



Smarter Decisions. Better Results

Christopher Dziekan

Vice President Strategy, IBM Business Analytics Software

IBM Software

ExecutiveSummit2011

A Premier Leadership Exchange

The World is Changing and Becoming More...



Instrumented



Interconnected



Intelligent



The resulting explosion of information creates a need for a new kind of intelligence

Business Analytics & Optimization

“Business analytics is the key to enabling our clients to turn oceans of data into predictive models and actionable decisions.”



Better
outcomes



Smarter
decisions



Actionable
insights



Relevant
information

The IBM Centennial



smarter enterprises can...

Increase agility

...rapidly respond to opportunity

- Precise customer contribution margins
- Reduced operating costs



smarter enterprises can...

Detect patterns

...stop crime before it starts

- Higher case closings
- Improved officer safety and resource allocation



smarter enterprises can...

Anticipate demand

- End-end supply chain monitoring and immediately match it to demand
- Automated, store-specific product replenishing



smarter enterprises can...

Increase Sales

- Reduce the time to prepare monthly MIS reports from 8-10 days to just 2 days
- Sales information is now available on a daily basis with the result that the organization can drive business growth more effectively and can respond to emerging market conditions with greater agility



A Global Luxury Car Manufacturer

What if you could gather data for product improvement in real time – even after your products were sold?

A global luxury car manufacturer is enhancing its fleet, cutting costs, and improving customer satisfaction through real-time data capture of its post-sale vehicles.

The Opportunity

The company's existing processes for collecting data on how its vehicles were performing in the field, post sale, were piecemeal. This made it extremely difficult to derive the insights necessary for genuine, customer-focused improvements in product design. The company needed to find a better way to generate these strategic insights.

What Makes It Smarter

The premium sector of the global automotive market is extremely competitive, and maintaining the highest levels of quality is essential. The company found a solution that allowed it to gather real-time data from vehicles, repair operations and factories worldwide, which could then be structured and analyzed to identify relations between product/process metrics and their effects on quality. Data is no longer considered in isolation but holistically, so it provides new insights previously not available. These are immediately channeled back as actionable intelligence leading to design improvements. The results: lower error rates, decreased costs, and reduced customer visits to repair shops – a vital metric for improving customer satisfaction.

Real Business Results

- Reduced instances of repeat repair
- Increased customer satisfaction
- Provided completely new insights that fed back into the vehicle production processes

Solution Components

- IBM SPSS® Modeler data mining and text analytics

“By providing real-time, actionable data and analysis, our analytics system directly helps us maintain and enhance our status as a premium provider of automobiles.”

How much can you sell this yacht for?

Enter a price and IBM Business Analytics will tell you if it's a good one.



IBM Business Analytics Software takes the guesswork out of business decisions. So not only can you determine the right price for a boat, you can decide how many to buy, where to sell, and more. MarineMax®, the world's largest boat retailer, started using IBM Cognos software to inform their inventory decisions. **As a result, their demand planning cycle dropped from 3 months to 3 weeks, leading to a 48% reduction in costs.** William H. McGill, Jr., the chairman of MarineMax, said, "**We could not run our business without Cognos.**" With IBM Business Analytics, you can make better decisions for your business too.

#1

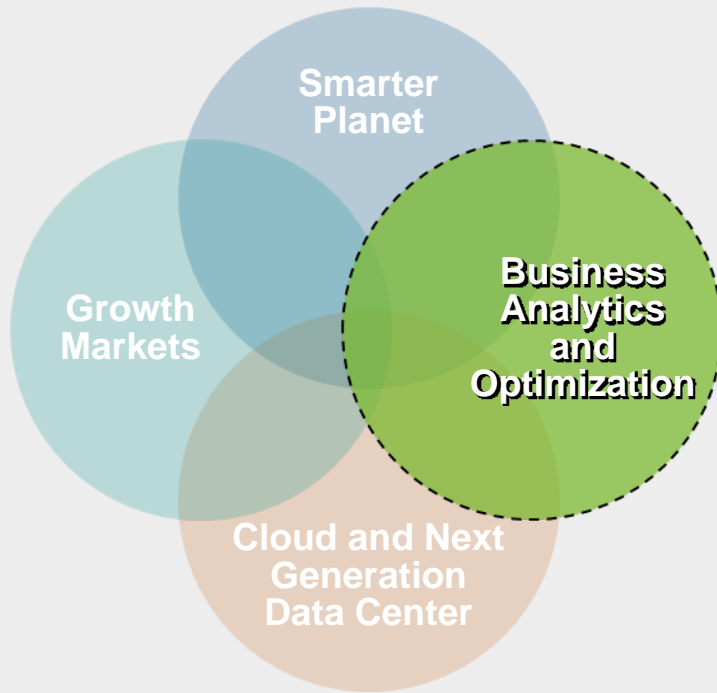
CIOs chose Business Intelligence and Analytics as the #1 most important visionary plan element – IBM Global CIO Study, September 2009

Organizations that lead in analytics outperform those who are just beginning to adopt analytics by 3x – MIT Sloan Management Review and IBM Institute of Business Value, 2010

3x

Business Analytics and Optimization is a top IBM priority

IBM Growth Initiatives



BAO Revenue

(including SW, HW and services)



*Includes software,
hardware and services*

Source: IBM Investor Relations, May 2010; \$16B refers to cross-IBM revenue including Software, Services and Systems.

IBM has strong capabilities in Business Analytics Optimization

Services

BAO Strategy

Business Intelligence & Performance Management

Advanced Analytics and Optimization

Enterprise Information Management

Enterprise Content Management

GTS MBPS (Redpill)

- Over 7,700 BAO practitioners
- 8 Analytic Solution Centers
- Business Value Accelerators

Software & Systems

Cognos

SPSS

Infosphere, MDM and Information Server

ECM/FileNet

iLog

Workload Optimized Systems
IBM Smart Analytics System (ISAS) & Power7, Netezza

- Over \$14B in software investments and acquisitions

IBM Research

FOAK

Research Advisors

Analytics Patents

Analytic Research Assets

- 10 years of services research
- Largest math department in private industry



- Major technological advances are reshaping business, government and society. Technology has become ubiquitous and data is expanding exponentially (variety, velocity, volume)
- The CIO is growing more critical to organizations across the globe
- CFOs are taking a more prominent role in enterprise decision making
- CEO and CIO studies agree on how critical it is for today's organizations to derive insight from the huge volumes of data being amassed across the enterprise, and turn those insights into competitive advantage with tangible business benefits



Leverage mandate CIO

“I have no idea how many applications we have, thousands maybe, but we have to clean up this mess.”

Expand mandate CIO

“Generally speaking, data is underutilized at our company. We really need to focus more on viewing data holistically versus a ‘shotgun approach.’ ”

Transform mandate CIO

“Now everyone is interested in everyone else; we are going to exchange a lot of information among organizations in the ecosystem.”

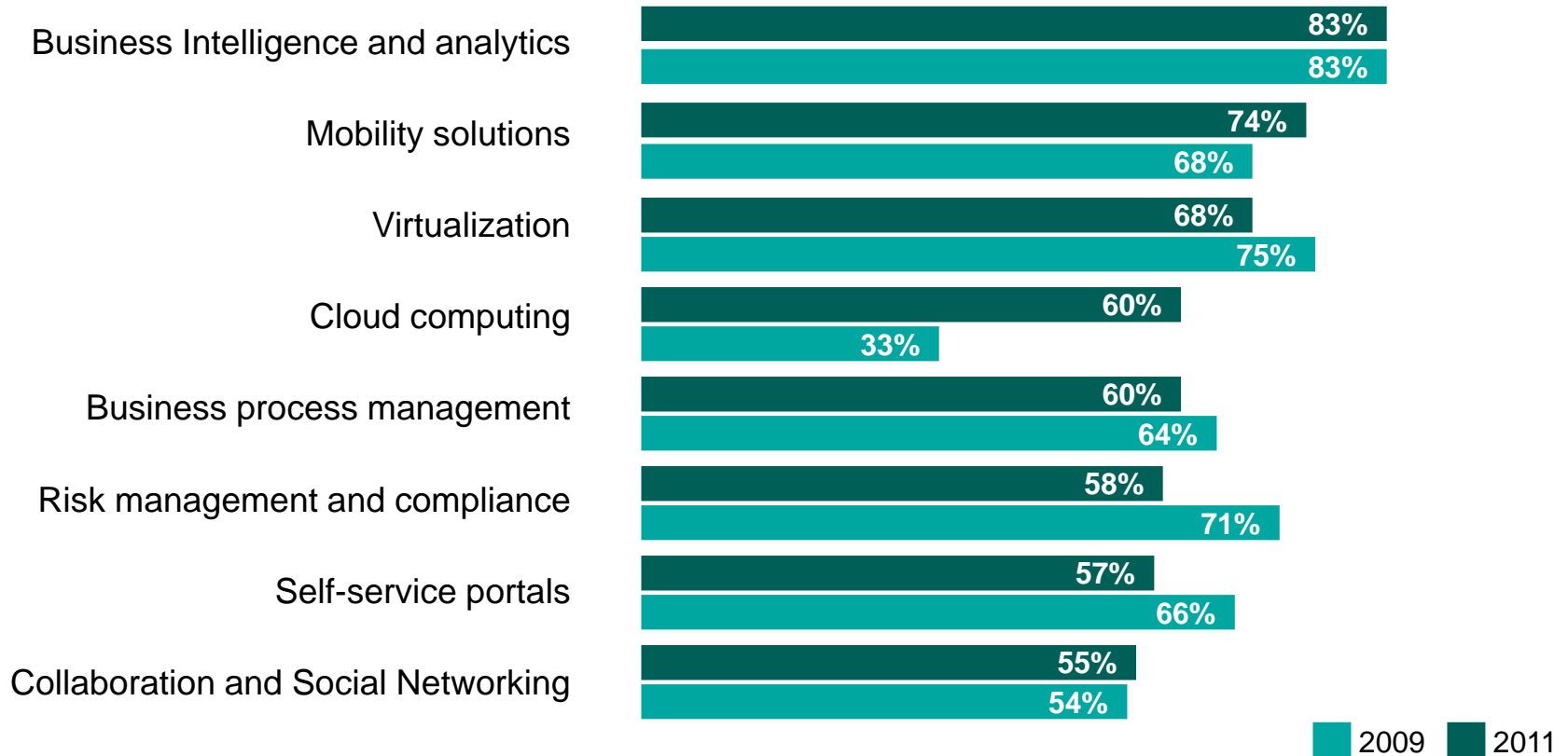
Pioneer mandate CIO

“We think we have something to gain from social networks, but we’re not mature enough yet to know what and how.”

