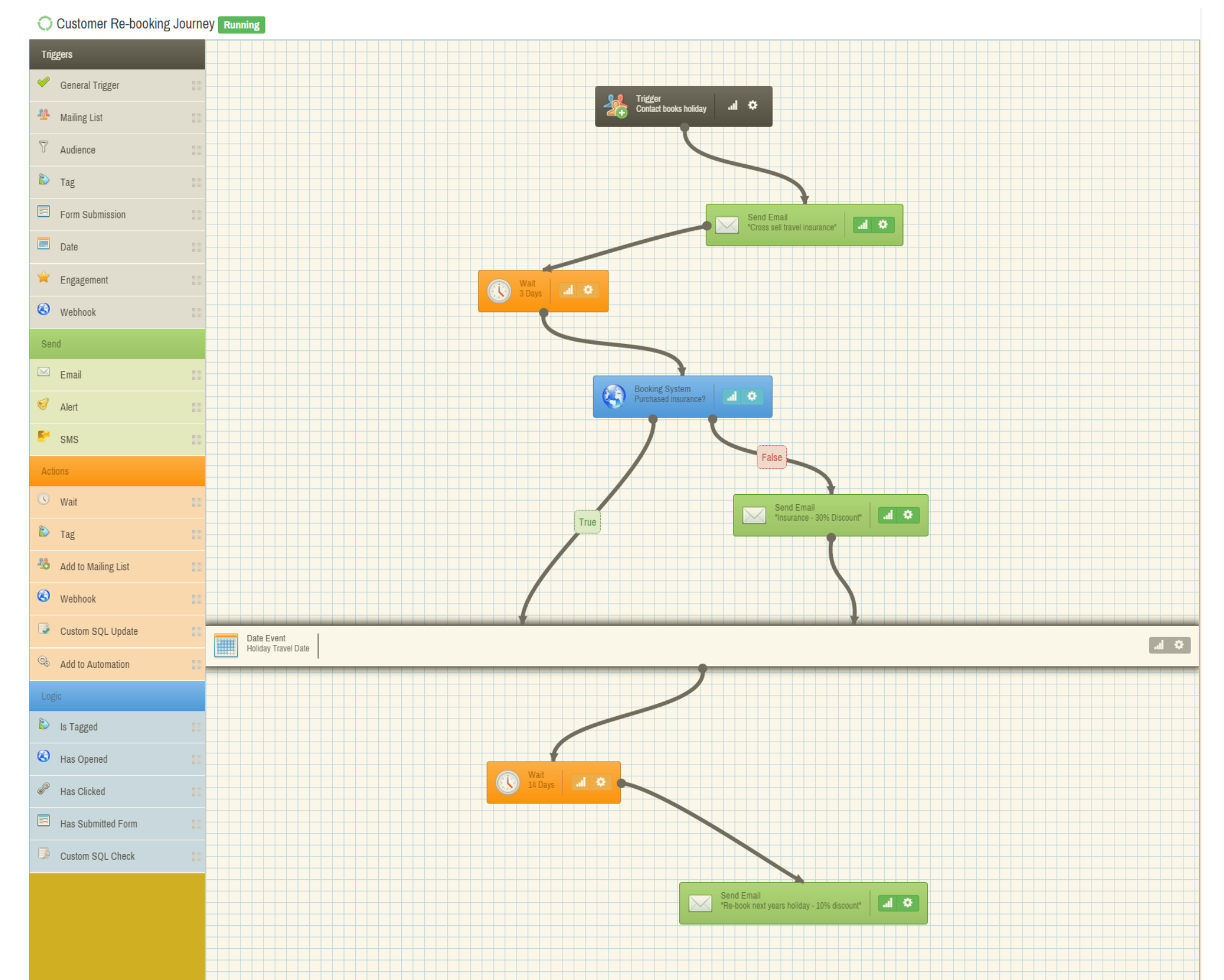




# Automated Lifecycle Marketing System

Lifecycle marketing provides a comprehensive approach to create targeted campaigns and grow the business. Colony101 is developing an innovative automated system, named Cyclr, for existing and potential customers to create automated workflows. This KTP project brings knowledge, such as cloud computing and visual programming, from the university to the company.



