

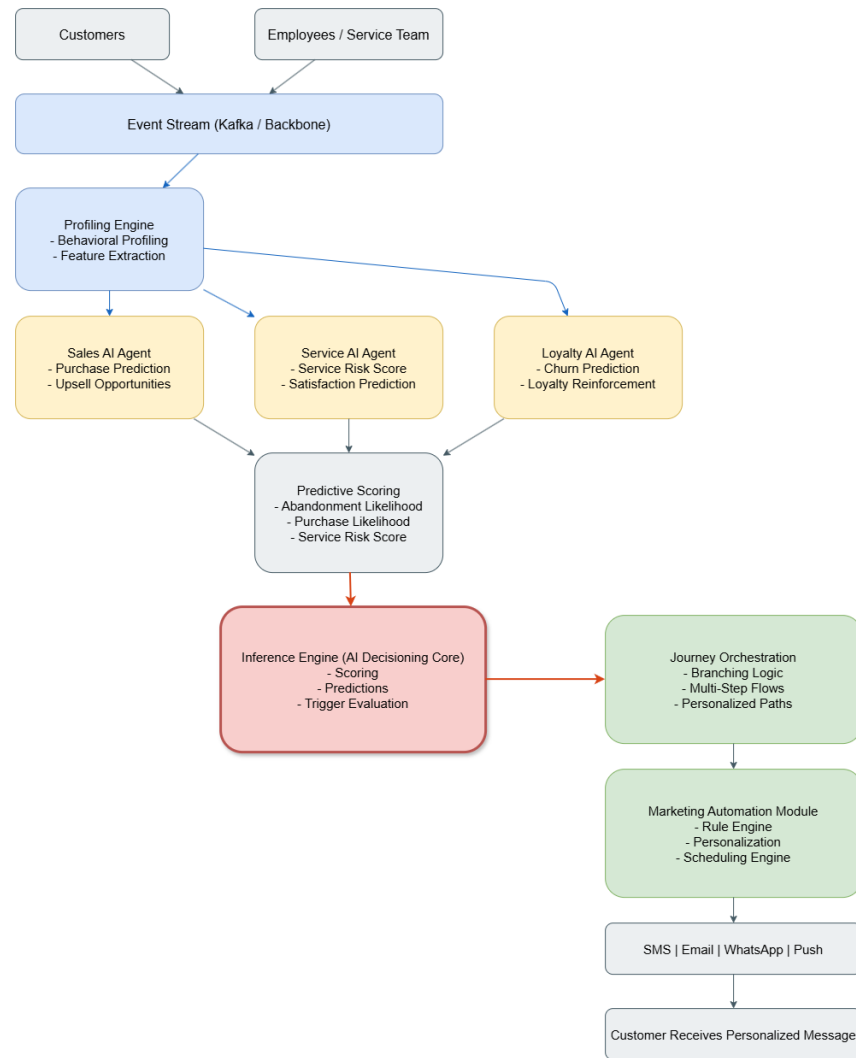
BUSINESS AUTOMATION PLATFORM

Powered By Event
Driven AI
Intelligence*



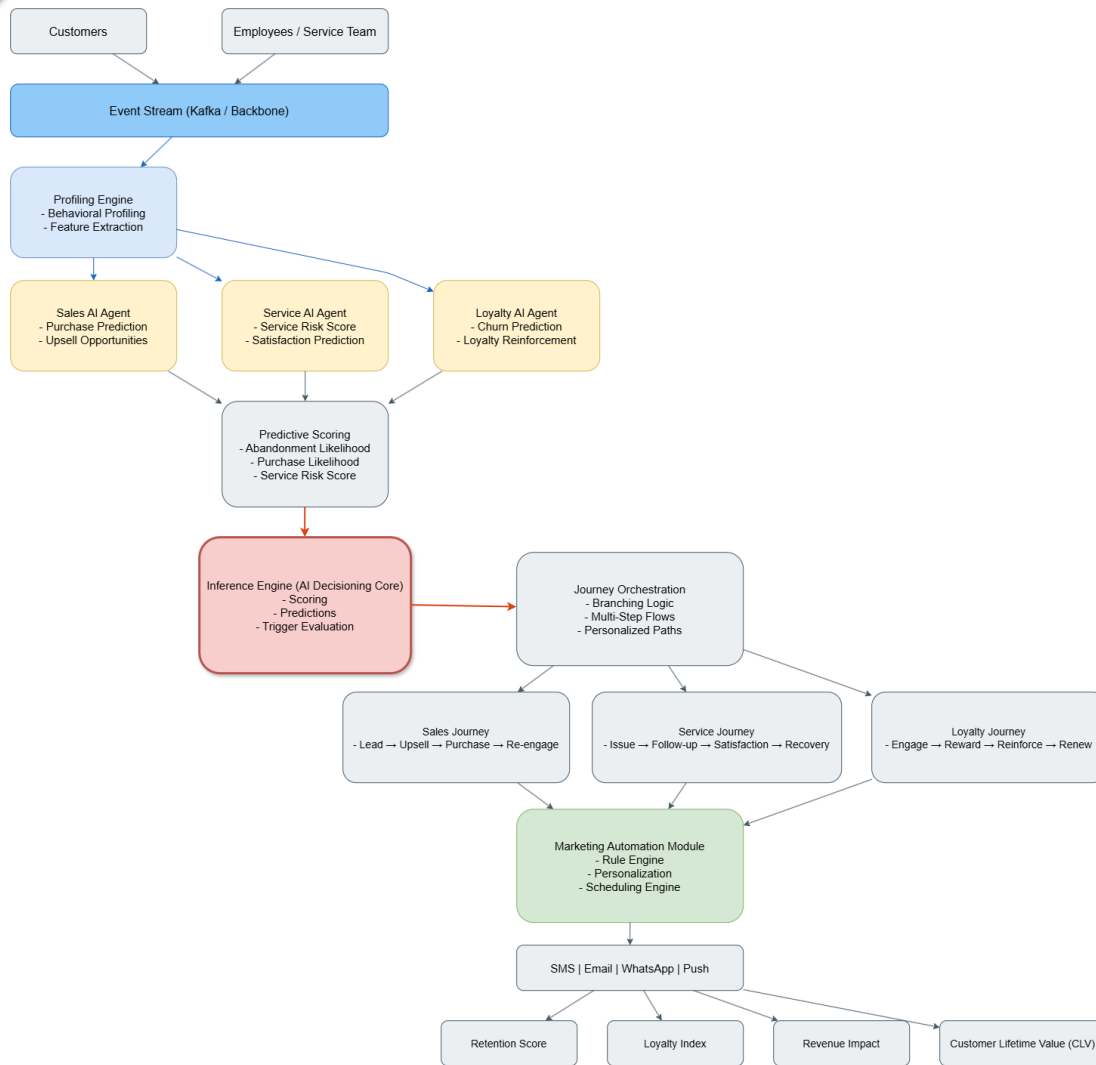
BUSINESS AUTOMATION PLATFORM

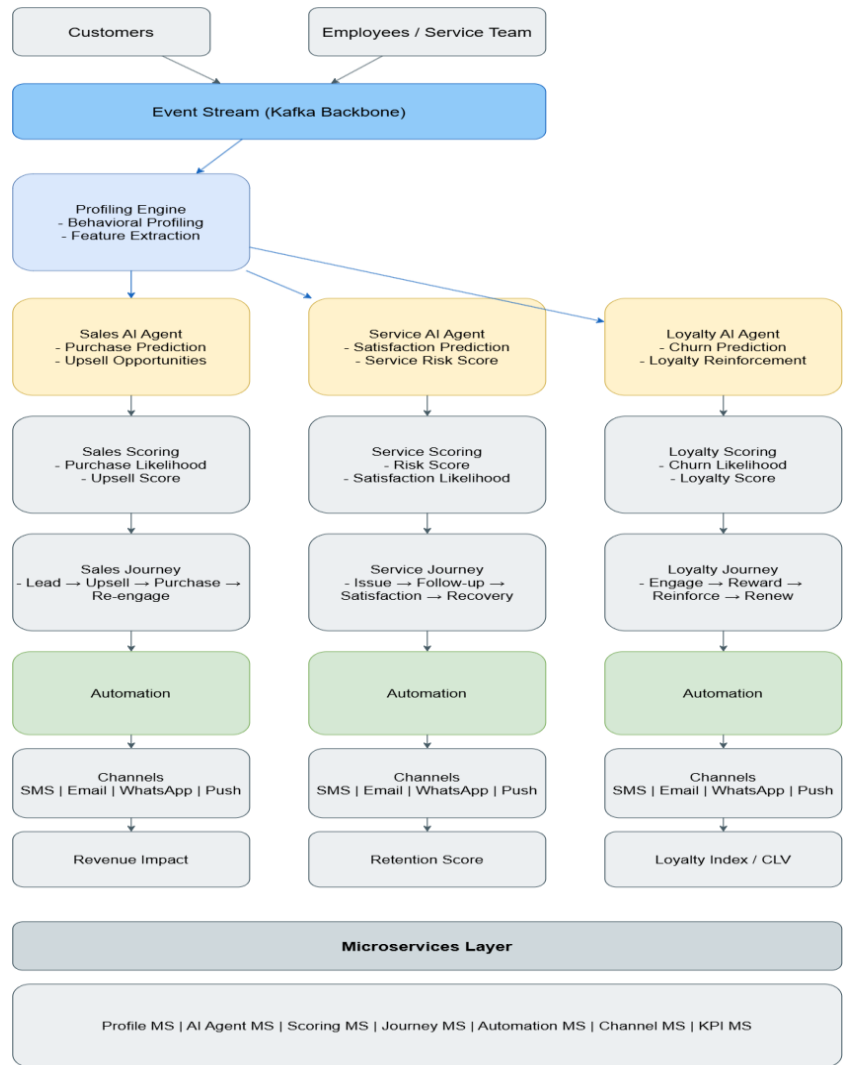
AI Agents Architecture



BUSINESS AUTOMATION PLATFORM

Domains and AI Agents Architecture





BUSINESS AUTOMATION PLATFORM

Enterprise AI Agents Architecture

Business Automation Platform

Overview

***Business Automation Powered by Netcell-EDA**

Continuous, intelligent, event-driven engagement for every business

Modern businesses lose time, customers, and opportunities simply because they cannot respond fast enough.

Netcell-EDA changes that.