CIO visionary plans are evolving

Most important visionary plan elements

(Interviewed CIOs could select as many as they wanted)



Source: 2011 CIO Study, Q12: "Which visionary plans do you have to increase competitiveness over the next 3 to 5 years?" (n=3,018)

Analytics demand is driven by five key areas



Enhance Customer Understanding to Enable Profitable Growth

- Customer Churn
- Marketing Spend
- Sales Productivity



Drive Real-Time Decision Optimization

- Trading Advantage
- Health Monitoring



Foster Informed / Collaborative Decision making

- Customer Service
- Channel Management
- Loan Origination



Enable Enterprise and Operational Visibility

- Risk Management
- Demand Visibility
- Fraud Protection
- Strategy Alignment



Building a Strategic Information Management Foundation

- Real-time / Trusted Information
- Single View of the Customer
- Information Governance
- Big Data / Streaming Data

Business Analytics & Optimization Solutions

Industry Solutions



Financial
Services



Public



Distribution



Industrial



Communications

Cross-Industry Solutions

Finance

Human Capital

Supply Chain / Operations

Customer

Business Analytics

Business
Intelligence

Predictive &
Advanced Analytics

Financial Performance
& Strategy Management

Governance,
Risk & Compliance

Analytic
Applications

Information Management and Governance

Information Integration & Master Data Management
Data Warehousing

Content Management

Data Management

Workload Optimized Systems

Business Intelligence

Business Analytics

Predictive & Advanced Analytics

Financial Performance & Strategy Management

Governance, Risk & Compliance

Analytic Applications

- **Full breadth of BI for every decision-maker**
 - Query, reporting, analysis, scorecards and dashboards
 - Delivered where, when and how needed
 - Author once, consume anywhere
- **Revolutionary way to work with BI**
 - Unified workspace with built-in collaboration
 - View of all time horizons: past, present & future
 - Easy progression from viewing to exploration to more advanced analysis
- **Free to answer critical business questions**
 - Answer “how am I doing”, “why”, and “what should I be doing?”
 - Ensure organization-wide insight and alignment



Cognos 10

Freedom to **Think**, **Connect** with Others and Simply **Do**



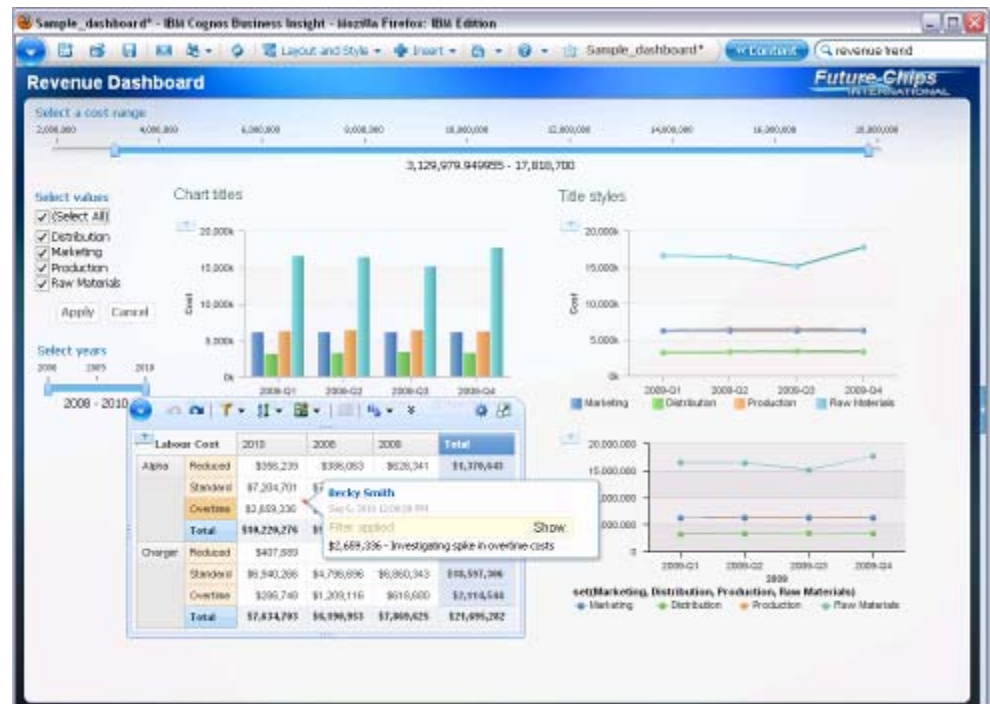
Unified workspace with greater power, intuitive navigation and cleaner look

Intuitive and easy to use, it is the single place that you go to find answers to key business questions

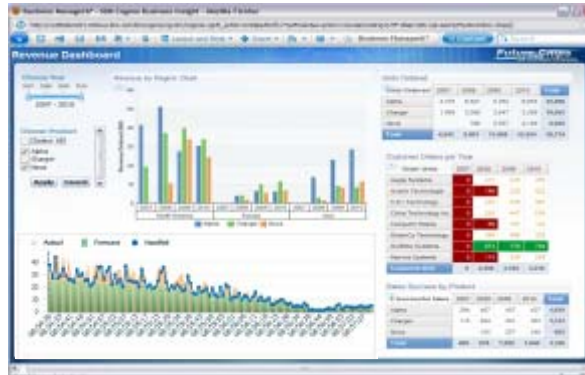
IBM Cognos Business Insight

Solution Highlights

- Pre-assembled workspace content
- Search assisted authoring
- Drag and drop assembly
- Dynamically filter
- Quicker and deeper insight into data
- Seamless graduated experience
- Open Heterogeneous Data/Platform



Breadth of analytics across historical, real-time and predictive information



**Unified Workspace
delivering breadth of analytics**



Analytical Reporting
Drill

Real-Time
What is

Scenario Modeling
What-if

Advanced Analytics
What might be

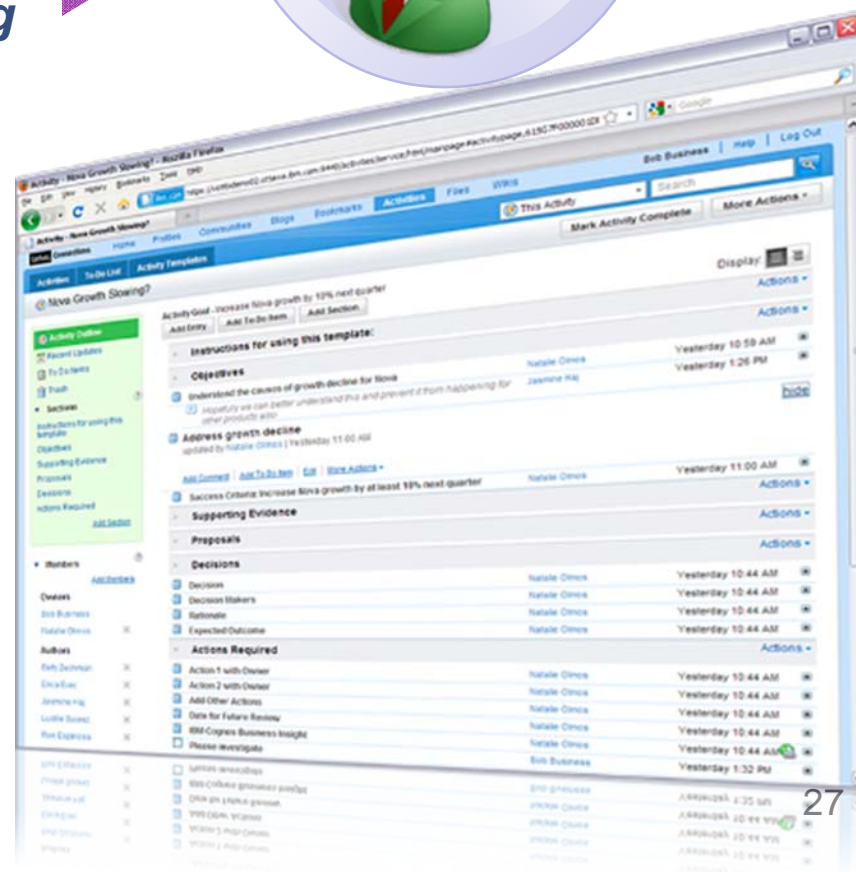
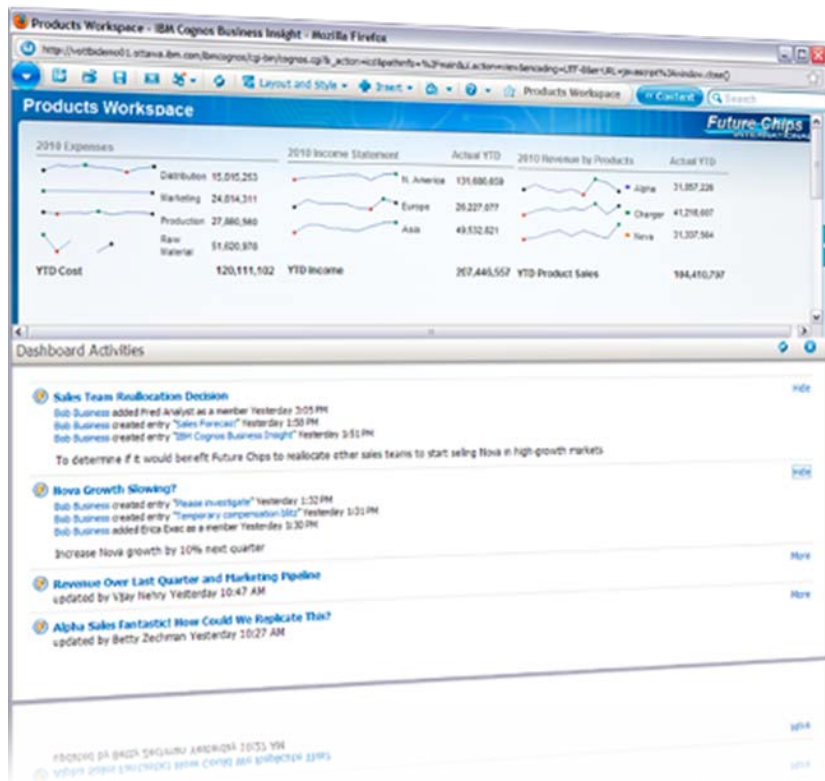
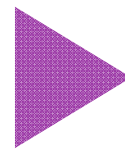
IBM Software

