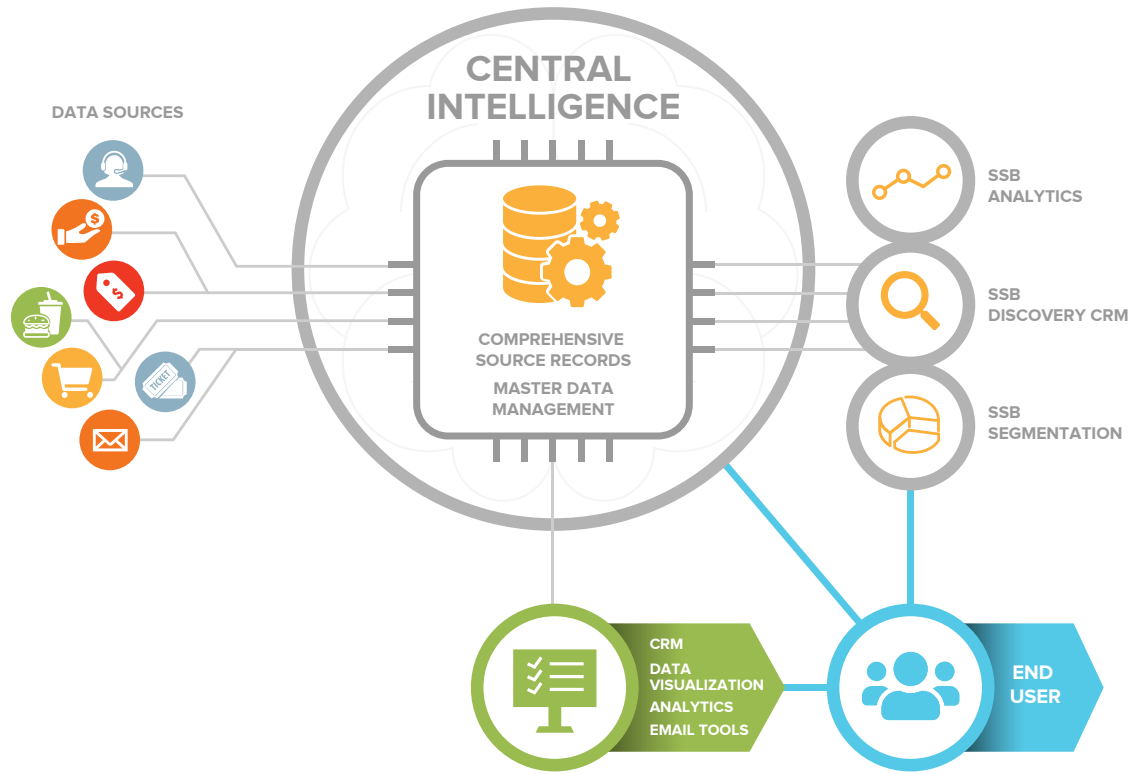




# CENTRAL INTELLIGENCE



## MASTER DATA MANAGEMENT



### DATA WAREHOUSE

Data management platform built on a clean data foundation with configurable business rules



### STRATEGIC SEGMENTATION

Segmentation tool to access profiles and answer business questions in minutes.



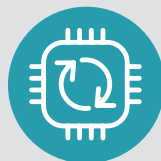
### ACTIONABLE BUSINESS INSIGHTS

Best in industry reports for trends and reports on performance



### PREDICTIVE ANALYTICS

Input from multiple sources leads to more informed model of customers



### AUTOMATED WORKFLOW CONNECTIONS

Downstream connection to your systems with two-way communication



### DECISION ECOSYSTEM

Centralize disparate tools to realize immediate time and resource efficiencies

# CENTRAL INTELLIGENCE

9

LEAGUES AND  
CONFERENCES

35+

COLLEGES AND  
UNIVERSITIES

77+

PRO TEAMS  
AND VENUES



## ABOUT SSB

SSB empowers sports and education organizations worldwide with superior technology and deep industry expertise that transforms customer data and delivers quantifiable business solutions. Central Intelligence, our cloud-based customer and operational data management platform, enables clients to make educated actionable decisions that are unmatched by any other method. With Discovery, our CRM specifically designed for sports businesses, clients can drive revenue generation to new levels.