Sales Opportunities and they do not know it. We help you understand your missed opportunities using Kosmos Web Services, that is able to seamless capture all your web services traffic, including full request, full response, and related networking data.

No Risk for Mission Critical Systems

Most web services interact with mission critical systems, like mainframes, ERPs/CRMs, or customer backend applications. If something wrong happens to service those applications that is likely to hit your line. Datumize Kosmos not-intrusive technology recovers all your web services interactions without those critical systems even noticing that we're there.

Artificial intelligence for Better Service

Many companies are unaware about strange conditions on their backend services. For example, your Service Level Agreements Call Rate is specified at around 150 calls/minute, but today something went wrong and you haven't noticed until is too late. Datuimze Kosmos applies advanced Artificial Intelligence techniques to detect anomalies and warn you, so that you're able to take corrective decisions.

No Coding

At Datumize we're obsessed about capturing the right data at the right time without any hassle for the customer. That specifically means avoiding modifications to your backend applications and web services. We prefer that you stay focused on your core business.

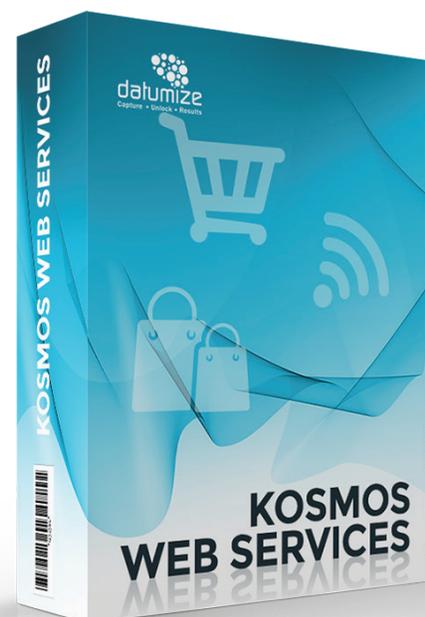### Capture critical Customer behavior in Apps for mobile and web channels

Datumize Kosmos Web Services is able to capture the complete request and response dialogue between the mobile and web applications and web services. We are able to recover all customer behavior that occurs when the customer is using an application at any channel.

Integrates with your Big Data Platform

Datumize Kosmos Web Services is a server side technology that captures all your web services seamless. All the data captured is transformed into a modern format and stored in your preferred Big Data platform, either cloud or on premises. You can use any 3rd party analytical tool or Datumize out of the box toolset.

Out of the Box Store And Search

If you don't have a Big Data Platform available to store and analyze the data that we collect, we can provide you with a store and search full architecture solution.

DATUMIZE KOSMOS WEB SERVICES FEATURES

Capture HTTP/HTTPS Web Services

Able to capture full interaction for web services over HTTP and HTTPS protocols. Complete network, header, and payload information, for request and response.

Anomaly Detection

Selected web services statistics are modeled against an Artificial Intelligence model that is able to identify anomalies. First, we train a model based on your specific data. Then, the model is continually scored to detect anomalies, which is anything that is outside of the "normal" learned behavior.

Server Data Capture

Datumize Kosmos Web Services is a server-side product. All relevant data is captured from server systems without modifying your web services or related systems (application server, web server, service bus) that host them, or web/mobile applications consuming those services. We use advanced networking technology to capture all data seamless.

Payload Formats

XML, JSON, binary, text, CSV.

CUSTOMER SUCCESS CASE - GLOBALIA CORPORACIÓN

Globalia Corporación is the largest Spanish tourism group, with a turnover of €3,4B in 2015 and 11.000 employees over 20 different countries.

Globalia Corporación was aware that they were not understanding the real demand of its potential customers (Lost Sales Opportunities).

With Datumize Kosmos Web Services, Globalia daily captures more than 80M conversations (+167% increase from deployment), so they now understand:
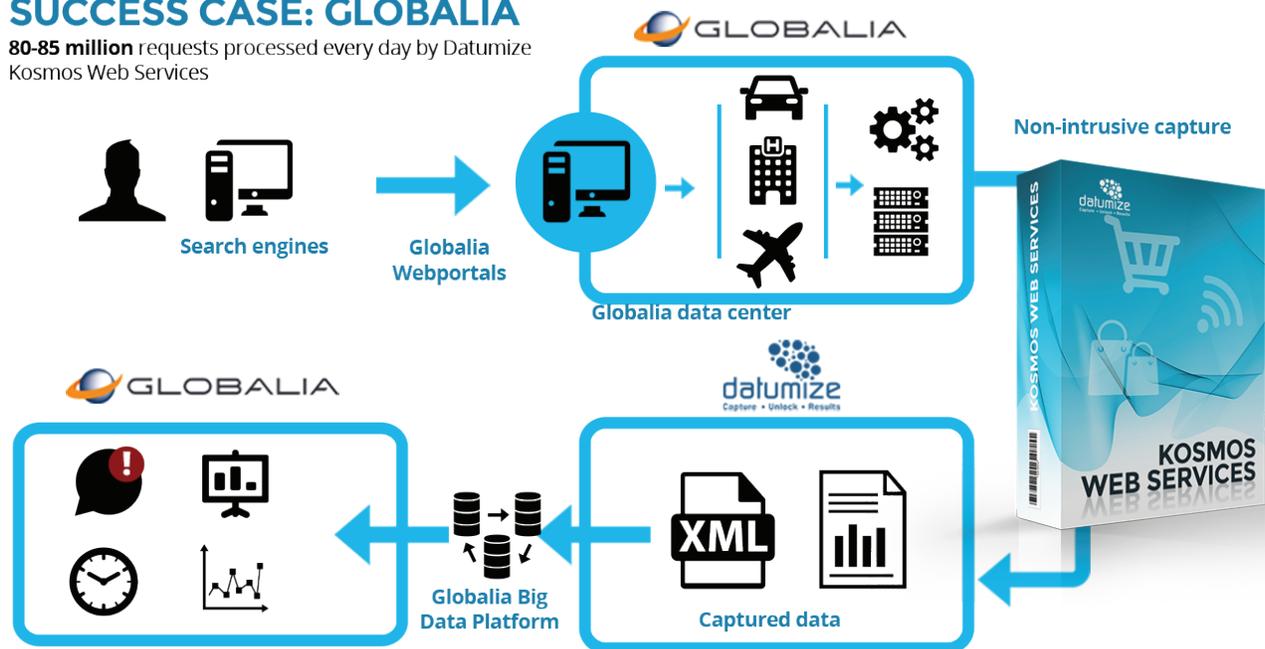
* Missing destinations on Globalia's portfolio (the customer real demand when searching for traveling).
* The real offering for a given destination in a given time.

Benefits for Globalia

* Increased revenues.
* Increased customer base.
* Decreased costs.
* Make better marketing decisions.
* Monitor individual traffic in real time.
* All without having to modify their mission critical systems.

SUCCESS CASE: GLOBALIA
80-85 million requests processed every day by Datumize Kosmos Web Services

Search engines → Globalia Webportals → Globalia data center → Non-intrusive capture → KOSMOS WEB SERVICES → Captured data → Globalia Big Data Platform → GLOBALIA