ExecutiveSummit2011



IBM Cognos Collaboration

Built-in Collaboration
*Accelerate alignment
and improved decision making*



Available to everyone when, where and how needed



Mobile

- Full BI interactivity including drill up/down/through
- Scheduled reports for immediate access to key content
- iPhone, iPad, BlackBerry, Windows Mobile, Symbian

Disconnected BI

- Self-contained, interactive content
- Offline BI application, fun and fast
- Easy delivery to wide audiences



Business Analytics & Optimization Solutions

Industry Solutions



Financial Services



Public



Dis



Communications

Customer

Cross-Industry Solutions

Finance

Human Capital

Supply Chain

Customer

Business Analytics

Business Intelligence

Predictive & Advanced Analytics

Financial Performance & Strategy Management

Governance, Risk & Compliance

Analytic Applications

Information Management and Governance

Information Integration & Master Data Management
Data Warehousing

Content Management

Data Management

Workload Optimized Systems

Predictive & Advanced Analytics

Business Analytics

Business Intelligence

Predictive & Advanced Analytics

Financial Performance & Strategy Management

Governance, Risk & Compliance

Analytic Applications

Delivered to the Systems and People that Can Take Action



Real-time automated decisions

Decision Optimization

What Happened?

What will happen?

What's Happening?

Internal & External Data

- Full breadth of predictive analytics
 - data collection, statistics, data mining, predictive modeling, deployment services...
- Putting prediction in hands of the business
 - Decision Management
- Driving better business outcomes
 - Attract and retain more profitable customers
 - Detect and prevent fraud
 - Improve resource allocation

IBM Software

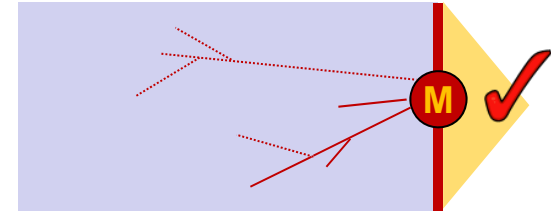
ExecutiveSummit2011



The Predictive Advantage

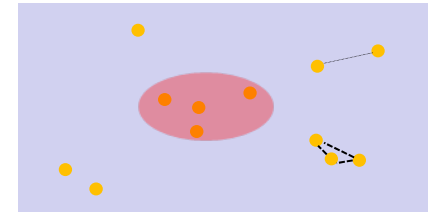
Predictive Models

- Leverage current and historical data
- Make robust predictions on current and future cases
- Provide “actionable insight” to drive better decisions



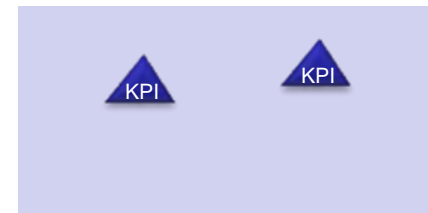
Predictive Analytics:

- Algorithms automatically discover significant patterns
- “Learn” from historical data – create *predictive models*

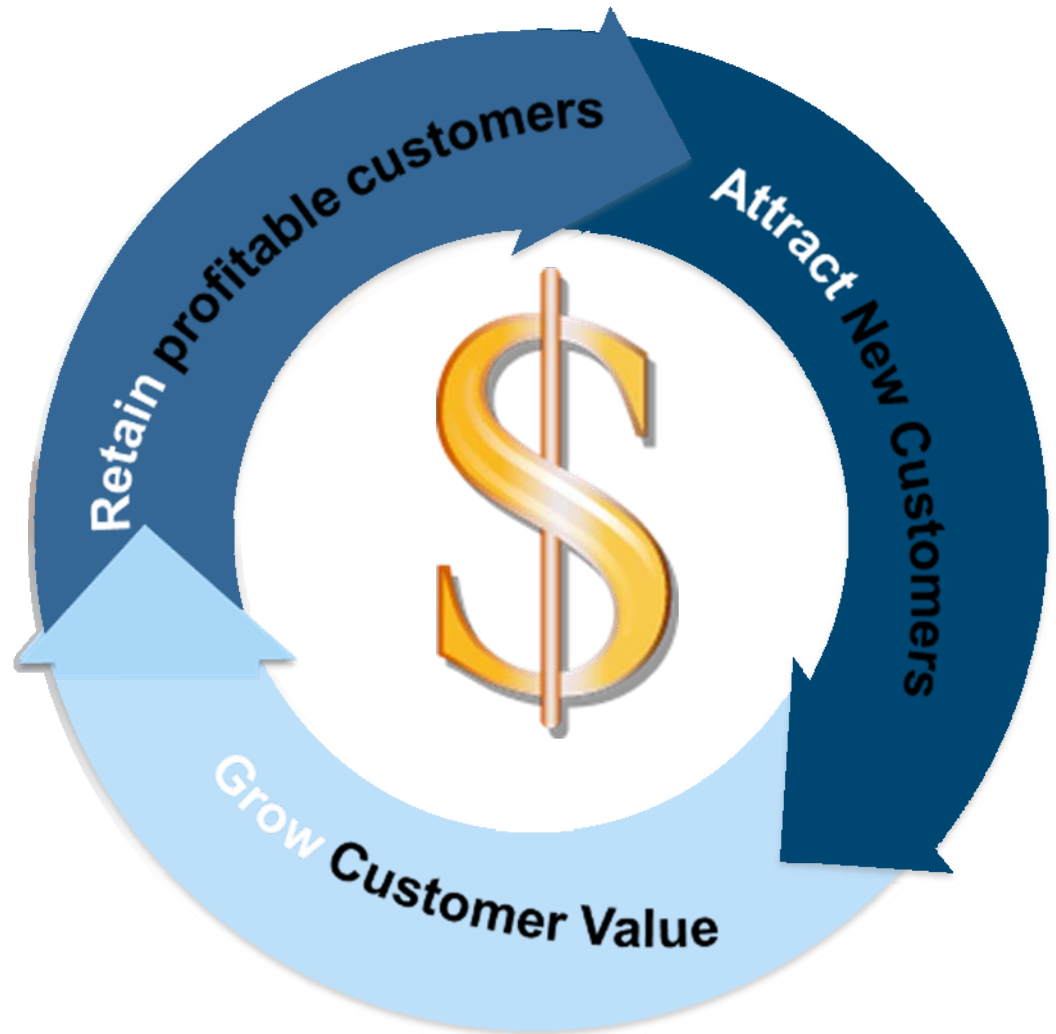


Traditional BI and Conventional Analysis:

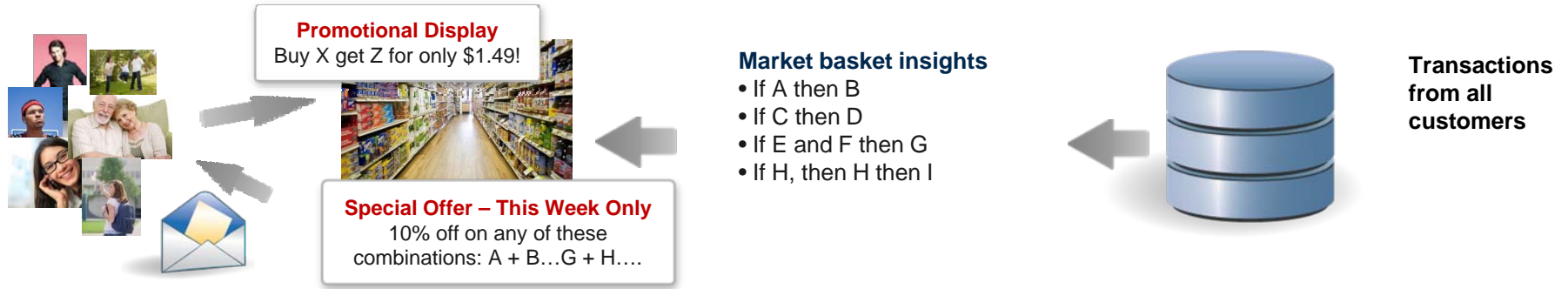
- Insight, metrics, etc. up to this point in time
- User initiative to explore data



