



Unlock business  
insights with Columbus

Columbus®

## Take your business to the next level with predictive analytics

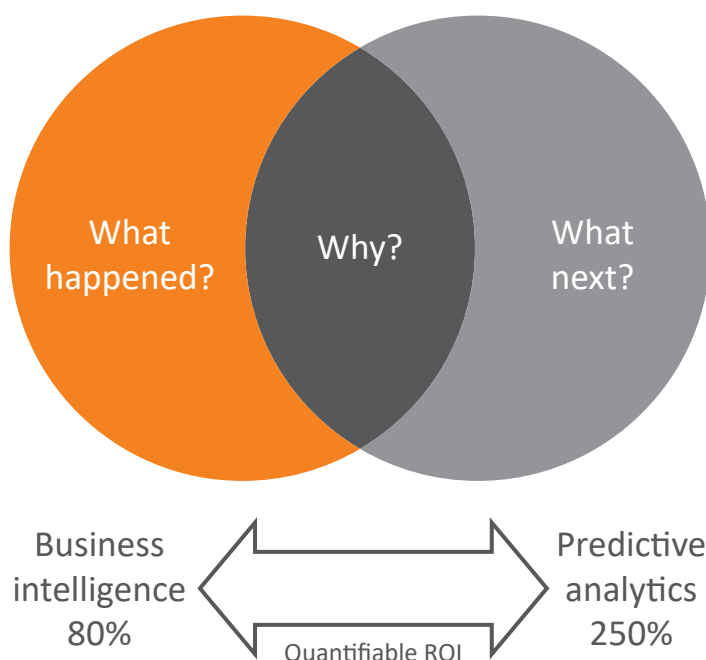
Predictive analytics uses statistical modelling to determine likely future performance based on current and historical data. Modern advanced analytics tools can look for patterns in data to verify if those conditions are likely to emerge again, allowing businesses and investors to adjust where they use their resources with the aim of taking advantage of possible future events. Columbus predictive analytics services help customers to increase their bottom line and competitive advantage by putting the benefits of advanced analytics where they are most needed – empowering your work force to make faster, better informed business decisions each and every day.

Manufacturing and technology giants, Intel, have reportedly saved an estimated \$656m per year by using predictive analytics across various company departments.

A study from Forbes stated that the vast majority of executives who have been implementing predictive data analytics into their marketing efforts for at least two years, 86% have reported an increased Return on Investment (ROI) as a result of their predictive marketing.

### Do you face these challenges?

- Inability to detect patterns in large business data sets and initiate a fast response
- How to successfully and efficiently optimise processes and performance based on accurate operational telemetry
- Being able to catch suspicious trends before loss occurs and detect anomalies in collected data and take corrective action
- How to effectively leverage artificial intelligence in line of business applications without extensive and costly modification



Columbus intelligent business solutions can help your organization to achieve:

- ✓ **Business application innovation:** extend your business application functionality without modifying its standard functionality and future upgrade path
- ✓ **Data modernization:** integrate with the latest cloud analytics tools to add true business value to your operations with integrated prediction and other artificial intelligence services
- ✓ **Enriched business data:** innovate by bringing new data sets into play, such as IoT sensor data, weather, traffic or industry specific data sets

## Example business scenarios:

- ✓ **Social media listening:** integrate social media feeds into customer engagement applications and discover how your latest product launch has been received by your customers
- ✓ **Automated quality assurance:** capture product images in manufacturing flows and analyze them to detect quality issues, allowing you to automatically raise a defect for inspection in the ERP application.
- ✓ **Predictive ordering:** analyze your customers order patterns and automatically suggest replenishment orders taking factors such as weather, local events or likely demographics into account

## WANT TO KNOW MORE?

For more information on Columbus solutions, including case studies, videos and whitepapers, visit [www.columbusglobal.com](http://www.columbusglobal.com)

## Intelligence wherever you need it

At Columbus we recognize that not all business solutions are a good fit for the cloud, that's why we leverage intelligent edge processing to bring advanced predictive solutions to the heart of your operations. Artificial intelligence scenarios that need real-time, instant response can be developed in the cloud and then deployed to run on-premise to optimize response times, while maintaining the ability to update and synchronize with your cloud data sets.

## The Columbus difference

We at Columbus, view digital insight as a profit center—not a cost center. Using advanced data analytic technologies, we help clients get the most from their data to achieve a high return on investment and create competitive advantage. We help organizations transform themselves into analytics-driven enterprises. Our proven expertise and extensive experience enables our clients to monetize data by leveraging the core elements of process, people and technology.

Our mission at Columbus is to digitally transform our customers operations through the innovative use of technology to solve real business problems. We are a pioneer of any emerging Microsoft technologies, therefore creating innovative business solutions for customers. We can provide your business with:

- Industry knowledge, technical expertise and practical business experience
- Highly experienced in building Robust, well-designed, extensible solutions with quick ROI
- Range of solutions from quick start packages to full blown implementations
- Industry specific pre-built business analytics
- Well proven Implementation Methodologies and Frameworks

## About Columbus

Columbus uses its deep industry knowledge and innovation to take an organization's digital priorities and make them a reality. We have done the legwork to test and develop advanced analytics solutions to ensure they are applicable and implementable based on industry environments and standards. Columbus helps organizations realize the benefits of digitalization brings to the industry today, for a future-proof tomorrow.

To find out how Columbus can partner with you on your digital transformation visit [www.columbusglobal.com](http://www.columbusglobal.com)