An automated workflow: travel insurance booking

## Product features

### Business automation

- Drip marketing: a pre-written set of campaigns sent to customers over time
- Lead nurturing
- Private endpoint integration

### Cycle builder

- Event-driven workflows
- Visual cycle builder
- Intuitive user interface
- Keep track of workflow reports

### Real-time data analytics

- Data conversion from any source
- Built-in functions for transforming text, maths, finance, date, time, etc.
- Dynamic results generated in real-time

## Technical specifications

### Visual programming language

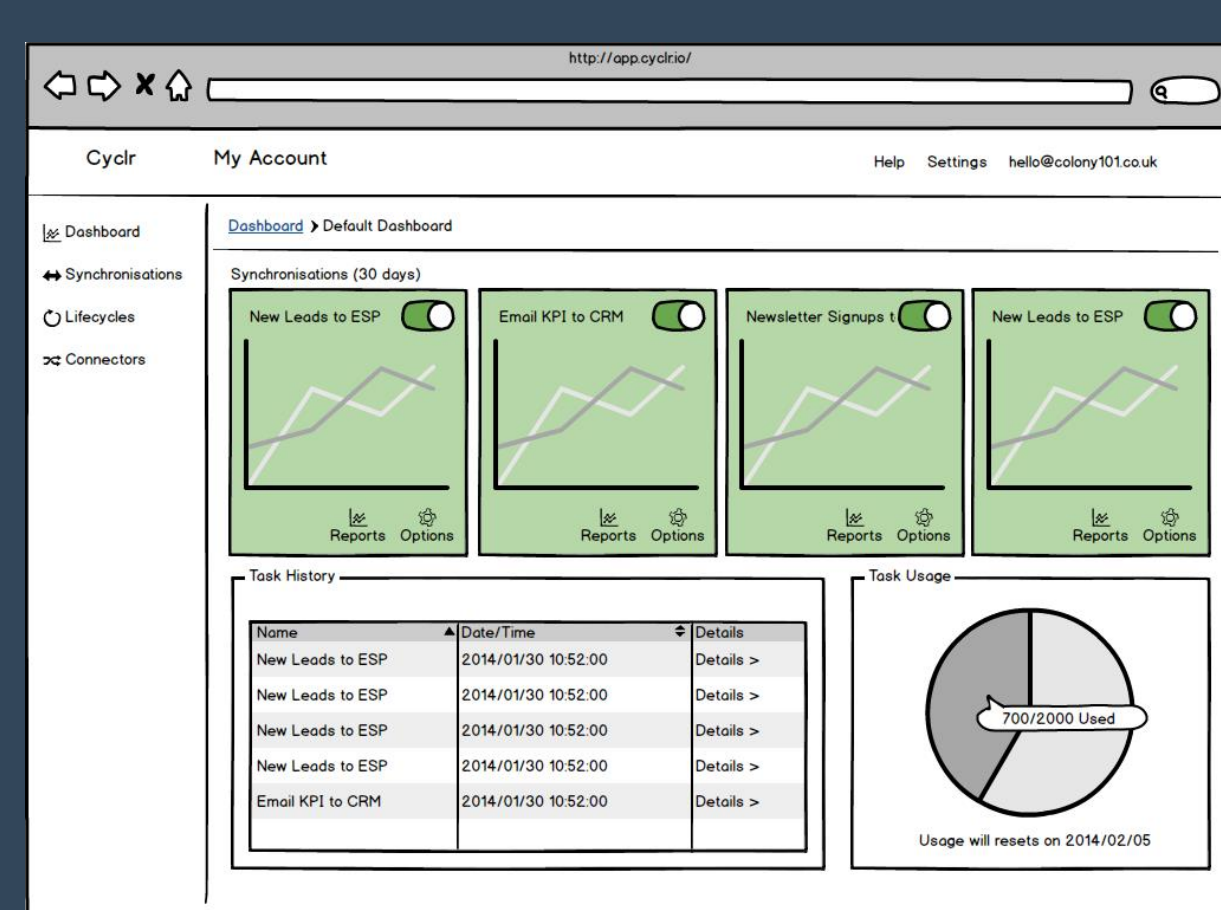
- Drag and drop steps to build automated workflows
- Conditional branching
- Non-linear control flows