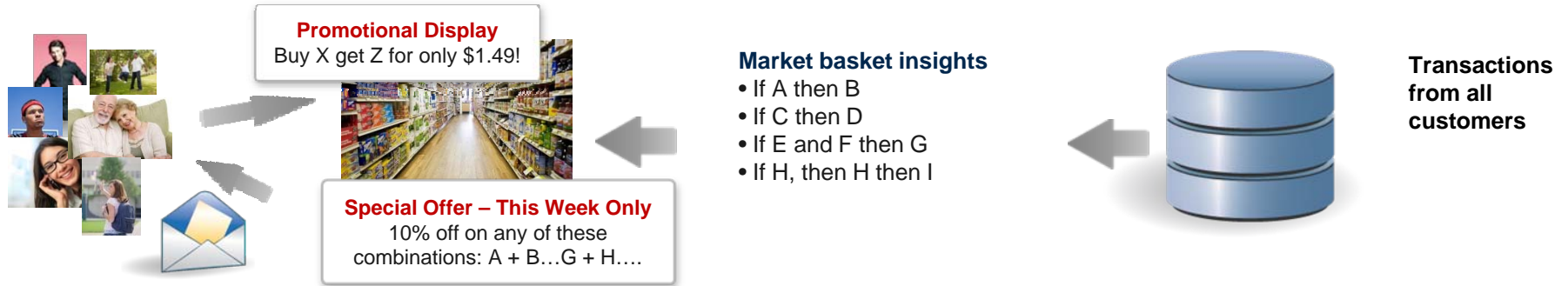
Growing Revenue with Customer Analytics



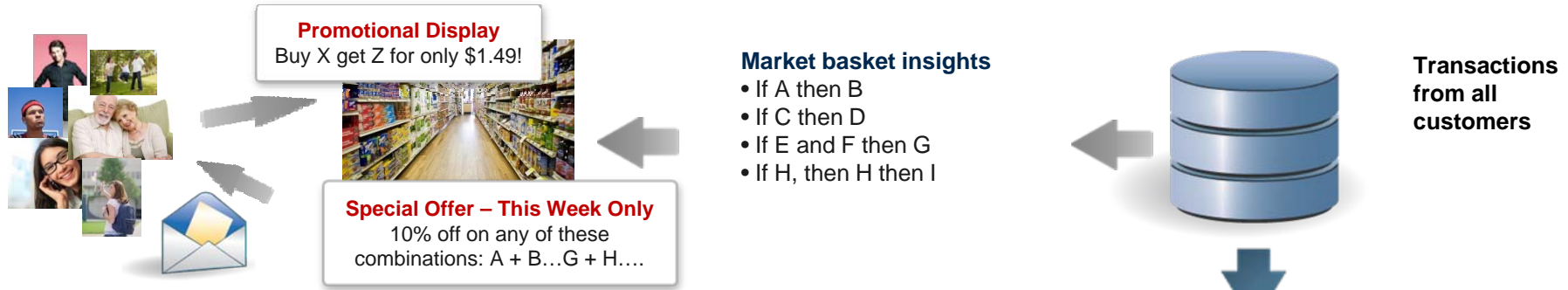
Business Scenario: Retail market basket analysis



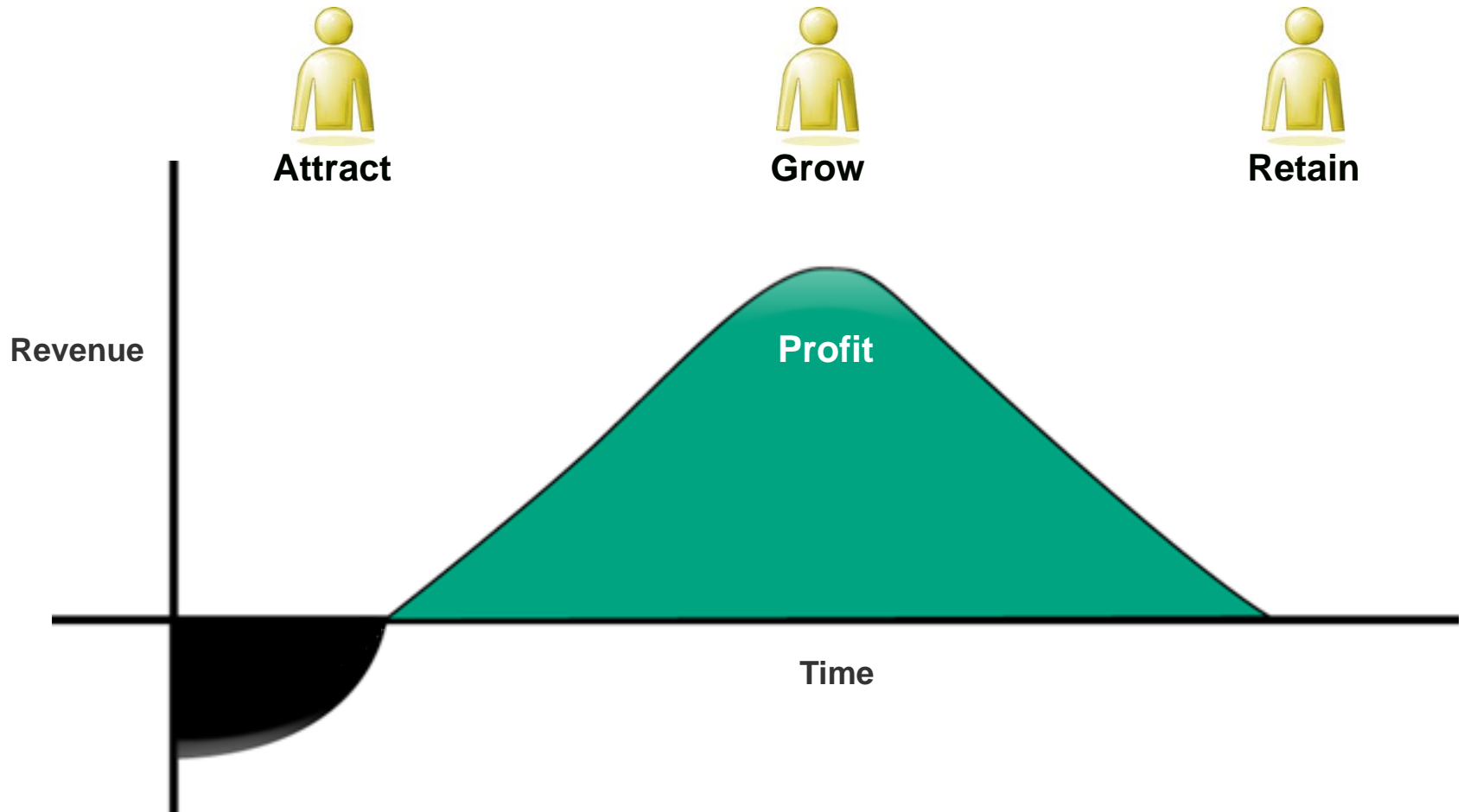
Business Scenario: Retail market basket analysis



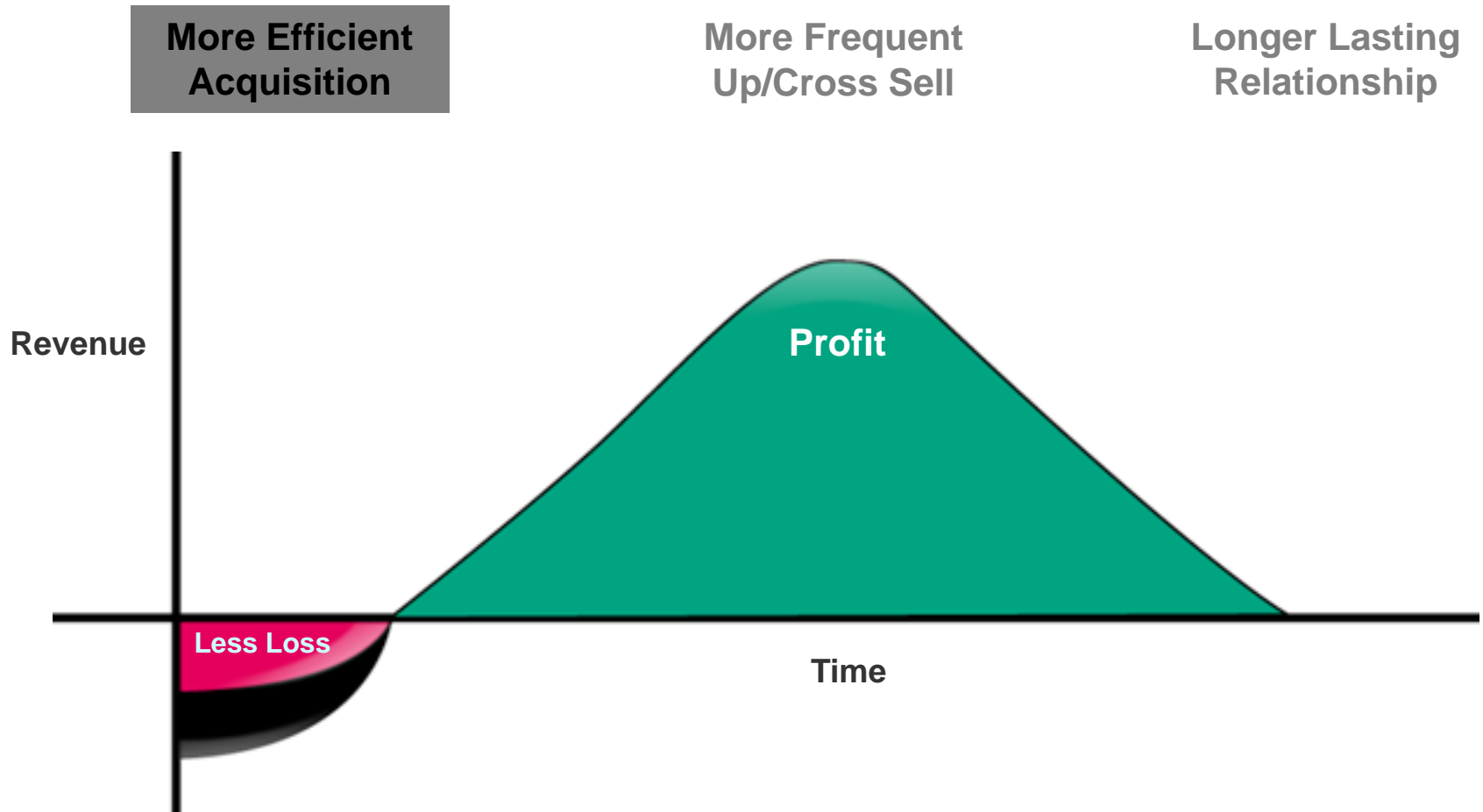
Business Scenario: Retail market basket analysis



Predictive Analytics for CRM



Predictive Analytics for CRM



“ATTRACT”

Leading Financial Group

Analyzed response to remortgage offer from bank subsidiary, applied model to Group customers and prospect base

