Transform your business with intelligence to help make smart, timely decisions.

Having the right information available at the right time can mean the difference between better business performance and higher margins or lower customer satisfaction and lost opportunities. Analance Enterprise Business Intelligence (BI) platform offers next generation analytics capabilities to help uncover more meaning from data and drive smarter decisions – applicable across every industry.

Is Analance™ for you?

Can you anticipate how your customers will behave in future and proactively take steps to influence that behavior in your favor?

Can you predict future challenges to your business and preemptively take corrective measures?

Can you monitor your operations in real time and accelerate performance?
Pharmaceutical & Life Sciences

SOLUTION AREAS

- Strategy & Portfolio Analysis
- Market & Disease Landscape
- Pipeline & Patent Analysis
- Targeted Therapies Analysis
- M&A vs. New Development
- Portals & Elec. Data Exchange
- Genetics Based Drugs and Personalized Medicine
- Social Media based Disease Prediction & Drug Development

- Data Integration, MDM & Mining
- Trial Planning & Efficiency Analysis
- Site Selection & Performance Oversight
- Resource Planning & Allocation
- Trial Design & Cohort Segmentation
- Safety Monitoring
- Regulatory Compliance & Filing
- Genetics Based Drugs and Personalized Medicine
- Social Media Based Disease Prediction & Drug Development

- Demand Planning & Forecasting
- Inventory Visibility Analysis
- Manufacturing Asset Performance Analysis
- Freight Analysis
- Regulatory Compliance Monitoring
- Social Media Insights Drug Manufacturing
- Drug Recall Analysis
- Usage based Information Management Solutions

- Marketing Spend & ROI Tracking
- Customer Analytics: Acquisition & Retention
- Segmentation & Demand Forecasting
- Managed Markets, Field Performance, Customer Journey, Customer Satisfaction Analysis
- Adverse Events Monitoring
- Sales Channel & Pricing Optimization
- Proactive Marketing Based on Disease Outbreak Inferred from Social Media

- Real Time Enterprise Risk Analysis
- Adverse Events Reporting
- Pharmacovigilance MDM
- Sunshine Act Reporting
- Forecasting Regulatory Requirements
- Monitoring Digital & Social Channels
- Proactive Drug Manufacturing
- Regulatory Compliance and Reporting
- Proactive Health Outcome Traction
- Analytics for Profitable Growth
Communications and Media Solutions

**MARKETING**

**MULTICHANNEL**
- CRM
- Multi Channel Marketing
- Customer Loyalty Management

**OMNI CHANNEL**
- Omni Channel Customer XP
- Hyper Personalized Promotions
- Product Life Cycle

**SALES & SERVICES**

**ACCESS BASED**
- Field & Retail sales Ops
- Contact Center Ops
- B2B & B2C

**CUSTOMER FOCUSED**
- Omni Channel Sales Ops
- Value based Cross Sell & Up Sell
- Social Media Integration

**OPERATIONS**

**LEGACY**
- Enterprise Order Management
- Sales & Services Assurance
- Provisioning & Activation
- Billing & Inventory

**DIGITIZATION**
- Cloud & Mobility
- Digitization
- Real Time Monitoring & Reporting

**INNOVATION**

**REACTIVE**
- Enterprise Multi Tenancy
- Security & Authentication
- Data Integration Platform

**PREDICTIVE - SELF-SERVE**
- Real-Time, Self-Service
- Machine Learning
- IoT, OTT, SDN

**INSIGHTS**

**PROACTIVE**
- Data Mining
- Collaboration
- Decision Support Systems

**PREEMPTIVE**
- Data Driven Customer XP,
- Service Quality
- Monetization

**SOLUTION AREAS**

- Customer Retention & Churn Analysis
- Consumption Patterns & Contract Renewal Analysis
- Social Media Analysis
- Contact Center Analysis
- Marketing based on Buying Patterns and Browsing Behavior
- Targeted Advertising

