

Zentity

# Push Server

Zentity Push Server (ZPS) allows you to effectively manage and use your communication towards your customers at a lower cost and without exposing sensitive data to 3rd parties.

## Your own sophisticated customer communication centre.

### Full protection of sensitive information

No sensitive information needs to be sent through a public service when choosing our "Sensitive Message option". The user device downloads the information through our server directly from your system.

### Easy & fast deployment

- The push Server comes with predefined processes that can be deployed right away or can be customised
- On-site or in the cloud
- Physical or virtual servers

### Match your recipients to your marketing information

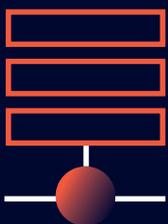
- Precisely target specific customer groups
- Scheduling allows you to send messages at the most convenient time

### Increase the relevance of your messages

Customer insights of customer behaviour (open, clicks, OS...) for every message help you to target future campaigns better.

### Tailor your messages to your capacities

Load management protects your infrastructure.



# / Sensitive push notifications without exposed data

The push Server is a fully integrated messaging platform able to use standard messaging through the internet. Zenty Push Server, however, is able to send sensitive messages without exposing their content over the Internet.



# / Tech features

## 01

### Various ways of triggering Push Notifications

- From the Zenity Admin Console
- From the customer's backend systems such as CRM, CMS, etc.

## 02

### Tracking information & full reporting

- Possibility to set tracking information
- Full reporting capabilities on all tracing information as well as message status and usage

## 03

### Delivery Notification information

Backend API allows other systems to get (pull) information about the status of Push Notifications for specific users (userID).

## 04

### Scheduling Push Notifications

Possibility to schedule the sending of Push Notifications for a specific date / time.

## 05

### Targeting via Audiences

- List of predefined users / devices to which the Push Notifications can be sent
- Import / export via .csv file within ZAC

## 06

### Multilingual Notifications

Each Push Message can be specified in multiple languages and a specific Push Notification is (delivered) displayed based on the user's preferences.

## 07

### Throttling

Define how many messaging requests (incoming and outgoing) can be handled by your systems or processes and throttle accordingly.

## 08

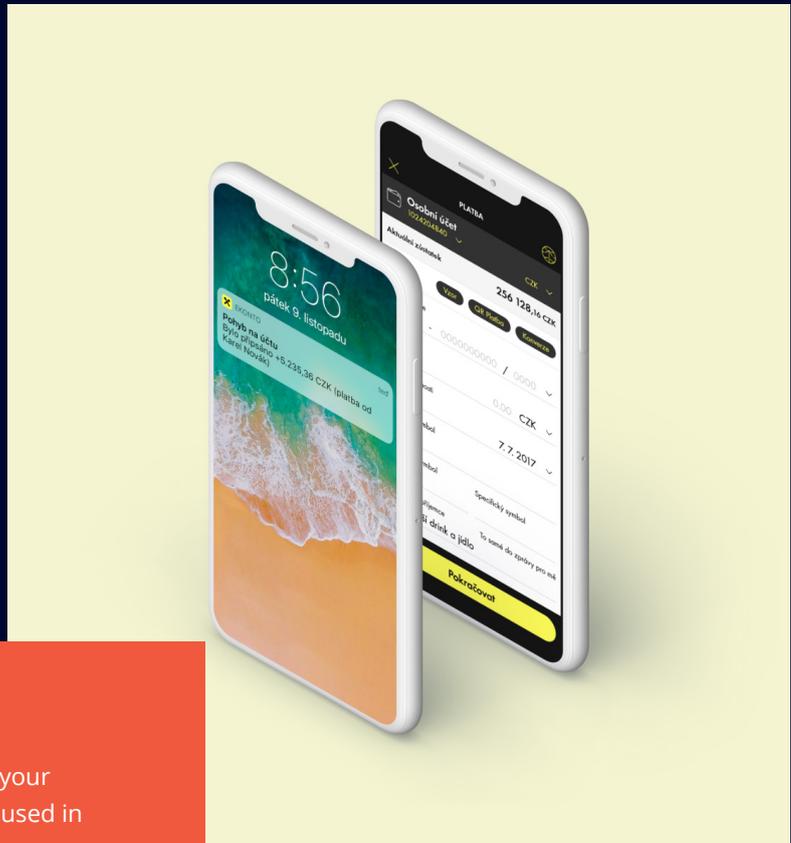
### Two types of notifications

- Regular = standard type of notification (content is sent directly to the Mobile Device via the Internet)
- Sensitive = secure type of notification (only message ID is delivered to the Mobile Device and the content is then obtained via public API exposed by ZDS which is already secured)

## Use case – Raiffeisen Bank Czech republic



Raiffeisen Bank was looking for a solution which allows a more targeted interaction with clients within their mobile channel. The requirement was to send sensitive information e.g account transactions or marketing messages to target specific groups of users. Staying in control of the load of your organisation and systems through marketing campaigns is equally as important as gathering the information on how their customers use the messages the bank sent.



### Easy & fast

Allowing direct and advanced contact with your customers is a smart and efficient method used in marketing and sales or simply for informing your customers without exposing data to any 3rd party.

Zentity Push Server was fully integrated with the bank's core business (e.g. CRM) systems and allows the bank to use your existing customer segmentation as well as using the embedded admin console to manage messages manually.

With Zentity Push Server our customer can differentiate between regular and sensitive messages which do not expose any valuable content over the internet. The Zentity throttling features allows the bank to tailor the amount of

messages being sent to the volume the organisation can absorb. It also comes with a full reporting functionality giving valuable insights on your customer's behaviour.

## Speak to one of our experts

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