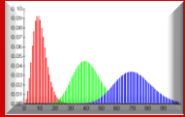
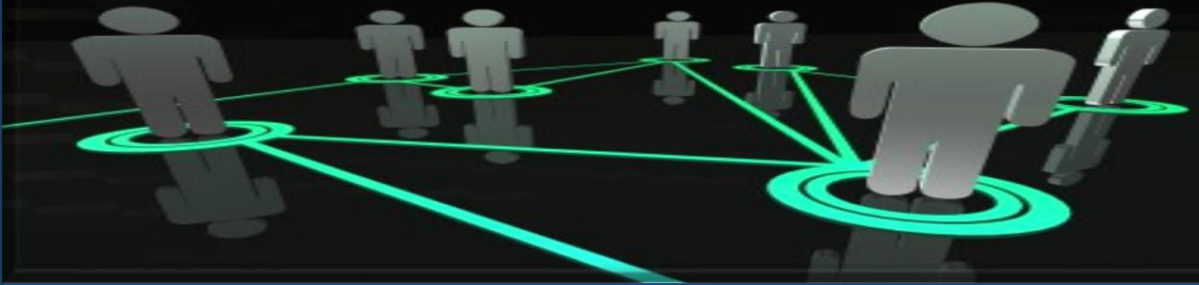


CAPTURE OPPORTUNITIES HIDDEN IN THE DATA



INFORMATION-DRIVEN DECISIONS YIELD HIGHER RETURNS



SEGMENTATION

PREDICTION

PROFITS

IMPROVE PROFITABILITY WITH FACT-BASED DECISIONS

WHERE WE CAN HELP

- ✓ CUSTOMER ATTRITION
- ✓ DECLINING CUSTOMER SPEND
- ✓ PRICE SENSITIVE CUSTOMERS

- ✓ CASH FLOW IMPROVEMENTS
- ✓ INCREASING COSTS
- ✓ DECLINING GROSS MARGINS

- ✓ VANISHING PROFITS
- ✓ GROWING COSTS
- ✓ NO STRATEGY

- ✓ INVENTORY BUILD-UP
- ✓ DECLINING SALES
- ✓ GROWING COMPETITON

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MINING AND PREDICTIVE ANALYTICS

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