- Sales Channel Analysis
- Contact Center Analysis
- Revenue Analysis
- Profitability Analysis
- Data Migration & Integration
- Fraud Management
- Targeted Ads based on Buying & Browsing Pattern

- Data Integration & Mining
- Unified Customer XP Across Devices, Networks & Applications
- Network Visibility & Transparency
- Social Media Integration w/ Contact Center Ops
- Smart Network Planning
- Preemptive Customer Care
- Routing Optimization During Peak Hours

- Agile Cloud Delivery
- Integrated Product Life Cycle
- IoT Integration
- Skype4Biz Call Center
- Real Time Network Performance Analysis
- Personalized Customer Care

- Content Analytics
- Social Insights
- Speech to Text
- Machine Learning
- Personalized Customer Care
Healthcare Solutions - Providers

VOLUME BASED CARE
- Non-Compliance
- Redundancies in Care Delivery
- Lack of Transparency

VALUE BASED CARE
- EMR & ICD 10
- Quality Of Care
- Wellness & Prevention
- Population Health Mgt.
- Digitization

REACTIVE
- Smaller Practices
- Service Based
- Redundancies in Care
- Compliance Challenges

PROACTIVE
- Accountable Care Organizations
- Performance Based
- Improving outcomes
- Reducing Risk with Compliance

SERVICE BASED
- Services, Staff & Equipment underutilization or redundancies
- Risk of Non-compliance
- Revenue Cycle challenges

OUTCOME BASED
- EMR & ICD 10
- Quality Of Care
- Wellness & Prevention
- Population Health Mgt.
- Digitization

SOLUTION AREAS
- Clinical Data Integration & Mining
- Medical Records/Images Analytics
- Point of Care Decision Support (CDDS)
- Predictive Analytics for Patient Engagement
- Prescriptive Analytics for Population Health Management
- Social Data Integration
- 360 View of Patient
- Personalized Genetics Based Medicine

- Care Coordination & Quality Analytics
- Compliance and Risk Analytics
- Medical Device Analytics / Health IoT Integration
- Interoperability, Mobile & Cloud Solutions
- Network Management
- Visualizations for Meaningful Insights

- Human Resource & Equipment Utilization Analytics
- Fraud and Abuse Management
- Revenue Cycle Management
- Supply Chain Transparency and Optimization
- Care Compliance & Service Line Analytics
Healthcare Solutions - Payers

**SOLUTION AREAS**

- **B2B**
  - Product Management
  - CRM
  - Member Management

- **B2C / HYBRID**
  - Customer XP
  - Preventive, Personalized, Digital, Retail
  - Loyalty & Retention

**MARKETING**

- **BUSINESS FOCUSED**
  - Largely B2B
  - No coverage for pre-existing conditions

- **CONSUMER FOCUSED**
  - Healthcare Exchanges
  - Managed Care HMOs
  - Accountable Care Organizations
  - Mobile & Digital

**SALES & SERVICE**

- **LEGACY**
  - Claims Processing
  - Redundancies
  - Disparate Data & Information Silos
  - Fraud & Waste

- **DIGITIZATION**
  - Cloud & Mobility
  - Customer XP
  - Care Ecosystems
  - Network Management
  - Compliance

**OPERATIONS**

- **LIMITED EXPOSURE**
  - Limited Risk
  - Legacy Financial & Auctorial Processes

- **STRATEGIC TO SURVIVAL**
  - Affordable Care Act, ICD 10, Transparency in Rates & Claims information

**COMPLIANCE**

- **HEALTH 1.0**
  - Passive Member Management

- **HEALTH 2.0**
  - Proactive Member Engagement, Smart Care Ecosystem
  - Monetization

**INNOVATION**

- **SOLUTIONS**
  - Member Management Analytics: Acquisition, Retention, Churn & Recapture
  - Buyer Behavior Analysis with Social Integration
  - Predictive Analytics for Prevention and Wellness
  - Customer 360 for Personalized Marketing
  - Member Centric Relationship Model

