

Ignite Possible

We believe every business has the right to excel. Powered by the world's leading business software platform, SAP, our superior consulting and support team will partner with you to solve your toughest challenges.

Bramasol has the depth, strength and industry expertise to deliver high quality, cost-effective solutions.

We help elevate customers to new levels of success and create lasting partnerships making the impossible, possible.

Bramasol. Ignite Possible.

Keep Your Customers Long-Term with Real-Time Insight

Make *smarter* business innovations, *faster* decisions, and drive *simplified* business transactions with the power of SAP HANA.

Bramasol's SAP HANA Customer Retention and Analytics Solution was developed from the ground up to provide actionable insight for businesses that are focused on reducing customer attrition and securing customers long-term. Customer retention is one of the primary and highest concerns for subscription-based businesses, where it only takes a few minutes to cancel a plan, move to another provider, or search for a better deal in the market. With this kind of churn, your business can't move fast enough to design timely offers, intervene at the moment of a services call, or circumvent the cancelling of a subscription. You need insight that will provide you with the opportunity to know your customers better to deliver customized offers, incentives and packages that they actually desire and deliver value to them, without guessing in real time. With this solution you can impact your bottom line in sales and revenue daily, and not have to wait until the end of the month, when it might be too late to take action.

Bramasol's SAP HANA Customer Retention and Analytics Solution:

- **Easy to understand dashboards out-of-the-box with SAP BusinessObjects.** Provide finance, operations and marketing with drill down reporting on what is transpiring with your customers as it happens. 16 Key Performance Indicators (KPI's) and executive level dashboards will help you identify potential loss of customers, success of offers and provide visibility to develop better packages that your customers desire.
- **Leverage the power of SAP HANA to pull together all the information you have on a customer.** With better performance and new capabilities of analysis, SAP HANA provides the opportunity to leverage usage detail records and transactions, customer service inquiries, monthly billing and more to provide a true 360 degree daily view of your customer gleaning insight into behavioral patterns.

- **Fast implementation with Bramasol's methodology gets you up and running quickly.** Bramasol has developed the solution with industry best practices and data structures, and has pre-built and optimized the solution on SAP BusinessObjects, the market leader in business intelligence solutions. This ensures a fast and low risk implementation. Once your most critical data such as financial, usage, customer and operational are populated in the system, you can see results within weeks.
- **SAP BusinessObjects Predictive Analytics on SAP HANA provides you with insight** to reduce customer attrition and maximize new offerings. Drill down into the details to find out what campaigns, offers and incentives will work before you take them to market and understand the financial implications of those decisions - real-time.

Bramasol's SAP HANA Customer Retention and Analytics Solution gives you the ability to:

- Perform "what if" analysis in real-time
- KPI visibility across key customer segments gives further insight into which customers require attention
- Understand behavioral patterns and outcomes across value-based and demographic segments
- Visibility into most effective campaigns and offers by type, channel, product and customer segment
- Dimensional flexibility to understand campaign performance across segments and consumption patterns

Bramasol, Inc.

Bramasol delivers business solutions for mid-to-large sized companies throughout the U.S. and India as an SAP gold channel partner. Bramasol specializes in developing, selling, implementing and supporting SAP software within seven industries: high-tech software; high-tech OEM; manufacturing for industrial machinery and components; telco, wireless, and internet services; professional services; life sciences; plus, developed and offers a unique SAP solution based on SAP software for sports and venue management. Product expertise spans solutions including SAP All-in-One, BusinessObjectsTM, Business ByDesign[®], SAP HANA, cloud, and mobility solutions. Deeply rooted with support for SAP solutions, Bramasol began as their first channel partner in 1996 and continues to drive thought leadership innovation today and invests in support of the latest SAP technologies. Putting customers in the forefront, Bramasol has the depth, strength and expertise to deliver high quality, cost-effective solutions, solving the toughest challenges. <http://www.bramasol.com/>

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