

## *Actionable predictive insights delivered to the decision point create a powerful competitive advantage*

**Predixion Insight™  
empowers businesses  
with the predictive  
intelligence they need to  
make better decisions  
every day.**

*“Competing in a digital world requires...solutions that put advanced analytics in the hands of business users, are easy to use, and don’t require a multitude of very specialized data scientists... We’re excited to put Predixion’s expanded platform into an industry and functional context to help clients drive business outcomes and tangible returns from their analytics investment.”*

**Michael Svilar,  
Managing Director,  
Accenture Analytics,  
part of Accenture Digital**

### SITUATION

Every company has data – from transactions and customer loyalty data to demographics – and business everywhere are amassing huge data stores. Savvy business leaders are looking for NEW ways to unlock the power of their data. Unfortunately, simply collecting data doesn’t provide the insight needed to become or remain a market leader. Access to the right data mining and predictive analytics solutions can make give your company an edge in today’s competitive environment.

Your data combined with our predictive analytics platform has the power to transform your marketing initiatives with increased market share and profitability. Predictive analytics can be leveraged to improve:

- Customer Retention
- Customer Segmentation and Targeting
- Lead Ranking, Scoring, and Definitive Action Plans
- Upsell and Cross-sell Campaigns

### OUR SOLUTION

Predixion provides a powerful cloud-based analytics platform, to enable and expedite the deployment of predictive analytics into a wide variety of production environments. Predixion leverages your enterprise data sources to solve multiple business challenges. Using machine learning, Predixion finds patterns in your data to quickly identify risk or opportunity drivers, faster than a human ever could.

In addition to providing the insights, Predixion has a unique capability to deploy those insights to the point of decision with recommendations. For marketing optimization, your point of decision could be within an existing CRM application, database, a BI dashboard, or even Excel. Whatever the desired destination, our flexible and fast deployment engine will get the analytics where they are most valuable to your organization.

This is something we call The Last Mile of Analytics™ and this is where the true value of predictive analytics is realized—not in a back office where policies are created—but at the frontlines where daily decisions are made.

## PREDICTIVE CUSTOMER CHURN

Companies are competing more aggressively than ever and customer churn is one of the trickiest problems for marketers — but also the most preventable. Unfortunately, organizations often do not find out about churn until after it happens when there is nothing that can be done to retain the customer. Predictive analytics has a unique advantage in reducing churn because it can discover patterns in behavior that lead to churn that could never be found by traditional analysis.

Predixion leverages your data to predict the key indicators of churn, identify previously unknown customer segments, understand customer preferences, and recommend personalized offers your customers will actually respond to. Predictixion then expedites the delivery of predictive insights across the last mile of analytics to the front lines where decisions are made.

The result: increased customer retention, improved customer loyalty and decreased costs which all contribute to increased profitability.



## PREDICTIVE MULTI-CHANNEL MARKETING

Multi-channel marketing is a hot topic today with lots of promise. Many companies have tried and failed. Not because of lack of effort, but because they are using the wrong technology. Predictixion's approach to predictive multi-channel marketing is paving the way for companies to reap the rewards of customer-centric marketing.

Predixion leverages your data to transform traditional channel marketing to data-driven programs, expediting the delivery of the right content at the right time to the right person through the right engagement strategy across internal and external channels.

Predictive Multi-Channel Marketing delivers actionable predictive insights to the front line Sales & Marketing personnel that need them for:

- Targeted Promotions & Rebates
- Regionalized Customer-Centric Marketing Programs
- Customer Engagement through their preferred channels
- Optimized Resource Allocation
- Real-time Dashboards for right-timed adjustments

For more information or to get started with a free trial,  
go to [www.predixionsoftware.com](http://www.predixionsoftware.com)