By combining real-time event processing with automated decisioning, it enables a new generation of marketing automation that works **alongside your team**, increases daily productivity, and ensures no customer or operational moment is ever missed.

Business Automation Platform

The Concept

01 - The Concept: Automation That Works With You, Not Instead of You

The system operates in parallel with your employees, continuously analyzing customer behavior, operational events, and business triggers. Whenever an important moment occurs, the system acts immediately — sending the right message, to the right person, at the right time.

Typical automated flows include:

- ✓ Returning abandoned customers
- ✓ Increasing customer retention
- ✓ Deepening product/service consumption
- ✓ Improving service processes
- ✓ Strengthening customer loyalty
- ✓ Operational and service alerts
- ✓ And many more...

This is proactive automation — not scheduled blasts, but **real-time reactions to real events.**

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How It Works

02 — How It Works: Event-Driven Intelligence

Every minute, the system evaluates what actions need to be taken based on customer profiles, business rules, and live events flowing through Netcell-EDA.

Each customer receives a personalized message based on their current status:

- ✓ Abandonment recovery
- ✓ Customer service follow-up
- ✓ Consumption deepening
- ✓ Birthday or milestone greeting
- ✓ Operational or service notification
- ✓ Loyalty reinforcement
- ✓ And more...

The system doesn't "send campaigns." It **executes decisions**, driven by real-time data.

