



AGILE MANAGEMENT TRANSFORMATION

Proventa – Enabling your business intelligence.

8 REASONS FOR A TRANSFORMATION



Big data



Real-time analytics



Flexibility and simplicity



Maturity level of open-source DB technology



Machine learning



Automation



Unstructured data



Self-service BI

5 FACTORS TO CONSIDER



IT budget



Risks



Cloud



Selection of tools



Staff

USE CASES

Customer analysis through innovative solutions



Target-group-orientated **marketing**



Real-time **analysis** of buying behaviour



Sharpening of **target groups**



Customer acquisition



Planning **delivery curves**



Predictive **churn analyses**

Big data analytics on social media



Identification of relevant **data**



Creation of **profitable** information



Reputation analyses to **protect corporate reputation**



Optimisation of customer service through sentiment analysis



Keyword research



Hashtag tracking to improve **reach** in social networks

Sales potential through predictive analytics



Market and **trend** management



Business benchmarking



Increased efficiency of up- and cross-selling methods



Sales and **margin planning** at product-group level



Real-time **pricing analytics**

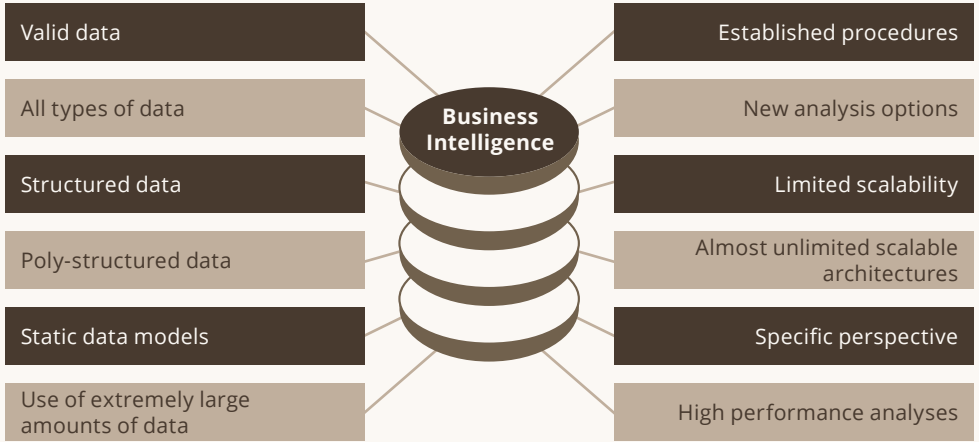


Analysis and monitoring of sales activities



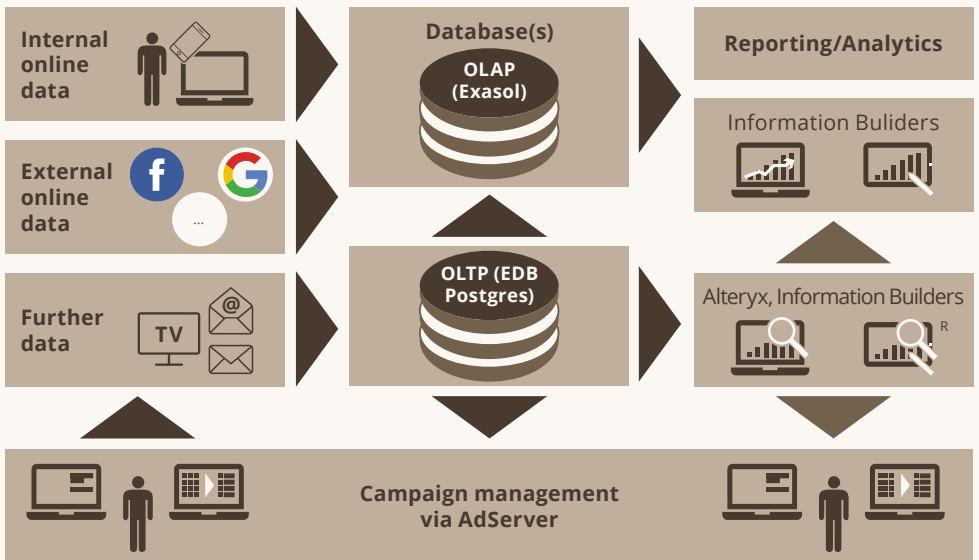
What drives us is bringing **OUR CUSTOMERS** into **THEIR VISION** for the future.

We enable you to bridge the gap between **Classic** and **New BI**



The combination of both worlds combines the advantages and eliminates the disadvantages.

Reference architecture that combines Classic and New BI:



USPs



We are **specialised**



We can **integrate**



We have **many years of experience** in major projects



We ensure a high level of **data quality**



We have strong partnerships, but are still **vendor-independent**



Strategic partnerships enable us to respond **flexibly to customer needs**

REFERENCES



PARTNERS



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