- **SALES CHANNEL ANALYSIS**
  - Claims Data Analysis: Care Outcomes, Revenue, Profitability
  - Fraud & Abuse Analysis
  - Integrated Clinical Ecosystem Analysis (Surgical, Labs, Disease-based)
  - Analytics for Influencing Provider Behavior

- **DATA INTEGRATION & MINING**
  - Customer Analysis for Unified XP
  - Cost Analysis at Member, Physician & Hospital Level
  - Claims Processing Analysis
  - Social Media Integration
  - Personalization & Transparency

- **DATA INTEGRATION & MINING**
  - Cloud & Mobility
  - Customer XP
  - Care Ecosystems
  - Network Management
  - Compliance

- **DIGITIZATION**
  - Largely B2B
  - No coverage for pre-existing conditions
  - Limited Risk
  - Legacy Financial & Auctorial Processes

- **HEALTH 1.0**
  - Passive Member Management

- **HEALTH 2.0**
  - Proactive Member Engagement, Smart Care Ecosystem
  - Monetization

- **INNOVATION**
  - Predicting Care Protocol that Offers Best Value and Results
  - Software to Support Recovery

**HEALTHCARE EXCHANGES**

- **Managed Care HMOs**
  - Accountable Care Organizations
  - Mobile & Digital

- **ACCOUNTABLE CARE ORGANIZATIONS**
  - Mobile & Digital

- **MOBILE & DIGITAL**
  - Affordable Care Act, ICD 10, Transparency in Rates & Claims information

- **AFFECTIVE CARE ACT**
  - Integrated Health Ecosystem "IoT" for Personalized Care
  - Brand & Thought Leadership
  - Leading Edge of Science: Tele-health, Bio-censors
  - Predicting Care Protocol that Offers Best Value and Results
  - Software to Support Recovery
Financial Services

**SOLUTION AREAS**
- Data Integration & Mining
- Online Account Access and Trading Applications
- Integrated Portfolio Management and Expense Management Solutions
- Effective Budgeting
- Dashboarding and Reporting
- Profit Analysis and Prediction
- Business Performance and Development Forecasting
- Market and Customer Segmentation to Improve Profit

**PRODUCT CENTRIC**
- Revenue Cycle Challenges
- Market Risk

**CUSTOMER CENTRIC**
- Fraud Detection
- Staff Utilization
- Compensation Analysis
- Cost Reduction Opportunities
- Business Risk Exposure

**REGULATORY RESPONSE**
- Revenue Cycle Challenges
- Market Risk

**COMPETITIVE ADVANTAGE**
- Compensation Analysis
- New revenue Opportunities
- Credit Analysis
- Reducing Risk

**INSTITUTION CENTRIC**
- Diverse Data Streams
- Redundancies
- Transparency
- Staff & Equipment Underutilization

**DATA CENTRIC**
- Fraud Detection
- Staff Optimal Utilization
- Compensation Analysis
- Cost reduction Opportunities

**SALES & MARKETING**
**COMPLIANCE**
**OPERATIONS**

**SALES & MARKETING**
- Fraud Detection
- Staff Utilization
- Compensation Analysis
- Cost Reduction Opportunities
- Business Risk Exposure

**COMPLIANCE**
- Staff Optimal Utilization
- Compensation Analysis
- Cost Reduction Opportunities
- Business Risk Exposure

**OPERATIONS**
- Diverse Data Streams
- Redundancies
- Transparency
- Staff & Equipment Underutilization

**DATA CENTRIC**
- Fraud Detection
- Staff Optimal Utilization
- Compensation Analysis
- Cost Reduction Opportunities

**FINANCIAL SERVICES**
- Revenue Cycle Challenges
- Market Risk

**PRODUCT CENTRIC**
- Fraud Detection
- Staff Utilization
- Compensation Analysis
- Cost Reduction Opportunities
- Business Risk Exposure

