

# ZAIDYN Orchestration Engine R26 Release Preview

Staging: February 06, 2025

This release significantly enhances operational efficiency through streamlined change management with an improved self-serve UI while requiring minimal customization efforts, which results in accelerated time-to-market.



## Objective

Simplify the **configuration of event-based triggers** to enhance the efficiency of static journey activation, reducing complexity in the setup of personalized engagement.

Develop a **unified operations workflow** to help manage the complete process of generating **Omni-Channel Next Best Actions (NBA)** between Orchestration Engine and Algo Flow.

Provide **tailored Insights and Actions** using dismissal surveys and email templates based on granular conditions.

Enhance the **content filtering capabilities** by introducing new filters, including **Brands, Labels, and Business Category**, into the suggestion listing section. Additionally, enable filtering options for Suggestion Priority settings.

## Impact



Improves **the activation of static customer journeys** through a **self-serve UI** while **reducing setup time and increasing efficiency**. Also offer timely, context-aware recommendations based on specific user activities.



**Enhances the experience of managing** the Omni-Channel ML NBA lifecycle, which **reduces setup time and manual configuration** overhead.



Enhances **the relevance and engagement** of **Insights** and **Actions** with more personalization.



Streamlines the user experience by enabling **efficient content discovery**, which **reduces time spent on validation, edits, and quality control** checks.