### Software as a service (SaaS)

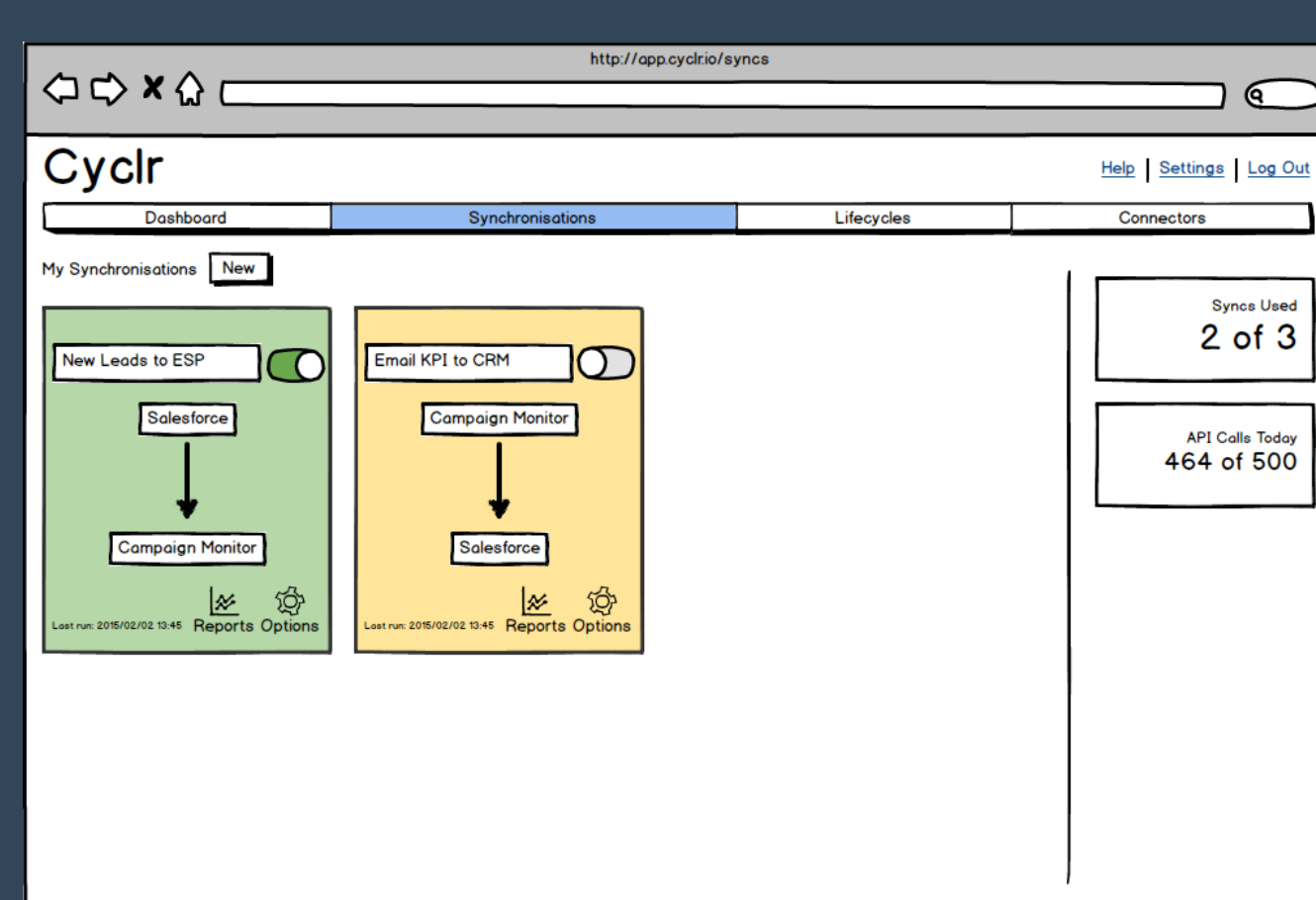
- Microsoft Azure cloud computing platform and infrastructure
- ASP.NET MVC + MariaDB + MongoDB
- Security: OAuth 2.0, SSL/HTTPS

