



CAMPAIGN RULE ENGINE



“ KAMGURU IS T2 SOFTWARE’S CAMPAIGN RULE ENGINE FOR SERVICE PROVIDERS. ”

KamGuru, short for Campaign Guru, is T2’s game changing, innovative Campaign Rules Management System. It is designed for flexible campaign rule management.



With its drag-and-drop and intuitive web interface, both technical and non-technical staff can design campaign rule sets and workflows easily. Rules can be defined to be parametric which allows the same rule to be reused for different campaigns.

One standard campaign definition time is below 5 minutes.

Any campaign can be versioned and can be reused as a template

Any work flow can have one or more logically connected rule sets. Even, cascading one rule set into another one is possible in order to design more complex work orders. Parametric approach make possible to reuse any rule set in another campaign.

KamGuru contains two main web modules. The first web module is used for defining rules, work orders, users, roles, authorization, and validation rule management. It also contains an embedded status monitoring and statistical data analyser system.

The second web module is used for controlling campaign eligibility for customer relations (CRM) and order management systems.

The server transmits a message that contains all of the necessary information to KamGuru, such as customer and campaign IDs. KamGuru then returns the eligibility of a customer for a specific campaign. If the customer is ineligible, KamGuru will provide the reason. The average response time for a message is less than 1/5th of a second.

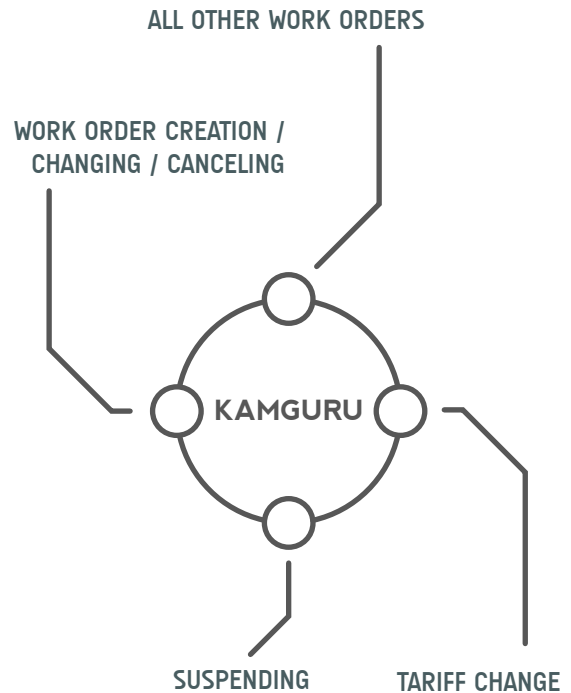
For example, in one leading Turkish Telecommunication company, the campaign release time has decreased from days to minutes with the help of the flexible KamGuru solution.

KamGuru Specs

- Supports online rule management by Groovy Script
- Drag & Drop flow design via Web interface
- Utmost flexibility by parametric rule engine
- Below 20 milliseconds response time
- Possibility to define nested flows
- Fits for the need of different systems
- Expandable structure
- Parametric re-usable rule sets
- High reliability and stability

KamGuru Customer Benefits

- Long and painful campaign definition time can be finished in minutes
- All new campaign rules can be defined by KamGuru
- Over 99.9% uptime
- Supports all kind of work orders (tariff, campaign, customer pool, suspension etc.)





T2 SOFTWARE

t2.com.tr , info@t2.com.tr

T +90 (312) 266 6606 / F +90 (312) 266 6766

*Bilkent Cyberpark Vakıf B. Z 02-03
06800 Çankaya / Ankara / TURKEY*