

PRIVATE · AI-NATIVE · ENTERPRISE-OWNED

Private AI Customer Data Infrastructure.

PrivyCDP helps regulated and high-load organizations replace fragmented SaaS marketing stacks with owned customer data infrastructure they deploy, control, extend, and operate inside their own environment.

Built for teams that cannot depend on public SaaS for customer data, decisions, or experience.

[Request Private Infrastructure Review](#)[Review Enterprise TCO Model](#)

01 / WHY NOW

Why Enterprises Are Moving Beyond SaaS Marketing Stacks

COMPLIANCE

Regulatory pressure rising across regions.

AI GOVERNANCE

Explainable decisioning is now required.

TCO RISK

Usage-based SaaS pricing is unpredictable.

FRAGMENTATION

Data split across too many tools.

OWNERSHIP

Regulated teams need owned infrastructure.

02 / THE SHIFT

From Fragmented SaaS Stacks → Owned Customer Infrastructure

FROM Fragmented SaaS Marketing Stack

- Fragmented CDP
- CRM silos
- Decision tools
- Manual workflows
- ESP / email tools
- Analytics dashboards
- Ads & activation systems
- Usage-based SaaS dependency

TO Private AI Customer Data Infrastructure

- Unified first-party data
- Private AI operations layer
- Agent-assisted workflows
- Open APIs & webhooks
- Controlled customer decisions
- MCP-ready architecture
- Full infrastructure control
- Predictable long-term ownership

03 / CAPABILITIES

What PrivyCDP Does

01

Unify First-Party Data

Ingest, normalize, and unify customer data inside a private infrastructure layer.

02

Segment & Decide Real Time

Real-time behavioral segments using rules, events, permissions, and internal logic.

03

Orchestrate Journeys

Activate email, SMS, push, web, messengers, webhooks, and workflows from one layer.

04

Operate with AI Agents

Agents for segmentation, campaign setup, QA, reporting, anomaly, compliance, and next-action.

04 / AI OPERATIONAL LAYER

AI for Customer Operations, Not AI Theater

AI reduces manual marketing work while keeping data and decisioning under enterprise control.

- AI-assisted segmentation
- Campaign setup support
- Workflow QA
- Reporting summaries
- Anomaly detection
- Compliance support
- Next-action recommendations
- MCP-ready integration layer

05 / DEPLOYMENT MODELS

Built for Real Enterprise Deployment

Infrastructure, DevOps, cloud, and hardware are scoped separately from the license — transparent TCO.

- On-premise
- Private cloud
- Hybrid infrastructure
- Dedicated environment
- Existing DB & API integration
- Customer-controlled data residency
- External proxy / internal Nginx compatibility
- DevOps partner support (separate scope)

06 / SECURITY & CONTROL

Security, Ownership, and Control by Design

Customer-owned infrastructure, no shared SaaS. Client names protected under strict NDA.

- Customer-owned infrastructure
- Private deployment model
- No shared SaaS environment
- Controlled data residency
- Segmented architecture support
- Open APIs and webhooks
- L2 support & update entitlement
- Anonymized references under NDA

07 / ENTERPRISE PROOF

Proof Points for Enterprise Evaluation

- Millions of customer profiles
- Real-time event orchestration
- High-volume data environments
- On-prem & private cloud deploy
- Integration with existing DB / APIs
- Regulated, security-sensitive use
- Anonymized case studies under NDA
- Existing infrastructure compatible

08 / PREDICTABLE TCO

TCO Without SaaS Usage Traps

Transparent across license, DevOps, cloud, hardware, support, services.

- No black-box profile billing
- No hidden activation tax
- No forced public SaaS dependency
- Infra scoped separately
- DevOps scoped separately
- Annual & perpetual licensing
- Private cloud by scope
- Predictable long-term economics

09 / IDEAL FOR Large customer data volume, regulated data, or high-load engagement.

Gaming & iGaming

Banking & Insurance

Healthcare

Government-affiliated

Legal & Professional

High-load Commerce

Enterprise Growth Teams

Own the Infrastructure Behind Customer Growth.

Control, efficiency, privacy, long-term independence.

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