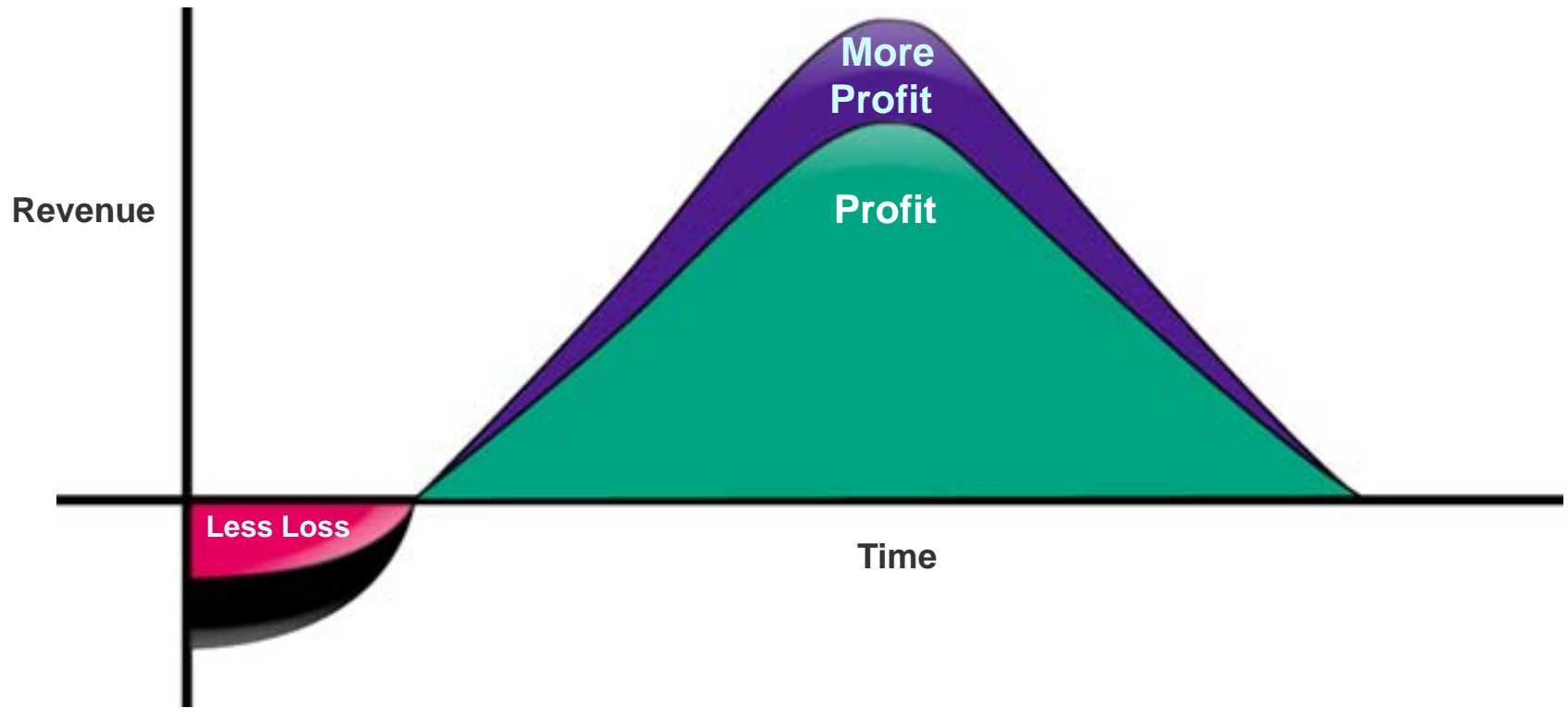
- *Model produced 9x increase in response rate*
- *Single campaign secured \$50M of mortgage application revenue*

Predictive Analytics for CRM

More Efficient
Acquisition

More Frequent
Up/Cross Sell

Longer Lasting
Relationship



“GROW”

Major European Insurer

Added predictive cross-selling capability to service call center

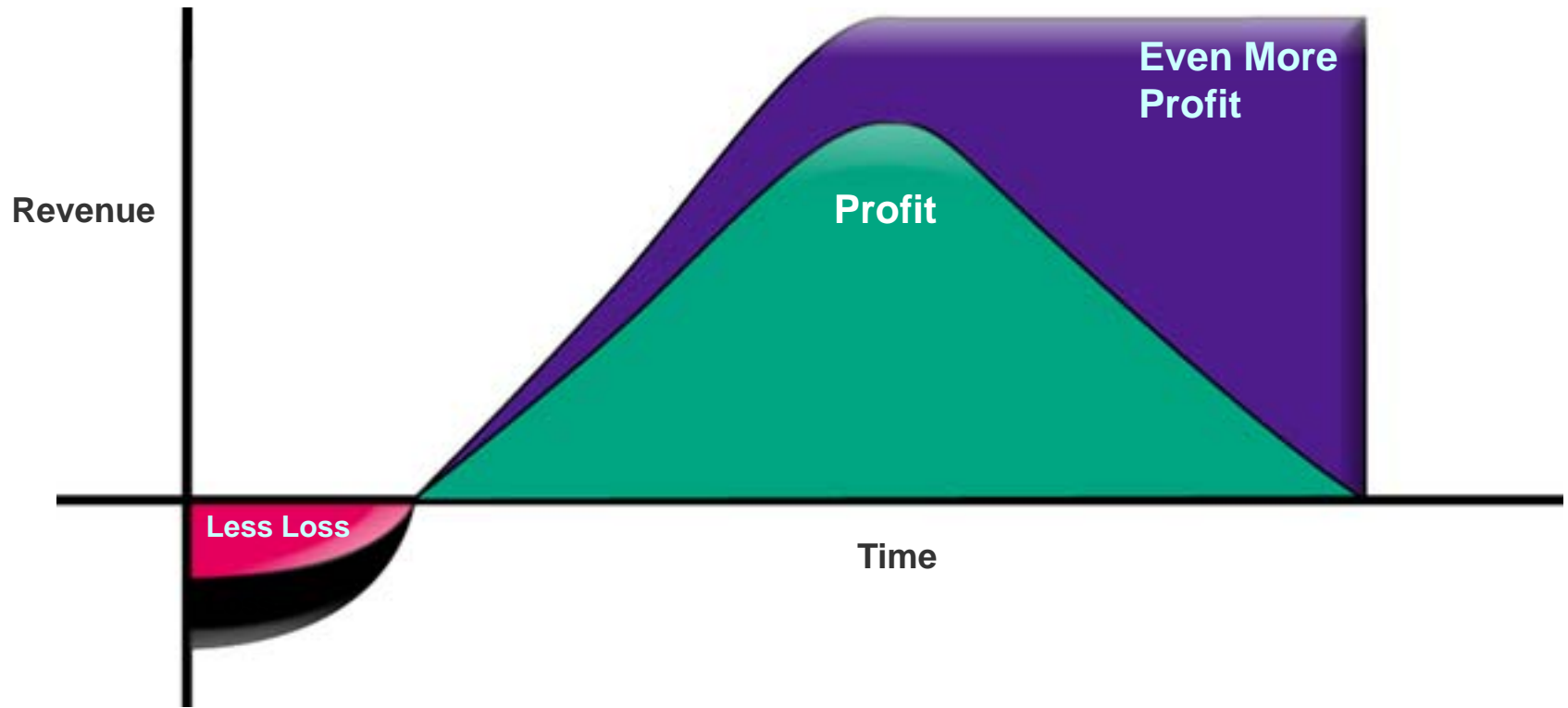
- *€30M in new sales in first year*
- *Better than 1-in-3 conversion rate*
- *No overhead in 94% of calls*

Predictive Analytics for CRM

More Efficient
Acquisition

More Frequent
Up/Cross Sell

Longer Lasting
Relationship



“RETAIN”

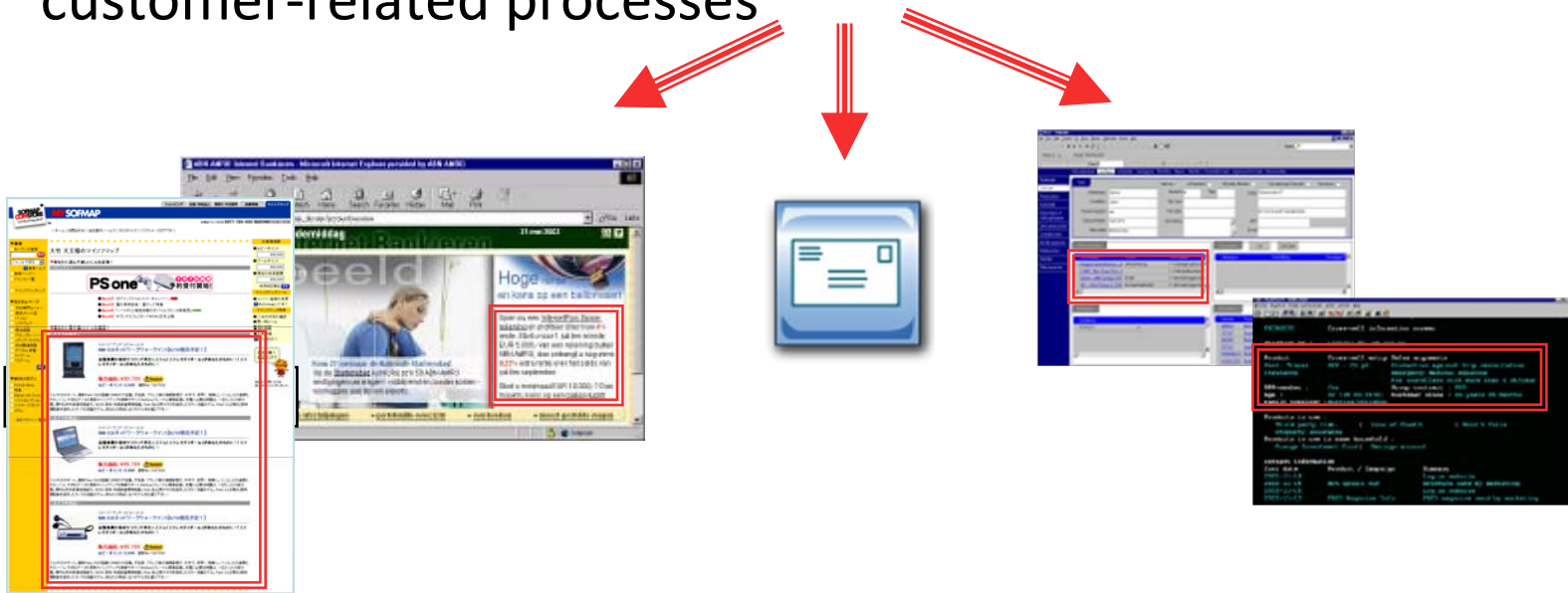
Private Bank, Portugal

Used predictive models to identify high net worth customers at risk of defection, targeted with preferential treatment

