



New York University School of Medicine
Office of Industrial Liaison/Technology Transfer

1:1 Pro

Data Management—*Customer Relations Management*

Principal Inventor:

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Description of the Technology:

1:1 Pro is a patented CRM technology that delivers accurate customer profiles for one-to-one marketing applications. The accurate behavioral profiles of customers can be used to recommend specific products and services to individual customers. 1:1 Pro is an improvement on current solutions because it delivers interactions that capture and capitalize on individual behavior and characteristics, rather than segmented behavior and characteristics.

Features and Benefits:

1:1 Pro offers: rich customer data with manager's experience and intuition. The result is accurate profiles that allow companies to target the most likely buyers and thereby increase sales. 1:1 Pro has the following features:

- Accurate - 1:1 Pro learns business rules pertaining to individual customers and validates them using proprietary technologies. 1:1 Pro integrates the validated rules with user-directed business rules (e.g., manager's experience and intuition).
- Targeted - 1:1 Pro customer profiles contain business rules that accurately capture behavior of individual customers, thereby enabling companies to target the most likely buyers.

Applications:

This new technology has very broad applications, including customer acquisition and customer retention, customer profitability management, fraud detection across many industries. For example, applying 1:1 Pro to e-finance will give financial institutions one-to-one marketing capabilities previously not available, thereby increasing financial institutions' sales and profits). 1:1 Pro can also be applied to the defense industry to provide superior profiling of individuals for possible affiliations with certain organizations and activities.

Patent Status:

U.S. Patent No. 6,236,978 *issued* May 22, 2001. International patent applications pending.

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