Business Automation Platform

Automated Marketing

03 — Why Every Business Needs Automated Marketing

Automation is not about replacing people — it's about giving your team superpowers.

Scales instantly: Handles dozens, hundreds, or thousands of interactions without fatigue.

Creates consistency: Ensures every customer receives the right communication, every time.

Saves working hours: Frees your team from repetitive tasks so they can focus on human-critical activities.

Improves business performance: More actions, more engagement, more retention — all happening automatically.

Builds long-term methodology: Your business operates with structured, repeatable processes instead of random manual actions.

The bottom line: Automation lets your business **do more, react faster**, and **perform better** — every single day.

Business Automation Platform

Automated Marketing

Why It Matters

Automation doesn't replace people — it amplifies them.

Handles thousands of interactions instantly

Ensures consistent communication

Saves valuable working hours

Eliminates human fatigue and operational gaps

Creates structured, repeatable processes

Increases retention, loyalty, and revenue

Your team focuses on what humans do best.
Netcell-EDA handles everything else.



Business Automation Platform

Built On Netcell EDA

Built on Netcell-EDA

This module inherits all the strengths of your architecture:

Event-driven backbone

Real-time profiling

Multi-tenant isolation

AI-driven decisioning

Scalable microservices

Cloud-first deployment

Full governance, security, and observability

This is marketing automation with
enterprise-grade intelligence.

Business Automation Platform

Product

3. Product-Style Feature List

(Clean, modern, SaaS-ready)

Core Features

- ✓ Real-time event-driven triggers
- ✓ Automated customer journeys
- ✓ Personalized messaging
- ✓ Multi-channel communication (SMS, email, WhatsApp, push)
- ✓ Behavioral profiling
- ✓ Abandonment recovery flows
- ✓ Loyalty reinforcement flows
- ✓ Service improvement flows
- ✓ Operational alerts

- ✓ Automated scheduling engine
- ✓ Tenant-specific rules and workflows
- ✓ Full audit and governance

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Features

Intelligence Features

- ✓ AI-driven decisioning
- ✓ Dynamic profile evolution
- ✓ Predictive engagement scoring
- ✓ Automated segmentation
- ✓ Continuous optimization

Enterprise Features

- ✓ RBAC & permissions
- ✓ High-availability deployment
- ✓ SLA monitoring
- ✓ Compliance & security
- ✓ Integration APIs
- ✓ Multi-tenant isolation

Business Automation Platform

Enterprise Version

4. Version Tailored for Enterprise Clients

(Strong, strategic, enterprise tone)

Enterprise-Grade Marketing Automation Powered by Netcell-EDA

Large organizations face a unique challenge: high customer volume, complex operations, and the need for consistent communication across multiple teams and systems.

Netcell-EDA solves this by providing:

Real-time event processing at scale

Automated decisioning based on customer behavior

Multi-tenant isolation for different business units

Enterprise governance, audit, and compliance

High-availability deployment with full observability

Integration APIs for CRM, ERP, and service systems

Your teams stay focused on strategic work. Netcell-EDA handles thousands of operational interactions automatically — without fatigue, delays, or human error.

This is automation built for enterprise reliability.

Business Automation Platform

Small Business Version

5. Version Tailored for Small Businesses

(Simple, friendly, benefit-focused)

Smart Automation for Small Businesses

Running a small business means doing everything at once — sales, service, marketing, operations. Netcell-EDA helps you do more with less effort.

It automatically:

- ✓ Brings back customers who stopped buying
- ✓ Sends reminders and follow-ups
- ✓ Strengthens customer loyalty
- ✓ Celebrates birthdays and milestones
- ✓ Improves service quality
- ✓ Saves hours of manual work

- ✓ You don't need a big team. You need smart automation that works for you 24/7.
- ✓ Netcell-EDA gives small businesses the power of enterprise-level automation — simple, fast, and effective.

Business Automation Platform

Thank you

The background of the slide features a blue gradient. On the right side, there are several sets of parallel white lines that slant upwards from the bottom right towards the top right, creating a sense of motion or a modern design element.