



Knowledge (graph) is power

How knowledge graphs improve business performance

The world's largest social media companies use the power of people's connections and feelings to achieve mind-boggling growth. What if you had the same insights available to you?

The ability to create a unified view of customer interactions and relationships is available to all businesses that collect

and store multi-source data about their customers. Called a customer knowledge graph, this data-driven tool captures a 360 contextual view of the customer by aggregating his or her activities across the board. What's more, it can uncover previously hidden relationships between people and products to help drive business performance.



To find out more on knowledge graphs, visit: pbi.bz/CIM

