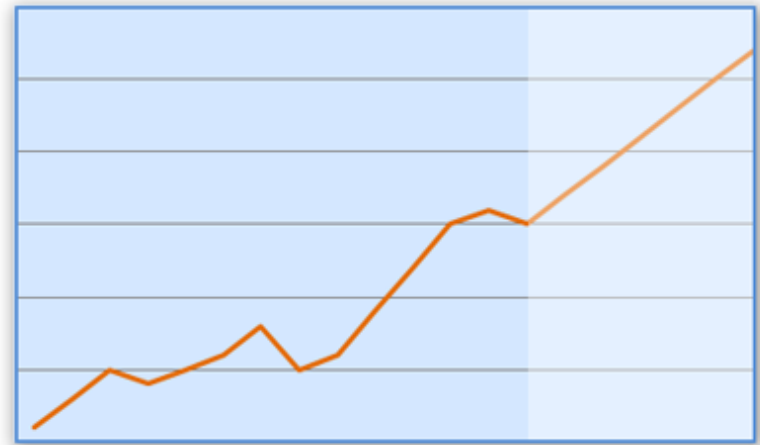




SmartData Collective

Putting Customer Value to Work:

What Predictive Analytics Can Do for Your Bottom Line



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About this Webinar

What our Experts Will Share!

- Significantly reduce the time needed to answer business questions
- Gain near-instant insight that will drive personalization and other customer-centric strategies
- Get information on trends, risks and opportunities and respond swiftly to improve outcomes

How you can Share!

- Submit your questions!
- Submit examples of how your organization uses predictive analysis
- Follow along and share your thoughts on Twitter at #SDCWebcast

Panel Members



James Taylor is CEO of Decision Management Solutions, and has over 20 years experience in enterprise software solutions, applying decision management and decisioning technologies. He is a passionate advocate of technologies such as business rules, business analytics and optimization, and is highly sought for his expertise on decision management.



Korhan Yunak is a Global CRM Business Analyst at Vodafone Group, where he is responsible for strategy for BI, data warehousing, and customer value management practices. Korhan has over 6 years of project experience helping companies in a variety of industries establish enterprise data warehousing, BI, and enterprise performance management solutions.



Anne Milley is senior director of technology product marketing for SAS, and has an extensive history of studying strategic decision-making, including bank failure prediction models, price sensitivity studies, and advertising and promotion analysis. Anne's past work includes an award-winning report for 1999 KDD Contest, and various web mining and data mining committees.



Mike Rote is the director of the Teradata/SAS Center of Excellence for Teradata, leading the worldwide organization of consultants and analysts who support the SAS and Teradata strategic partnership. Mike has over twenty years of applied systems and application development experience, including the last fifteen in the area of decision support.

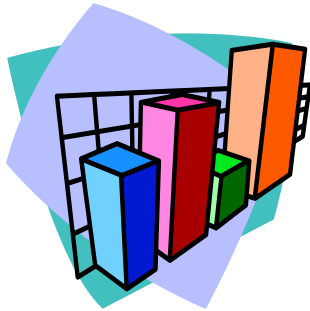
What Is Business Intelligence?

Predictive Analysis

- Business intelligence (BI) helps companies acquire and manage data to understand past or current trends.
- Predictive insight takes enterprises a step beyond BI, enabling them to make real-time predictions about the future
- Predictive insight is acted upon in real time to achieve new outcomes.
- Predictive analytics can provide the knowledge you need to make better business decisions.

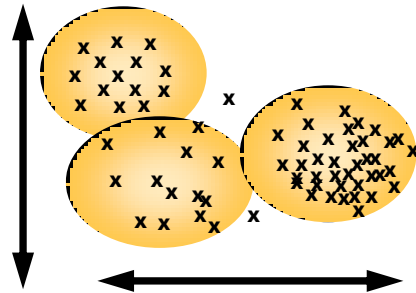
Beyond BI

Business Intelligence



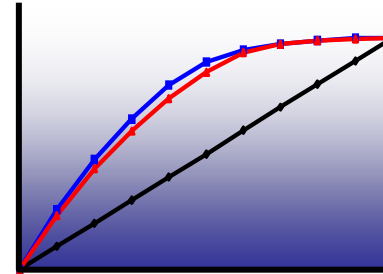
How do I use data to learn about my customers? What has been happening in my business?

