

Rapid Analytics Assessment

Discover the Hidden Value in Your Data

In order to remain competitive, enterprises in any industries are being forced to leverage technology to minimize their cost of operation and to maximize the profitability gained from customer relationships. By using predictive analytics to learn from historical data, companies are able to implement automated decision algorithms that make their business processes more agile.

The more information your data warehouse contains, the more precise your decisions will be. However, translating years of data into helpful automated decisions requires a consolidated analytics approach.

In order to assess the potential hidden in your historical data, Zementis introduces a Rapid Analytics Assessment. This program examines:

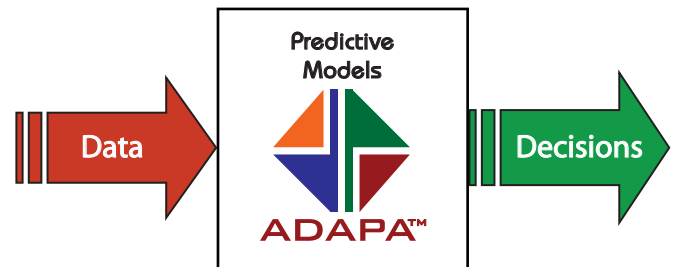
- Coverage: How extensive is the data being stored?
- Quality: Are critical data elements being populated at all times?
- Completeness: How complete is the data in describing the processes it originated from?
- Predictive Power: How can your data be leveraged to derive more precise, automated decisions in the future? Can business processes be improved from decisions taken in the past?

By mining your data, our information technology scientists are able to assess its predictive power. Depending on its quality and coverage, your historical data can be used to unlock the potential for more revenue, lower risk, and higher profit-margins. This happens whenever data patterns hidden in tables, rows, and columns are converted into predictive models.

Transforming Predictive Models into Action

In addition to data mining, our scientists assess the optimal IT integration with the Zementis ADAPA™ (Adaptive Decision And Predictive Analytics) decision engine framework. Once data is transformed into

predictive models, these models need to be integrated into your decision processes. With ADAPA™, the entire enterprise benefits from a common platform that manages real-time decisions across the total customer life cycle, different geographies, and various channels.



The Rapid Analytics Assessment is a 4-6 week engagement. It includes an electronic data report and an on-site visit with a Zementis information technology scientist to review the report results. Following this on-site meeting, Zementis will deliver a final custom 15-20 page written assessment that contains tactical and strategic recommendations built specifically for your company's unique requirements and technological capabilities. Included in this report is an analysis on how your data may fit one of our existing solutions being offered through ADAPA™.

Zementis personnel involved in this program consist of senior information technology scientists with advanced degrees, extensive experience in predictive analytics, software integration, and business process optimization.

Your data has the potential to radically affect your bottom line. Real-time predictive analytics fundamentally impacts the business process and enables intelligent actions to:

- Tightly Control Quality
- Significantly Reduce Losses
- Dramatically Improve Efficiency
- Enhance Overall Business Agility