### Cloud service integration

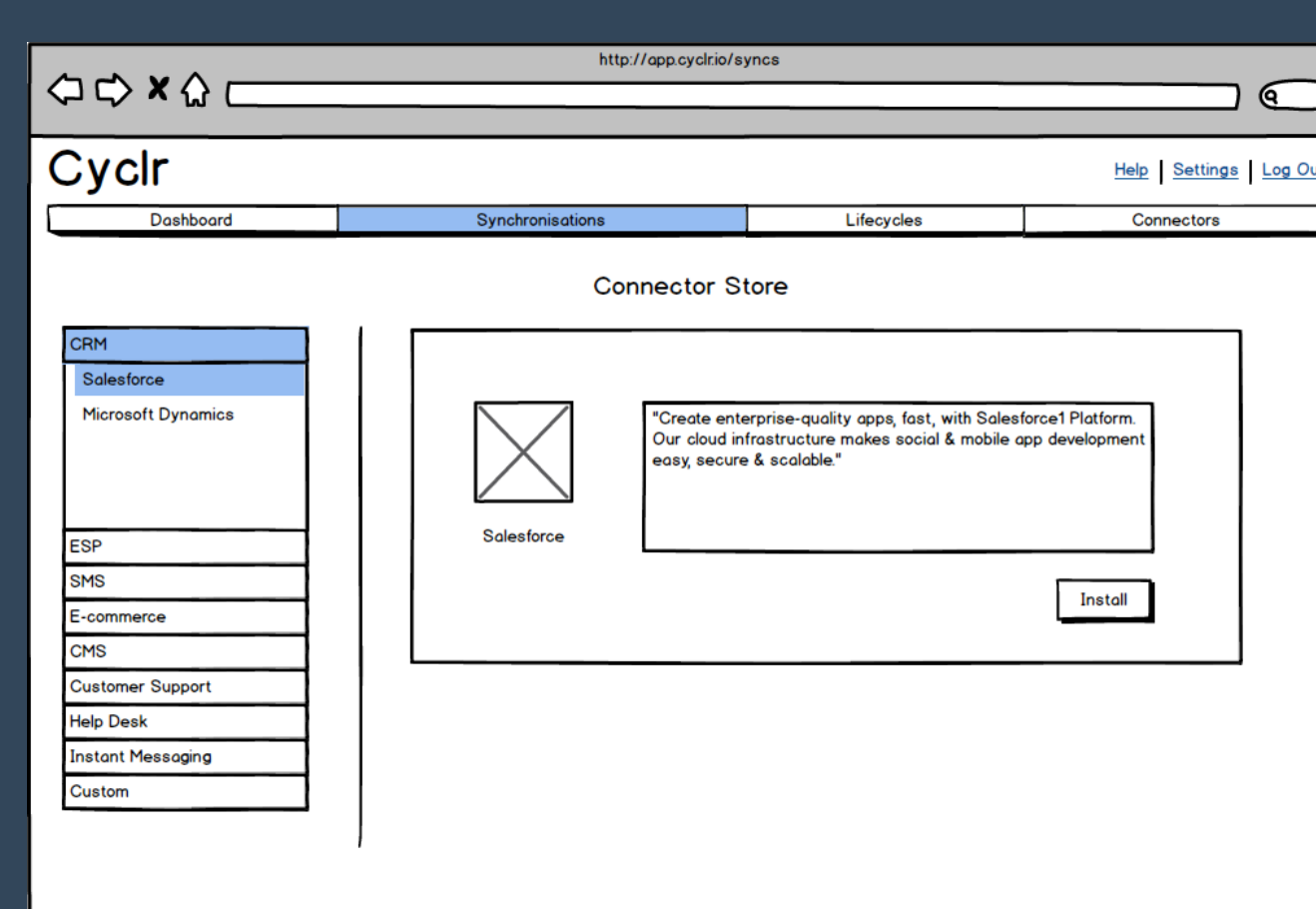
- Customer relationship management: Salesforce
- Email service provider: SendGrid, MailChimp
- E-commerce: Magento, WooCommerce
- Cloud communications: Twilio, Mandrill



Dashboard: a single page to manage cycles and review statistics



Cycles: create automated workflows or edit existing ones



Connector store: explore and set up new cloud service integrations