Data Mining



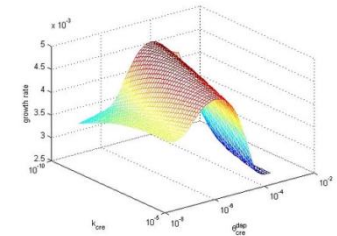
Who are my best/worst customers? How do I turn my data into rules for better decisions?

Predictive Analytics



How are those customers likely to behave in the future? How do they react to the myriad ways I can “touch” them?

Optimization



How do make the best possible decisions given my constraints?

Knowledge - Description

Action - Prescription

Decisions, not just predictions

Those who ~~know~~ first, win

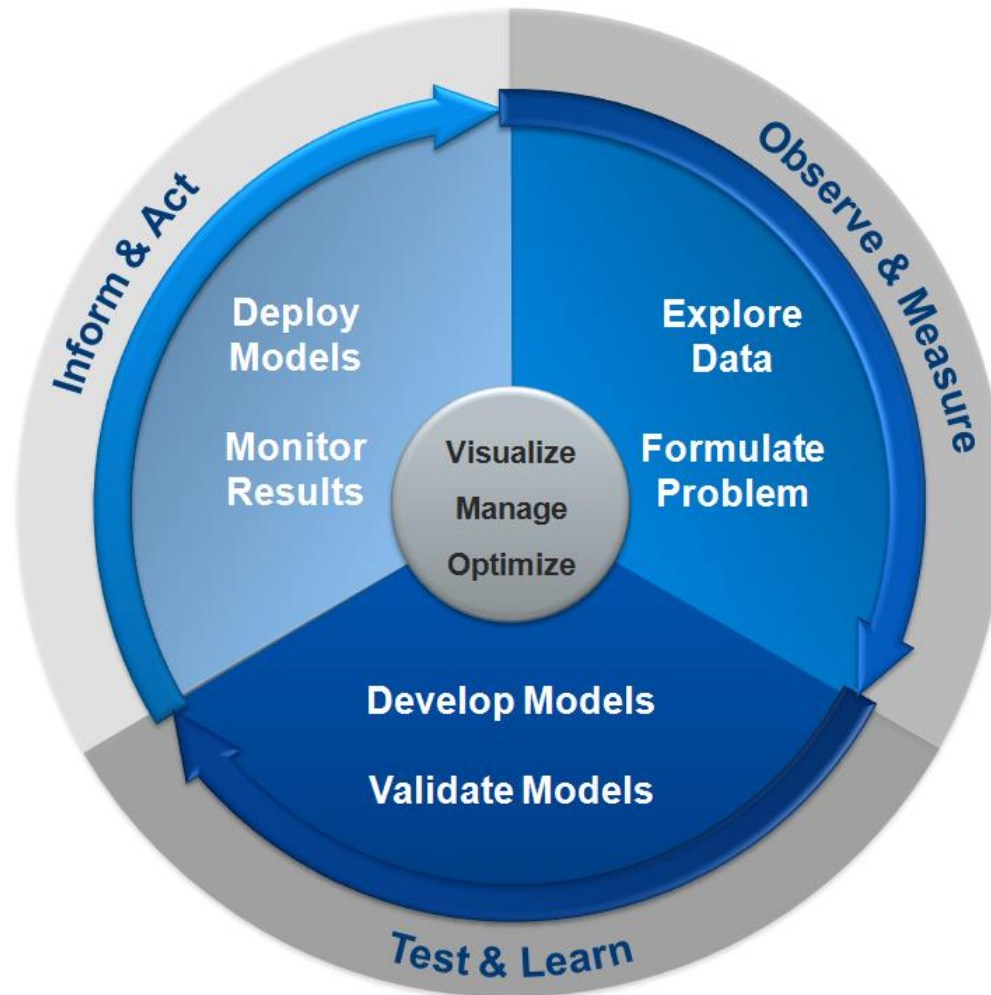
Those who **ACT** first, win
Provided they act intelligently

What is a decision anyway?