**CUSTOMER CENTRIC**
- Fraud Detection
- Staff Utilization
- Compensation Analysis
- Cost Reduction Opportunities
- Business Risk Exposure

**REGULATORY RESPONSE**
- Fraud Detection
- Staff Optimal Utilization
- Compensation Analysis
- Cost Reduction Opportunities
- Business Risk Exposure

**COMPETITIVE ADVANTAGE**
- Fraud Detection
- Staff Optimal Utilization
- Compensation Analysis
- Cost Reduction Opportunities
- Business Risk Exposure

**INSTITUTION CENTRIC**
- Diverse Data Streams
- Redundancies
- Transparency
- Staff & Equipment Underutilization

**DATA CENTRIC**
- Fraud Detection
- Staff Optimal Utilization
- Compensation Analysis
- Cost Reduction Opportunities

**SALES & MARKETING**
- Fraud Detection
- Staff Utilization
- Compensation Analysis
- Cost Reduction Opportunities
- Business Risk Exposure

**COMPLIANCE**
- Fraud Detection
- Staff Utilization
- Compensation Analysis
- Cost Reduction Opportunities
- Business Risk Exposure

**OPERATIONS**
- Diverse Data Streams
- Redundancies
- Transparency
- Staff & Equipment Underutilization

**DATA CENTRIC**
- Fraud Detection
- Staff Optimal Utilization
- Compensation Analysis
- Cost Reduction Opportunities

**SOLUTION AREAS**
- Key Risk Indicators
- Strategic Portfolio Management
- Consumer Credit Management
- Social Integration
- Interoperability, Mobile & Cloud Solutions
- Business Model Building and Analysis
- Asset Management

**SALES & MARKETING**
- Fraud Detection
- Staff Utilization
- Compensation Analysis
- Cost Reduction Opportunities
- Business Risk Exposure

**COMPLIANCE**
- Fraud Detection
- Staff Utilization
- Compensation Analysis
- Cost Reduction Opportunities
- Business Risk Exposure

**OPERATIONS**
- Diverse Data Streams
- Redundancies
- Transparency
- Staff & Equipment Underutilization

**DATA CENTRIC**
- Fraud Detection
- Staff Utilization
- Compensation Analysis
- Cost Reduction Opportunities

**SOLUTION AREAS**
- Key Risk Indicators
- Strategic Portfolio Management
- Consumer Credit Management
- Social Integration
- Interoperability, Mobile & Cloud Solutions
- Business Model Building and Analysis
- Asset Management

**SALES & MARKETING**
- Fraud Detection
- Staff Utilization
- Compensation Analysis
- Cost Reduction Opportunities
- Business Risk Exposure

**COMPLIANCE**
- Fraud Detection
- Staff Utilization
- Compensation Analysis
- Cost Reduction Opportunities
- Business Risk Exposure

**OPERATIONS**
- Diverse Data Streams
- Redundancies
- Transparency
- Staff & Equipment Underutilization

**DATA CENTRIC**
- Fraud Detection
- Staff Optimal Utilization
- Compensation Analysis
- Cost Reduction Opportunities
Manufacturing Solutions

**SOLUTION AREAS**

- **Batch Analysis**
- **Operational Intelligence**
- **Downtime Report and Analysis**
- **Overall Equipment Effectiveness (OEE)**
- **Capacity Utilization Analysis**
- **Anomaly Detection**

- **Real Time Quality Analysis**
- **Six Sigma Analytics /DMAIC**
- **Total Quality Management**
- **Supplier Audits**
- **Advanced Product Quality Planning (APQP/PQ)**
- **Time Series prediction of Faults & Parts Lifecycles**
- **Scrap Monitoring**
- **Anomaly Detection**
- **Metrics Formulation and Tracking**