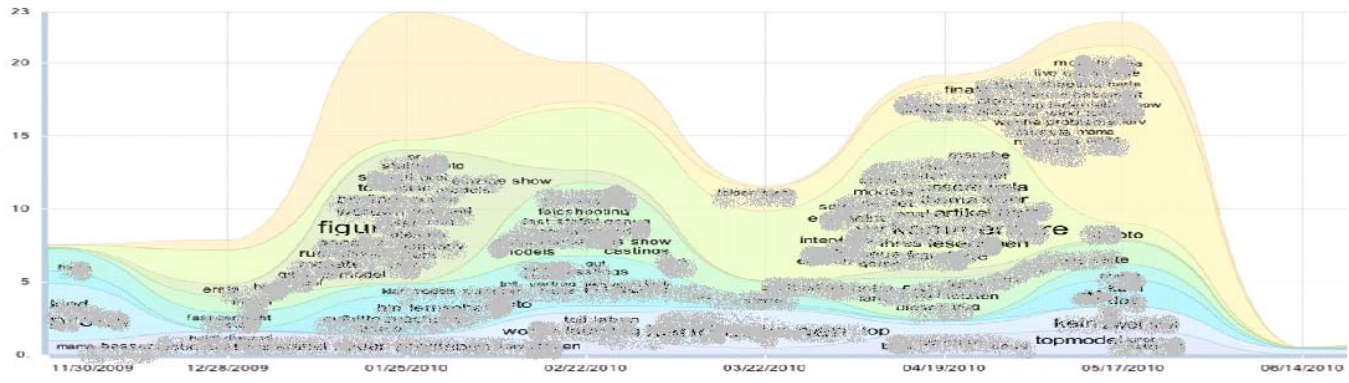
- *In one year, improved retention resulted in a 10-20% increase in the bank's overall profits*

Acting On Analysis

- Combine analytical results with business knowledge
 - Rules, Policies, Exclusions/Inclusions, Constraints...
- Integrate with the operational systems that support key customer-related processes



Companies are embracing social media



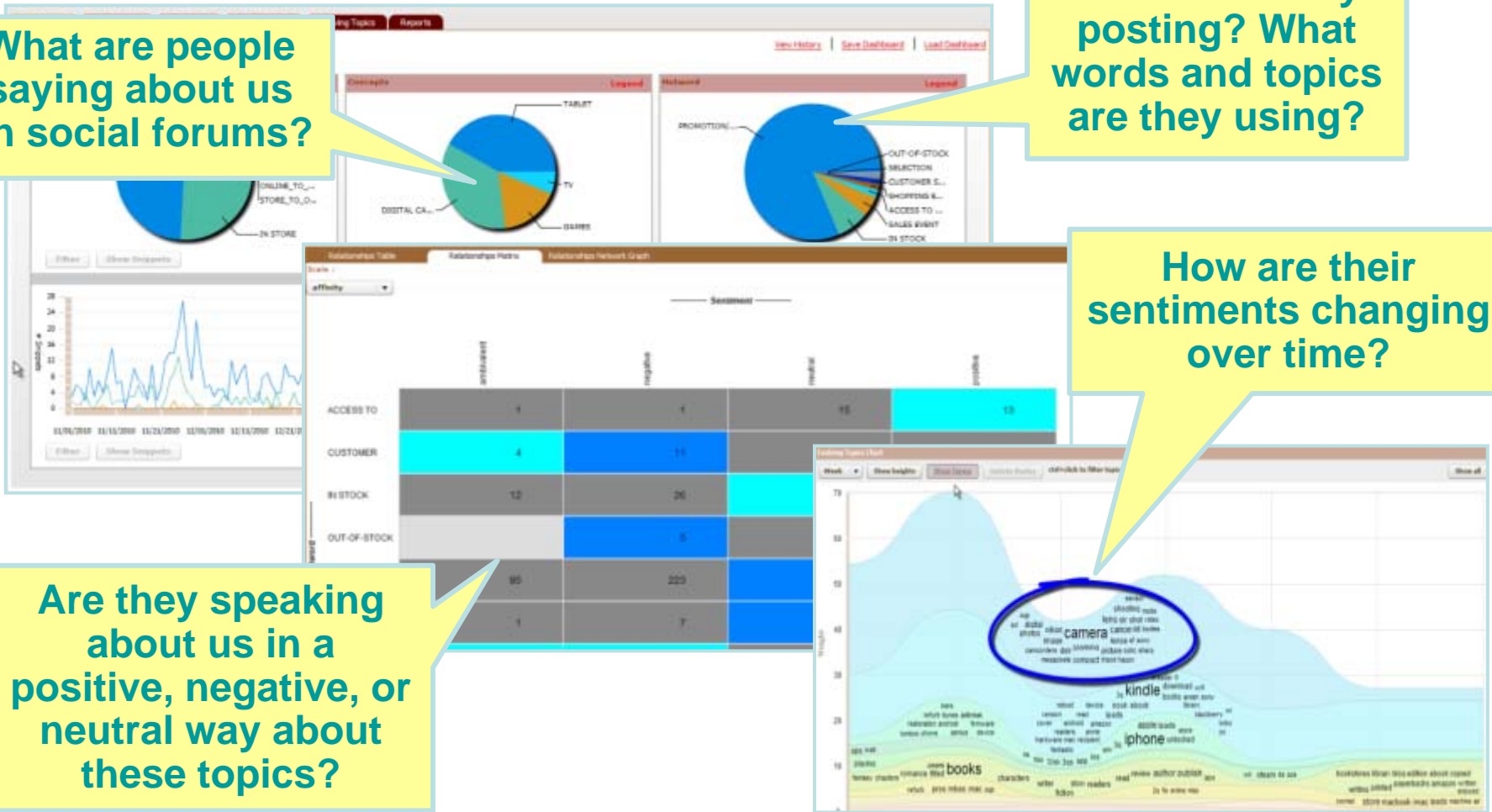
Cognos Consumer Insight: *Listen to Your Customers*

What are people saying about us on social forums?

Where are they posting? What words and topics are they using?

How are their sentiments changing over time?

Are they speaking about us in a positive, negative, or neutral way about these topics?



Business Analytics & Optimization Solutions

Industry Solutions



Financial Services



Public



Distribution



Industrial



Communications

Cross-Industry Solutions

Finance

Human Capital

Supply Chain / Operations

Customer

Business Analytics

Business Intelligence

Financial Performance & Strategy Management

Governance, Risk & Compliance

Analytic Applications

Finance

Integration & Master Data Warehousing

Risk

Content Management

Workload Optimized Systems

Financial Analytics

Financial Performance and Strategy Management



Enterprise Governance, Risk, and Compliance Platforms





CLARITY FSR™



- **Financial governance software that automates financial reporting**, improving efficiency and data quality for SEC filings (including XBRL), 10Qs and Ks, board reports, etc.
 - Automated external reporting
 - Business rules
 - Reconciliation Management
 - Internal Controls, Work Flow and Audit Trail
- Solutions enable organizations to collect, prepare, certify and control the delivery of financial documents
- Meet electronic filing mandates (including XBRL) from stock exchange and other regulatory bodies

Risk Intelligence and Scorecarding

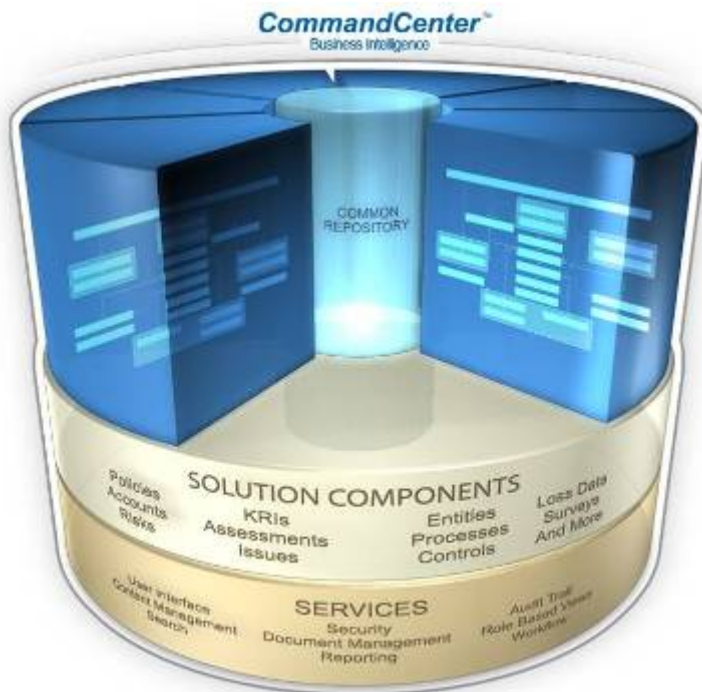
Financial
Controls
Management

Operational
Risk

General
Controls

IT
Governance

Internal
Audit



- For Chief Risk Officers, CFOs
- **Enterprise GRC software platform** that serves as the foundation for a company's enterprise risk management efforts by unifying enterprise -wide risk and compliance initiatives into a single management system. Platform provides a modular and integrated approach to governance, risk and compliance.