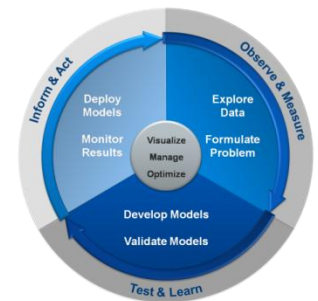
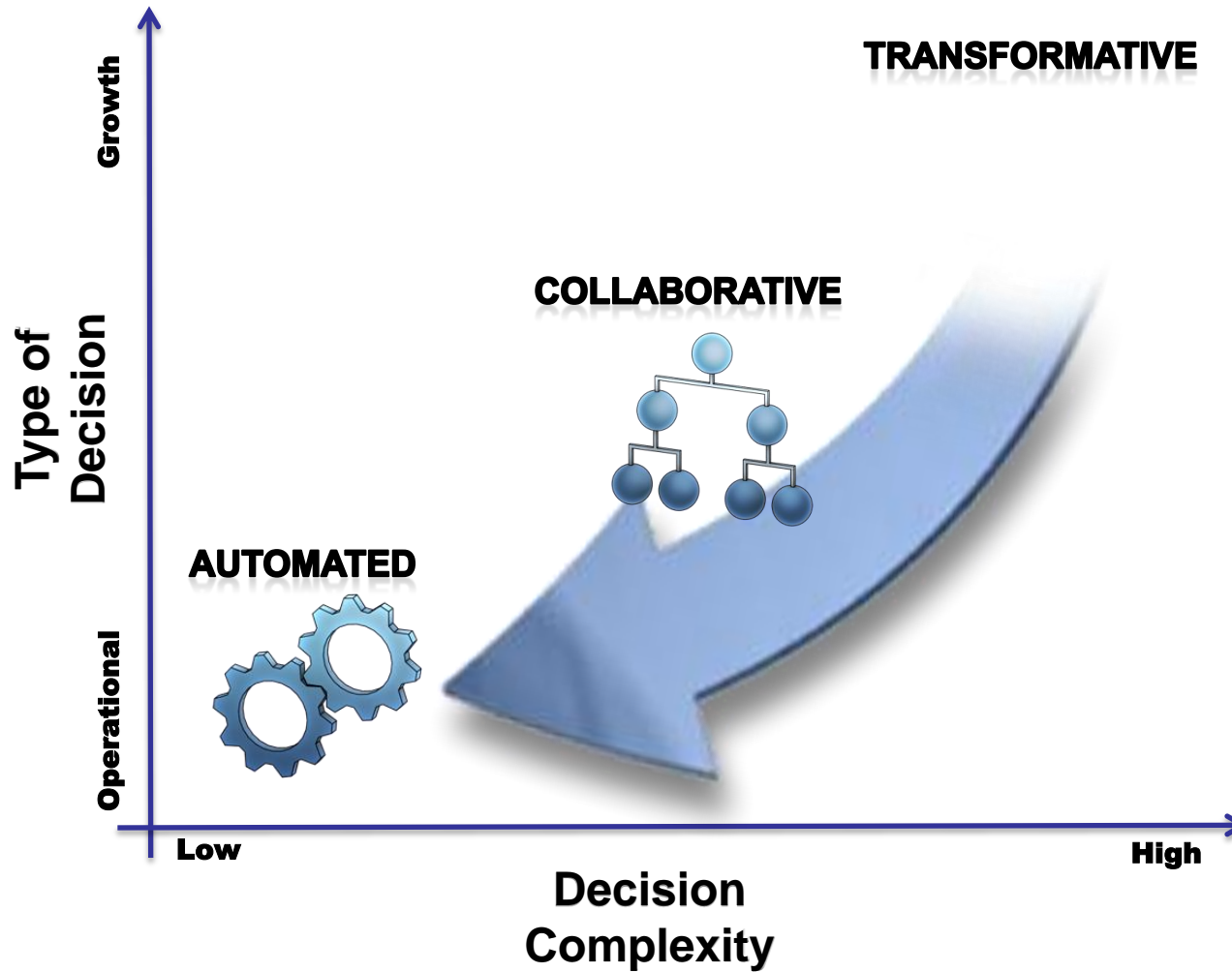
- A choice, a selection
- Made after consideration
- Ends uncertainty, dispute
- Selects from alternatives
- Results in **action** not just knowledge