- **Supply Chain Analytics**
- **Master Data Management**
- **Order Management/Fulfillment**
- **Alert Mechanism**
- **Spend Analytics**
- **Predicting Quantities to Purchase**
- **360 View of Shop and Processes**

- **Financial Planning & Analysis**
- **Profitability Analysis**
- **Reject Ratio**
- **Operations Cost**
- **Warranty Analysis**
- **Tax Operations**

- **Causal Analysis**
- **Staff Productivity**
- **Incentive Planning**
- **Grievance Redressal**
- **Seasonal Plant Staff Planning**
Retail Solutions Taxonomy

**SOLUTION AREAS**

- Market Basket Analysis
- Segmentation Analysis
- Visit to Buy Ratio
- Value Based Product Analysis
- Customer Service Analytics
- Customer Loyalty Prediction and Analysis
- Demand Prediction
- Personalized Campaign Development
- Pricing Analytics

- Assortment Analysis
- Pricing and Revenue Analysis
- Marketing Mix Modelling
- Sentiment Analysis
- Promotion Analysis
- Profitability Analysis
- Emerging Business Trend Prediction
- Campaign Success Prediction

- Fill Rate And Stock Out
- SKU Rationalization
- Store Operations Analysis
- Markdowns/Markups
- Catchment Analysis
- Business Process Improvement
- Fraud Analytics

- Stock-to-Sales Analysis
- Store Sales Analysis
- Financial Ratio Analysis

- Inventory Planning & Optimization
- Replenishment Analysis
- Demand Planning and Forecasting
- Product Flow Optimization
- Demand Prediction
Ducen is a one-stop technology consulting company specializing in business intelligence, advanced analytics, data management and big data, software development and integration, performance optimization, and enterprise architecture services.

**PEOPLE ARE OUR STRENGTH**
For over 15 years, our team has garnered a reputation for unparalleled service and delivery, helping clients deploy quality solutions that are delivered on time and within budget.

**THRIVE ON CHALLENGES**
As an end-to-end IT solutions provider, we think disruptively to help our clients succeed. The ideas and passion of our team members and the ambitions of our customers drive our corporate philosophy and purpose.

**ALWAYS INNOVATING**
We continue to push the limits of our software solutions to ensure dynamic data integration, insight and decision optimization techniques for our customers. We accomplish this by following proven, structured processes that provide immediate business value and ongoing results.

**WORK AS A TEAM**
We are a transparent organization that values honesty and promotes diversity. We believe in building long term relationships and work with our clients as an extension of their teams.

**EXPERIENCE ACROSS INDUSTRIES**
Our clients are diverse organizations across North America and Asia and a mix of innovative, emerging, and leading global corporations across the industry spectrum from Media and Telecom to Healthcare, Life Sciences, Manufacturing, Hospitality, Education and Financial Services.

**EXPERT SOLUTION DELIVERY**
We work with business and technology leaders in sales, marketing, production, supply chain, customer service, operations and IT. We help our clients in executing strategic initiatives as well as achieving operational excellence while optimizing their business processes.

**WORK WITH REPUTED PARTNERS**
Ducen has alliances of with several industry giants including Oracle, IBM, and Microsoft. We are a Microsoft Certified Partner with competencies in the areas of Application Development, Application Integration, Data Platform, Data Analytics and Collaboration and Content.

**HIGH STANDARDS AND CONTROLS**
We are a CMMI 3 level company, registered with Carnegie Mellon Software Engineering Institute (SEI). Along with being certified for HIPAA and ISO 9001:2015, Ducen has been certified for the internationally recognized ISO 27001:2013 standards that endorse the company's commitment to high standards and security controls.

Ducen offers analytical platform and professional services to help restructure IT departments and optimize business performance. Enterprise ready platform and professional services are guaranteed to help transform your business. Let us help.

MAKE THE MOVE TO EVOLVE YOUR BUSINESS TO THE NEXT LEVEL.