



## Project Study: Multichannel Campaign Management/ Near Real-Time Event Processing Platforms

### Who is Data Insights GmbH?

We are an innovative IT consultancy company with a focus on Big Data projects, founded in Munich in 2016.

Our customers draw from a wide range of industries i.e. automotive, finance, retail and insurance. Our goal is to develop data-based (product) innovations for our customers via integrating, analysing, processing, and optimising complex data. Our customers are all big names in their respective industries, and our projects tend to be hugely varied in nature. In order to meet the requirements of our customers, our team consists of both Data Engineers and Data Scientists with a variety of specialities. Our goal is to take an idea from development into production, ultimately to assure maximal value for the customer.

On a technological level, our team is highly competent, agile, international, and forms the heart of Data Insights. We guarantee our team members flexibility and personal responsibility. At Data Insights we embody Management 3.0.

### What is the scope of the research?

What and where is the current and expected demand for Near Real-Time (NRT) event processing and Multi-Channel Campaign management platforms in Germany / German companies in the time frame 2019-2022. This will include the research, analysis and assessment of business requirements, market demand and the competitive landscape.

### Customer requirements/needs analysis for Multi-Channel Campaign Management /NRT event processing platform across various industries:

- Identification of market requirements (Business/ Technical)
- Which are the top target industries for these solutions
- Challenges and pain points across industries
  - Business e.g. Data Protection (GDPR), availability of data, etc.
  - Technical e.g. Performance
- Functionalities needed to fulfil identified business requirements/ use cases
- Assessment and derivation of core requirements
- Derivation of use cases across various industries (based on requirements)
- Area of applications (e.g. Sales Increase, Customer Loyalty, Event Management (NRT event processing conferences, etc.)



**Market/ Competitor analysis and assessment:**

- Analysis of market segments (e.g. retail, telecommunication etc.)
- Identification of main competitors and their products
- Assessment strengths/ weaknesses and USPs of the competitors and their solutions (incl. features/functionality)

**What do we expect from you?**

- Student in IT, Engineering, Business or related
- Strong interest in software industry
- Interest in marketing and market research
- Knowledge of research and analysis frameworks or approaches
- Well-structured, proactive and goal-oriented working style
- Fluent in German and English

**Sounds interesting?**

Please send all relevant documents (i.e. CV, motivation letter, academic degrees, and work references) and your earliest possible starting date to [recruiting@datainsights.de](mailto:recruiting@datainsights.de)

If you have any questions, feel free to contact us.

We are looking forward to get to know you!

Do you know someone who will perfectly fit to our team? Then tell them about us.

**Your Data Insights Team**