

# SEGMENT OF ONE

# What is a Segment of ONE

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Our Founder, Abhishek Mehta, had declared in 2007 that **"segmentation is dead, long live the segment of 1"**. His fundamental premise - if no two people are alike, then why does data & analytics not treat each and every customer as their own segment? Tresata's successful quest now offers the world an intelligent automated solution to this challenge – delivering a unique set of data that captures all behaviors that make each and every customer different... what we call a Segment of One.

## The Power of ONE

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When you have the ability to understand, define, follow & treat each and every customer as their own segment, everything changes. It unleashes a competitive advantage that is not just fundamental to how you build and run a business but also a massive competitive advantage. Tresata customers who have already started leveraging the powerful Segment of One customer approach have **launched new products, turbocharged customer prospecting and revolutionized risk & fraud management.**

## You Want ONE

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This is the easy part. A typical implementation of one of Tresata's incredibly powerful **Customer Intelligence Management** software products that will get you started with your very own Segment of ONE in **no more than 30 days** (yes, you read that right)...provided you have:

- A hadoop cluster... we have no special requirements, any hadoop will do
- Data in your hadoop cluster... without that we can't do much can we
- A business opportunity that can benefit from a Segment of ONE
- Willingness to change the way you do business... forever