 OPENPAGES

Financial Performance and Strategy Management

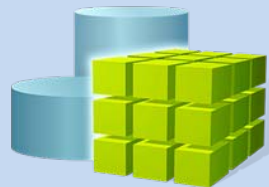
Financial Performance Management

**Close,
Consolidate,
and Report**

**Analyze &
Optimize**

**Plan, Forecast,
and Control**

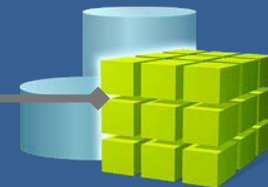
- Account Analysis
- Close Analytics
- Financial Consolidation
- Corporate Reporting



- Financial Analytics
- Spend Analytics
- Profitability Analytics
- Product, Market, Channel Analysis
- Powered by TM1



- Strategic Finance
- Revenue Planning and Forecasting
- Expense Planning & Control
- Workforce Planning
- Capital and Initiative Planning





• Brief profile

- Present in almost every FMCG market segment – hot oils, hair, skin, weight management, beauty and wellness amongst others
- Marico has also been rated one of India's 'Top 8 Global Challengers' by Standard & Poor

*"IBM Cognos TM1 has helped us streamline and take our planning and budgeting processes to a new level. This tool has enabled us to **shift our focus from data crunching to data analysis.**"*

Girish Rao - IT Head , Marico

Challenge

- Inflexible planning through spreadsheets
- Seamless integration across multiple data sources including mySAP and SAPBW

Solution

- Cognos TM1

Results

- Reduces the time required for budgeting, planning and reporting.
- Increases flexibility, accuracy and efficiency.
- Easy to use and maintain.

Smarter Merchandising Means Tailored Assortment

Retailer

Too much of the wrong product
Sales lost due to out-of-stocks
Inventory depreciation
Wasted shelf/storage space

Operational Inefficiencies
Supply chain disruption

Customer

Selection does not meet needs
Preferred product is not offered
Desired product is out of stock
Few new/seasonal items

Customer dissatisfaction
Erosion of customer loyalty

**DECREASED REVENUE
POOR CUSTOMER SATISFACTION
LOWER PROFITS
LOST MARKET SHARE**

Store-Level Assortment – Process Flow



Capture

Identify and access relevant data
Internal data ie: POS Data, Store data,
External data (ie: demographics)



Predict

Apply predictive and advanced analytics to generate optimized assortment plan by store for specific time period



Measure



Understand merchandise performance, measure store sales by SKU against plan



Update Plans

Review predictions, model scenarios

Act

Execute plans, place orders, stock stores



Store-Level Assortment Business Analytics Process:

- Understand store profiles, item-level sales history, external data
- Determine likelihood of SKU-level sales / units by store for upcoming period
- Generate optimized assortment plan by location
- Understand performance vs plan vs prediction

Business Results:

- Ensure right products at right quantity are ordered for each store to meet customer demand, which will:
 - Increase revenue
 - Raise profits
 - Improve ROI on inventory investment
 - Increase customer satisfaction and basket size

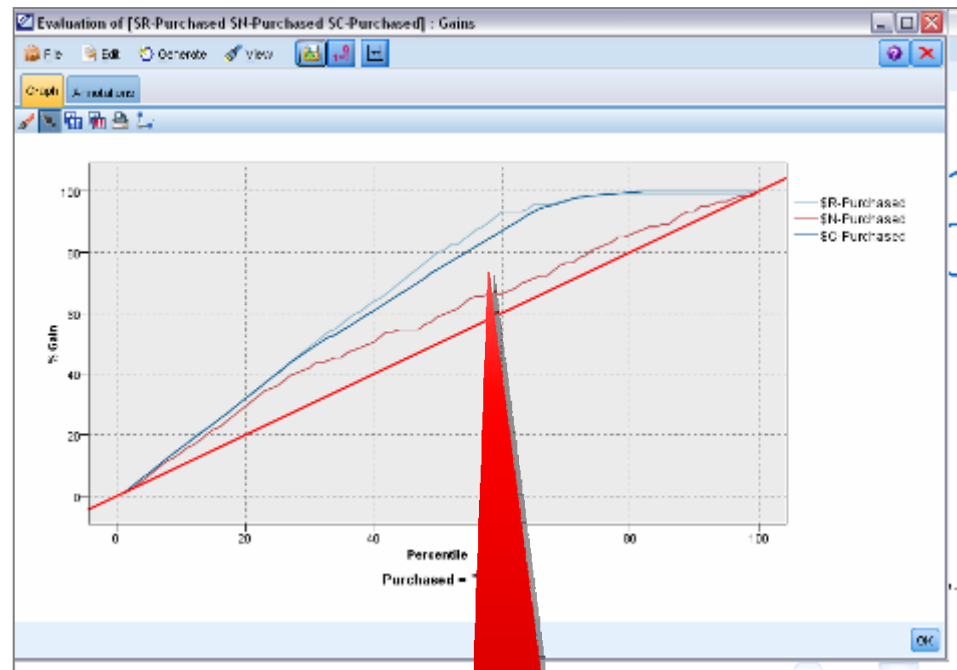
Apply predictive and advanced analytics to generate optimized assortment plan by store for specific time period



Predict

Determine likelihood of individual item selling on a store by store basis

- Take into consideration store / cluster attributes
- Use multiple modelling techniques to predict whether a store should stock individual SKUs such as: CHAID, C5 and Neural Networks
- Use multiple methods of scoring predictions from modelling techniques for best prediction



Minimize Lost Sales

Apply predictive and advanced analytics to generate optimized assortment plan by store for specific time period



Predict

Generate predicted sales forecast by SKU by store

- Predict demand – sales volume – based on attributes associated with each SKU
- Take into consideration SKU, Store, weather and other related attributes
- Generate listing of SKUs to be stocked at each store, for each time period, ranked by likelihood to sell
- Generate listing of predicted sales by SKUs by Store (highest sales through to lowest sales).

Table (3 fields, 33,264 records)

	Store_ID	SKU	Predicted_Sale_Likelihood
142	4	9270201	0.883
143	4	9100202	0.881
144	4	9100207	0.880
145	4	9130206	0.880
146	4	9140206	0.879
147	4	9150202	0.873
148	4	9330201	0.865
149	4	9140203	0.861
150	4	9150206	0.859
151	4		
152	4		
153	4		
154	4		
155	4		
156	4		
157	4		
158	4		
159	4		
160	4		
161	4		
162	4		
163	4		
164	4		
165	4		
166	4		
167	4		
168	4		
169	9		
170	9		
171	9		

Table (3 fields, 39,204 records)

	Store_ID	SKU	Predicted_Sales
1	4	9340202	113
2	4	9340203	108
3	4	9340204	103
4	4	9340205	92
5	4	9160206	75
6	4	9170205	66
7	4	9340201	63
8	4	9340206	61
9	4	9290205	59
10	4	9150213	59
11	4	9160208	58
12	4	9160209	58
13	4	9190201	55
14	4	9300203	49
15	4	9290204	48
16	4	9320204	43
17	4	9220207	42
18	4	9330204	41
19	4	9300204	34
20	4	9180202	32

Stock items with highest probability of selling

Review Predictions and Execute Plans



Act

- Review SKU-Level Predictions against plan, history
- Model alternatives
- Finalize Plans
- Execute

Rows:		Columns:		Context:				
Financial Plan [Financial Plan]		Top Down Target Input [Top Down Target Input]		Top Down Target [Versions] Total Company [Divisions]				
	Seasonality Profile	2007 Actual	2008 Actual	2008 Actual Comp	2009 Plan	2009 Comp	2010 Plan	2010 Comp
Gross Sales	Prior Year	8,697,450	62,564,615	6.6%	86,964,815	39.0%	113,054,259	30.0%
Units		424,257.0	460,048.0	8.4%	610,216.9	32.6%	670,280.1	9.8%
Average Sales Price per Unit	Prior Year	416.28	409.32	-1.7%	348.25	-14.9%	349.00	.2%
Returns	Two Year Average	2,998,640	3,190,509	6.4%	3,755,134	17.7%	4,546,713	21.1%
Returns %		15.3%	15.3%	-1.1%	15.0%	-1.9%	15.0%	.0%
Returns % Override	Prior Year	.0%	.0%	.0%	6.0%	.0%	7.7%	28.3%
Promotions	Prior Year	5,289,611	5,630,815	6.5%	10,820,413	92.2%	11,657,710	7.7%
Promotions %	Prior Year	27.0%	27.0%	-1.1%	12.4%	-53.9%	10.3%	-17.1%
Promotion A	Prior Year	2,349,154	2,502,585	6.5%	3,755,134	50.1%	3,885,903	3.5%
Promotion A %	Prior Year	12.0%	12.0%	-1.1%	15.0%	25.0%	15.0%	.0%
Promotion A % Override	Prior Year	.0%	.0%	.0%	6.0%	.0%	.0%	-100.0%
Promotion B	Prior Year	2,940,457	3,128,231	6.4%	7,065,279	125.9%	7,771,807	10.0%
Promotion B %	Prior Year	15.0%	15.0%	-2.2%	30.0%	100.0%	30.0%	.0%
Promotion B % Override	Prior Year	.0%	.0%	.0%	.0%	.0%	.0%	.0%
Markdowns	Prior Year	5,282,771	5,630,815	6.6%	7,471,226	32.7%	6,994,626	-6.4%

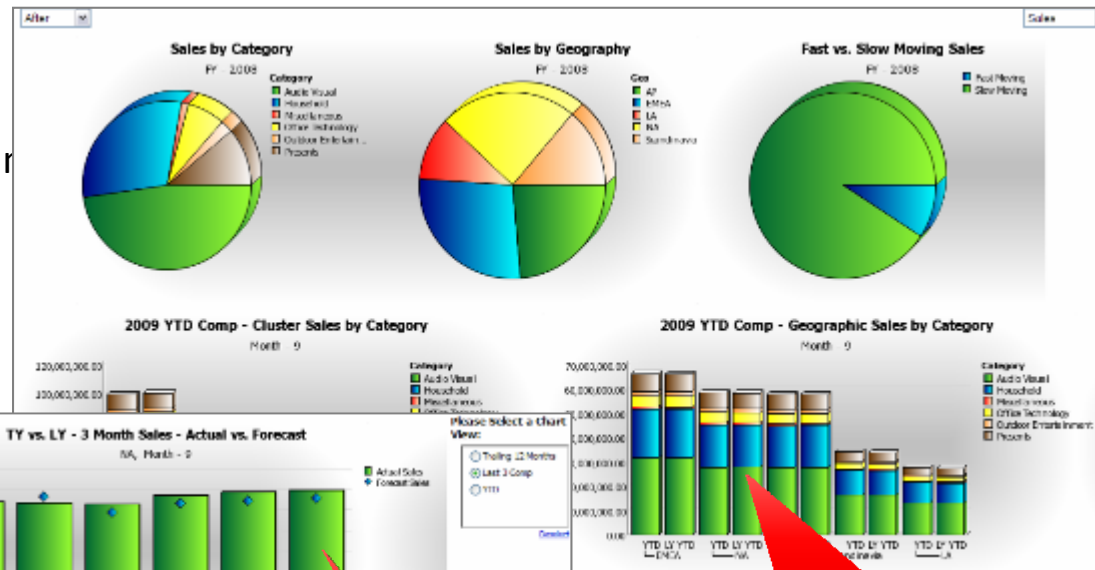
Model scenarios, keep multiple versions of plans

Understand merchandise performance

Measure



- Measure store sales by SKU
- Identify forecast accuracy
- Understand performance against plan
- View trending over time
- Monitor KPIs



Set Dashboard Context:

Please select a GEO: [Show Filter Prompt](#) Please select a Month: [Show Filter Prompt](#)

Please select a Category: [Show Filter Prompt](#)

Alerts: [Show Filter Prompt](#)

News Headlines

- NEW: Comp Sales are down YTD in N. America.
- NEW: Out of Stocks Alert for the Visual Sub Category.
- Resource: Discounts are too aggressive for the Audio Visual Category.

