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
- Sharpening of target groups
- Planning delivery curves
- Real-time analysis of buying behaviour
- Customer acquisition
- Predictive churn analyses

Big data analytics on social media

- Identification of relevant data
- Reputation analyses to protect corporate reputation
- Keyword research
- Creation of profitable information
- Optimisation of customer service through sentiment analysis
- Hashtag tracking to improve reach in social networks

Sales potential through predictive analytics

- Market and trend management
- Increased efficiency of up- and cross-selling methods
- Real-time pricing analytics
- Business benchmarking
- Sales and margin planning at product-group level
- 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:**

**Internal online data**  
**External online data**  
**Further data**  
**Database(s)**
- **OLAP (Exasol)**
  - **Reporting/Analytics**
    - Information Builders
  - **OLTP (EDB Postgres)**
    - **Campaign management via AdServer**
    - **Alteryx, Information Builders**

<table>
<thead>
<tr>
<th>Valid data</th>
<th>Established procedures</th>
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<tbody>
<tr>
<td>All types of data</td>
<td>New analysis options</td>
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<tr>
<td>Structured data</td>
<td>Limited scalability</td>
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<tr>
<td>Poly-structured data</td>
<td>Almost unlimited scalable architectures</td>
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<td>Static data models</td>
<td>Specific perspective</td>
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<td>Use of extremely large amounts of data</td>
<td>High performance analyses</td>
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**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**

- *Deutsche Telekom*
- *Postbank*

**PARTNERS**

- *EXASOL: Excellent data experts*
- *alteryx: Authorized Reseller*
- *Information Builders: Postgres *

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