



# ADVANCED ANALYTICS USING DATA TO TAKE ACTION

## SOLUTION SHEET

### In Summary

Certus Advanced Analytics leverages IBM analytics software to help you achieve the results you need by finding the hidden information in your business data, and applying a straightforward approach to practical, evidence-based, results-driven decisions.



### Make better decisions today

Every day critical decisions are being made within your organisation that will directly affect your bottom-line. Some of these decisions are strategic, others high volume and operational, but all of them will affect your ability to generate more revenue, increase profitability and manage risk. By incorporating advanced analytics into the daily operations of your business, you can gain more control over decision-making, and better achieve your business goals.

At Certus, we are combining the capabilities of data warehousing, big data and business intelligence with powerful analytics. We can help corporate and government clients to not only manage the present, but also increase the probability of success in the future.

### Enhance successful strategies

Our consultants are constantly challenging the boundaries of business intelligence and data-based decision-making. We match the most advanced technologies with leading edge practice, enabling clients to get maximum benefit from their existing investment in corporate information assets. Certus Advanced Analytics takes advantage of the integration between SPSS Predictive Analytics technology and IBM's other powerful analytic solutions Cognos Business Intelligence, TM1 Planning, CPLEX Optimisation.

Clients can anticipate and respond to changes in market conditions, risks and customer behaviour, and develop practical and cost effective success strategies.

## Look ahead and unleash the power of your data assets

Your organisation has most probably made significant investment in data warehouse and corporate information assets. You may have invested in big data infrastructure. But are you really getting optimal value from them?

DM Review magazine found that 71% of executives described their data as potentially very valuable, including 16% who said this data may be among their business' most valuable assets. But very few said they had been effective in converting expensive data assets into usable knowledge. They clearly identified the most significant problem as the inability to effectively "mine" or interpret their data.

Business intelligence does a great job summarising the past. But if you want to predict how customers will respond in the future, or expose hidden trends, or determine the degree to which business could depend upon an emerging pattern, there is one place to turn. Using advanced analytics, organisations can now extract even deeper insight from data and text, delivering greater return on all of their data assets.

## Advanced analytics explained

Advanced analytics is a term used to describe business-oriented tools, which allow business people and business processes to readily leverage powerful mathematically-based data analysis techniques: data mining, text analytics, prediction, social graph analytics and optimisation.

According to Gartner: "There are four BI platform capabilities: OLAP, predictive modelling, scorecards and visualisation... Predictive modelling determines in

## Five Steps to Smarter Decisions

1. Understand where you are today by looking at the past and predicting the future
2. Put your data to work to gain both insight and foresight
3. Plan improvements that affect revenues, costs, and/or other outcomes
4. Rapidly deploy those improvements with a practical approach
5. Measure the results

advance the outcome of various business events. When used correctly, this information can promote better planning and optimise business processes."

Most well known in this space is SPSS which sits at the centre of IBM's analytics platform, and supports decision-making by combining predictive analytics and optimisation techniques.

This combination allows several competing predictive models to be applied to a business decision-point and progressively re-evaluated and compared. SPSS gives analysts a clear vantage point to explore, review and assess data. It can produce decision-ready models which can be snapped into business process points and applied to business events, or cases (e.g. loan applications). The distilled knowledge and analytic learnings can then implement high volume decisions at machine speed: the context of tens or thousands of factors can be applied to a new business event in a second - the can spot problems, fast track calls, or identify appropriate content for a customer landing on a webpage.

**Take action now. Ask Certus about the power of advanced analytics.**



## CERTUS

Expect fresh ideas that deliver.

As Australasia's most respected IBM partner, Certus helps you deliver tangible results with your customers firmly in mind. With Certus PurePlay you can be assured that you are accessing the best in methods, people and applied knowledge for Systems Integration. This approach is one that enterprises in the region trust to deliver everyday - across a range of mission critical systems.

Connect to exceptional outcomes with Certus.

