

*Does this company promote technical creativity? Please provide examples.**

Hack Days:

Once a quarter, Monetate encourages all of its employees to spend three days working on a project that is not on the roadmap. In fact, the project need not be related to Monetate. All departments participate, not just engineering. The event has produced new products and capabilities, as well as fun cultural enhancements. (e.g. console-based python backgammon, Slack emoji bots and burn-down chart integrations, music playlist generators, etc.) Hackdays allow for creativity in its most raw form.

Diversity:

Monetate believes very much that diversity is the mother of creativity.

(<http://www.innovationmanagement.se/imtool-articles/why-diversity-is-the-mother-of-creativity/>)

For this and other reasons, Monetate formed a committee dedicated to the topic of diversity.

Monetate sponsors local events focused on diversity (e.g. LadyHacks), and employees frequently attends these events.

Open Source:

Monetate also participates heavily in the open-source community, which is one of the most creative environments for engineering. Not only does Monetate leverage open-source, but it also leads projects, and has open-sourced numerous components of its platform.

See:

<https://github.com/monetate/ectou-metadata>

<https://github.com/monetate/ectou-export>

<https://github.com/monetate/koupler>

<https://github.com/monetate/s3nb>

(with more to come!)

*Please provide one example of how this company encourages technical learning.**

Learning & Participation:

Aside from the learning that occurs during hack-days, one of our sayings is “Be both a Padawan and a Jedi”. Taking that to heart, we attend and present at many industry events. In the last quarter, Monetator’s attended the following events:

- Innovation Forecast, New Jersey Tech Council
- Bayesian Optimization & Everything is Correlated, DataPhilly
- SaaS Roundtable, Philadelphia Alliance for Capital and Technologies
- Presentations on Spark at the Python Users Group & Java Users Group
- First Big Ideas Advisory Group Meeting, Philadelphia Chamber of Commerce
- Emerging Growth Forum, Main Line Chamber of Commerce

- Philly Emerging Technology Event

*Briefly explain the cutting edge product/service/solution this company produces.**

Monetate makes it easy to create, deliver, and analyze personalized experiences across web, email, and mobile apps. The platform brings together first-party data sources like Customer Relationship Management (CRM) and Point of Sale (POS) data, and combines them with real-time behavioral and contextual observations. Turning data into actions, Monetate delivers truly relevant and personalized customer experiences via campaigns and messages that target dynamic customer attributes such as customer spend or members of loyalty programs.

Additionally, Monetate focuses on scale. The platform customizes millions of experiences and processes billions of events per hour. Last fall, Monetate influenced over one third of the money spent during Black Friday and Cyber Week. At that scale, Monetate captures and analyzes events to measure every experience against custom Key Performance Indicators (KPI) and create clear and simple reports that help prove the Return on Investment (ROI) of marketing efforts.

Monetate's platform exemplifies the latest approaches in web-scale architecture, and comprises numerous cutting-edge technologies. Specifically, Monetate runs a Lambda architecture (<http://lambda-architecture.net/>) and includes technologies such as Spark, Druid, and Kinesis.