Retail Report Catalogue

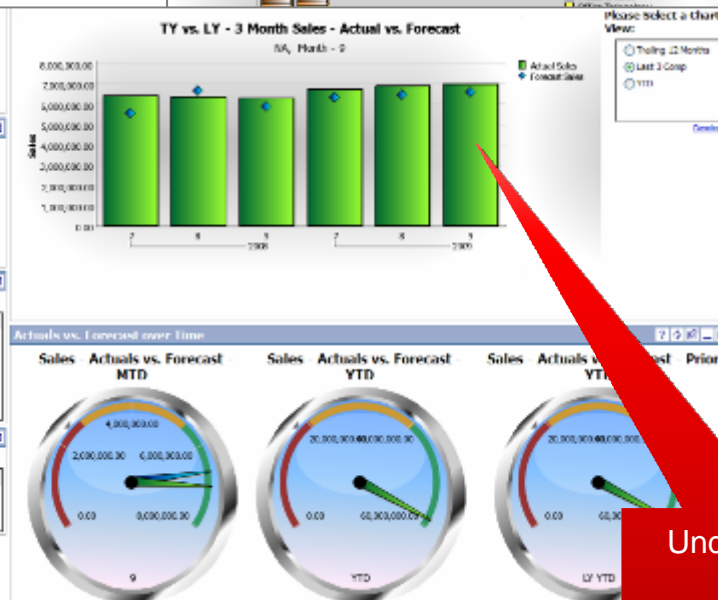
Report Catalogue

- Historical Sales Chart
- Sales Growth - Rotation Time
- Sales Chart by Version
- Top 10 Stores & Products
- Sales Mix by Category & Geo
- Sales by Geo & Quarter

Self Service: [Show Filter Prompt](#)

Analysis:

- Flash Sales
- Product - Ad Hoc Query
- State - Analysis



Merchant Dashboard
Measure performance,
understand sales vs plan
across all geos

Understand Trends
Over Time

Understand merchandise performance

Measure

- Sales and margin by product, category, store
- Rankings
- Deep-dive analysis
- Performance by attribute(s)

Please select a GEO
[Show Filter Prompt](#)

Please select a Month
[Show Filter Prompt](#)

Please select a Category
[Show Filter Prompt](#)

Alerts

News Headlines

- NEW: Comp Sales are down YTD in N. America.
- NEW: Out of Stocks Alert for the Visual Sub Category!
- Recurring: Discounts are too aggressive for the Audio Visual Category.

Retail Report Catalogue

Report Catalogue

- Historical Sales Chart
- Sales Gauges - Relative Time
- Sales Chart by Version
- Top 10 Stores & Products
- Sales Mix by Category & Geo
- Sales by Geo & Cluster

Self Service

Analysis

- Flash Sales
- Product - Ad Hoc Query

Top 10 Products, Month - 9

Top 10 Products	Slow/Fast Mover	Actual Sales	Forecast Sales	Comp %	Predicted Sales Likelihood	Top 10 GM	Slow/Fast Mover	Gross Margin	Gross Margin %	Predicted Sales Likelihood
9140217	Slow Moving	5,047,470	4,593,277	9.89%	0.99	9140217	Slow Moving	1,918,052	38.00%	0.99
9130217	Slow Moving	1,892,587	1,903,591	(0.58%)	0.55	9140214	Slow Moving	847,925	53.00%	0.98
9140214	Slow Moving	1,599,938	1,597,215	0.17%	0.98	9130217	Slow Moving	738,077	39.00%	0.55
9120209	Slow Moving	1,134,716	1,009,392	12.42%	0.53	9130216	Slow Moving	492,833	58.01%	0.95
9110219	Slow Moving	932,129	948,102	(1.68%)	0.42	9110220	Slow Moving	483,280	55.00%	0.37
9130201	Slow Moving	930,619	895,363	3.94%	0.52	9110218	Slow Moving	440,559	51.00%	0.49
9120201	Slow Moving	923,231	882,623	4.60%	0.36	9120209	Slow Moving	385,824	34.00%	0.53
9140213	Slow Moving	904,241	1,022,234	(11.54%)	0.41	9140212	Slow Moving	385,534	52.00%	0.79
9110220	Slow Moving	878,731	908,866	(3.32%)	0.37	9140213	Slow Moving	370,765	41.00%	0.41
9110218	Slow Moving	863,812	826,357	4.53%	0.39	9120201	Slow Moving	369,326	40.00%	0.36

Actuals vs. Forecast over Time

Sales - Actuals vs. Forecast - MTD

Sales - Actuals vs. Forecast - YTD

Sales - Actuals vs. Forecast - Prior

Ranking of Top Products

Ad hoc Query

Actual Sales	2008	2009	Time(All)
AP	77,188,711.01	76,951,190.63	154,139,901.64
EMEA	88,667,946.79	88,778,109.41	177,446,056.20
LA	36,576,445.57	36,757,347.74	73,333,793.31
NA	77,403,815.74	78,874,120.64	156,277,936.38
Scandinavia	45,274,230.32	45,514,630.25	90,788,860.57
Store(All)	325,111,149.44	326,875,398.68	651,986,548.11

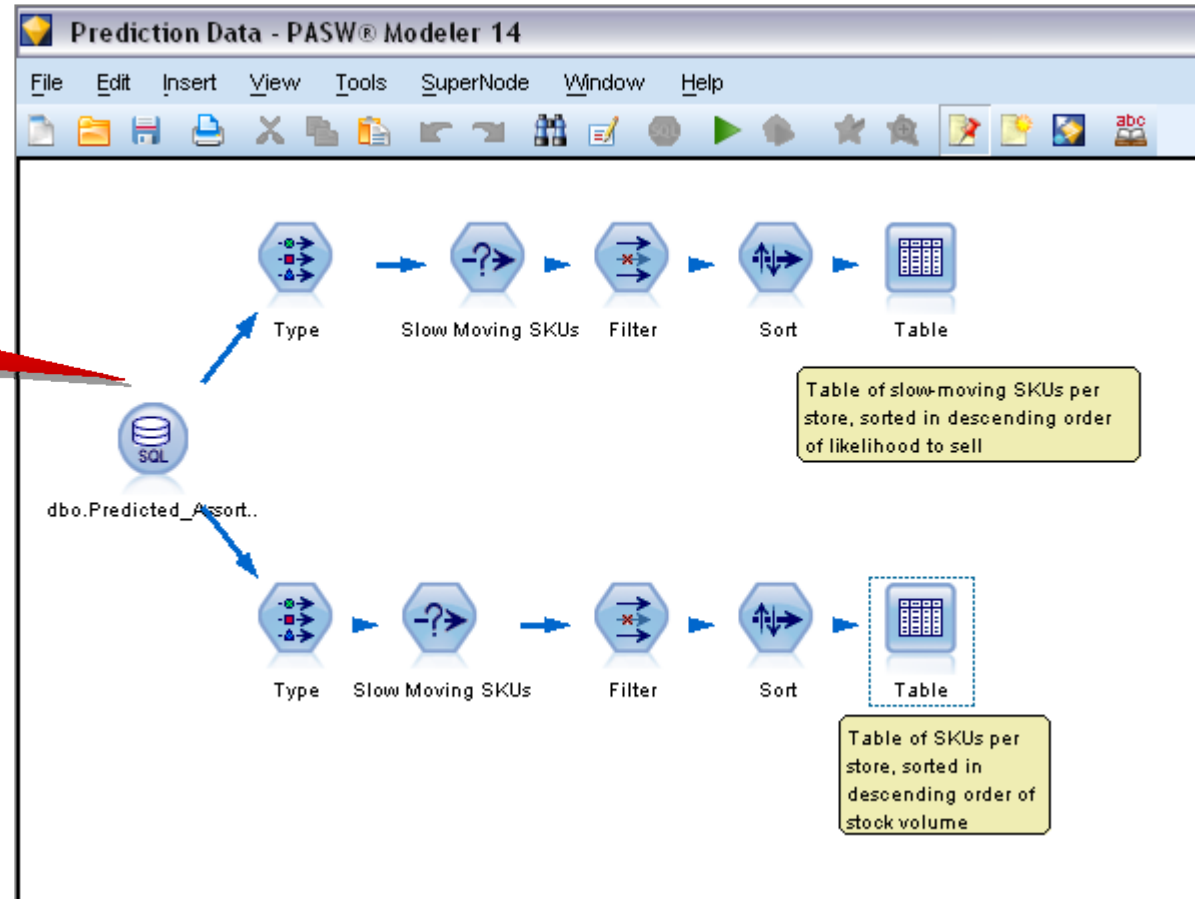


Continually Refine Predictive Models

Measure



Models become 'more intelligent' over time, based on sales patterns



“Business analytics is the key to enabling our clients to turn oceans of data into predictive models and actionable decisions.”

- Purpose-developed Platform
- Solutions for critical areas
- Innovation that matters
...driving ROI
- Best Practice Experience



