



## Delivering Data-driven Solutions

Capability across...

### PREDICTIVE ANALYTICS

Put the power of advanced statistical analysis in your hands to understand data, identify trends and help you anticipate and manage change for improved marketing outcomes.

### SOCIAL MEDIA ANALYTICS

Uncover customer sentiment to take your organisations' social media strategy beyond passive listening to truly engaging your audience to create business value.



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Cornerstone is a specialist provider of management and systems consulting services to organisations seeking to implement best practice Business Analytics and Information Management solutions.

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# Delivering Data-driven Solutions

## PREDICTIVE ANALYTICS

Predict customer demand - enabling sales, marketing, demand planners, finance, product and category managers to plan anticipated demand for a product or service, by customer, region or channel. A business led solution providing easy-to-use predictive analytics to meet the specific needs of different users and skill levels from beginners to experienced analysts.

Incorporating predictive analytics software from IBM, you can:

- Uncover unexpected patterns and associations within your data and develop models to guide front-line interactions, for instance at call centres or via your website.
- Prevent high-value customers from leaving, sell additional services to current customers, develop successful new products, improve operation efficiency, and identify and minimise fraud and risk.
- Perform advanced analytics, data mining, text mining, social media analytics and statistical analysis including data collection and online survey research, data modelling and predictive modelling.

## SOCIAL MEDIA ANALYTICS

Built on IBM's leading analytics platform, Social Media Analytics helps organisations understand and act upon the social media impact of their products, services, markets, campaigns, employees and partners.

It analyses billions of social media comments dispersed across countless blogs, Facebook, Twitter, discussion forums and other online sources, and provides customised results in configurable charts and dashboards.

Social Media Analytics provides the capability to help your organisation:

- Grow your business by understanding consumer sentiment and evaluating the impact of marketing campaigns.
- Make better decisions to improve strategies across a wide range of functional areas.
- Find new market opportunities and discover hidden trends in conversations on social media.
- Improve the customer experience by responding quickly to issues and requests.
- Identify the primary influencers within specific social network channels.