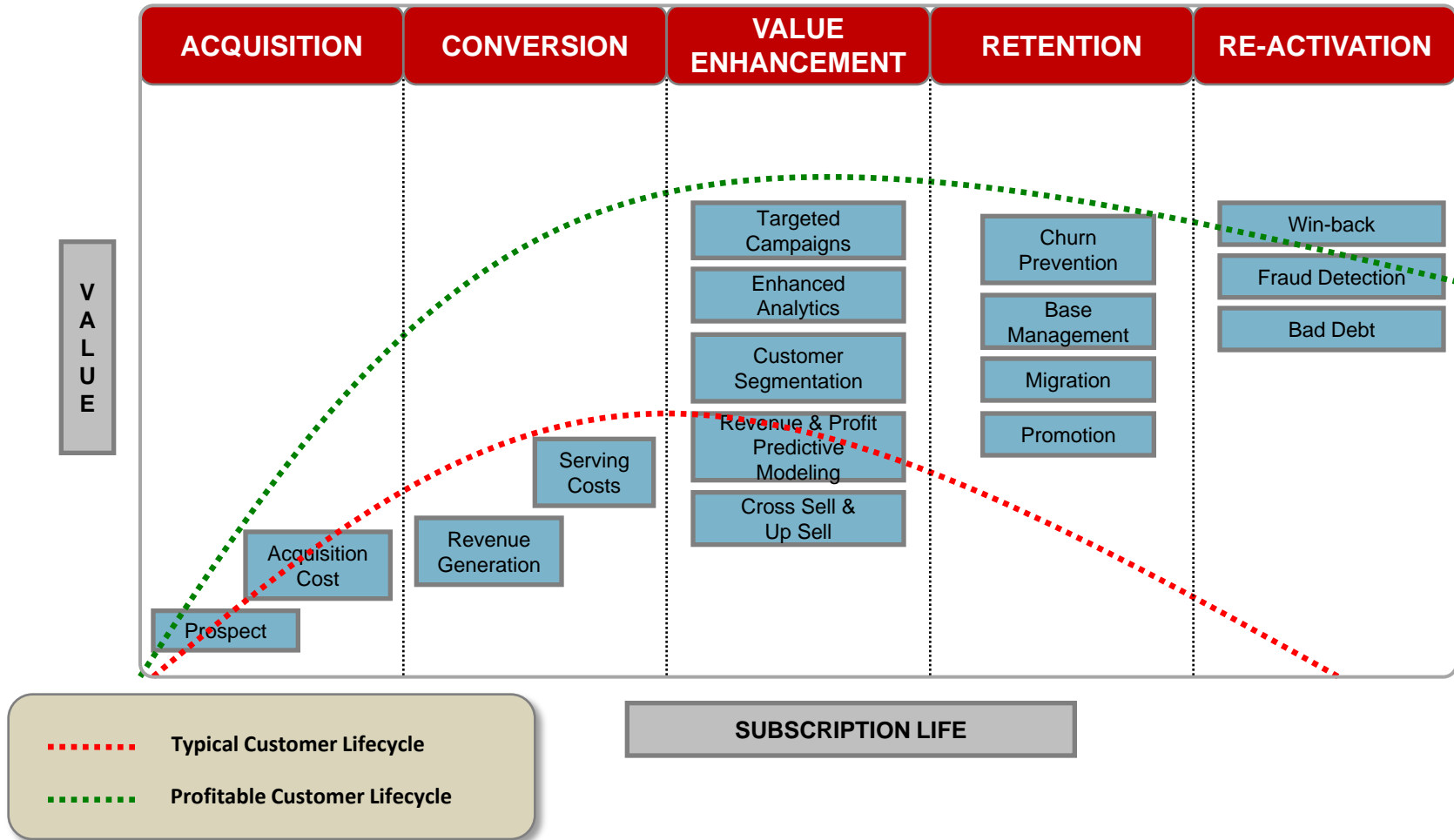
Analytics



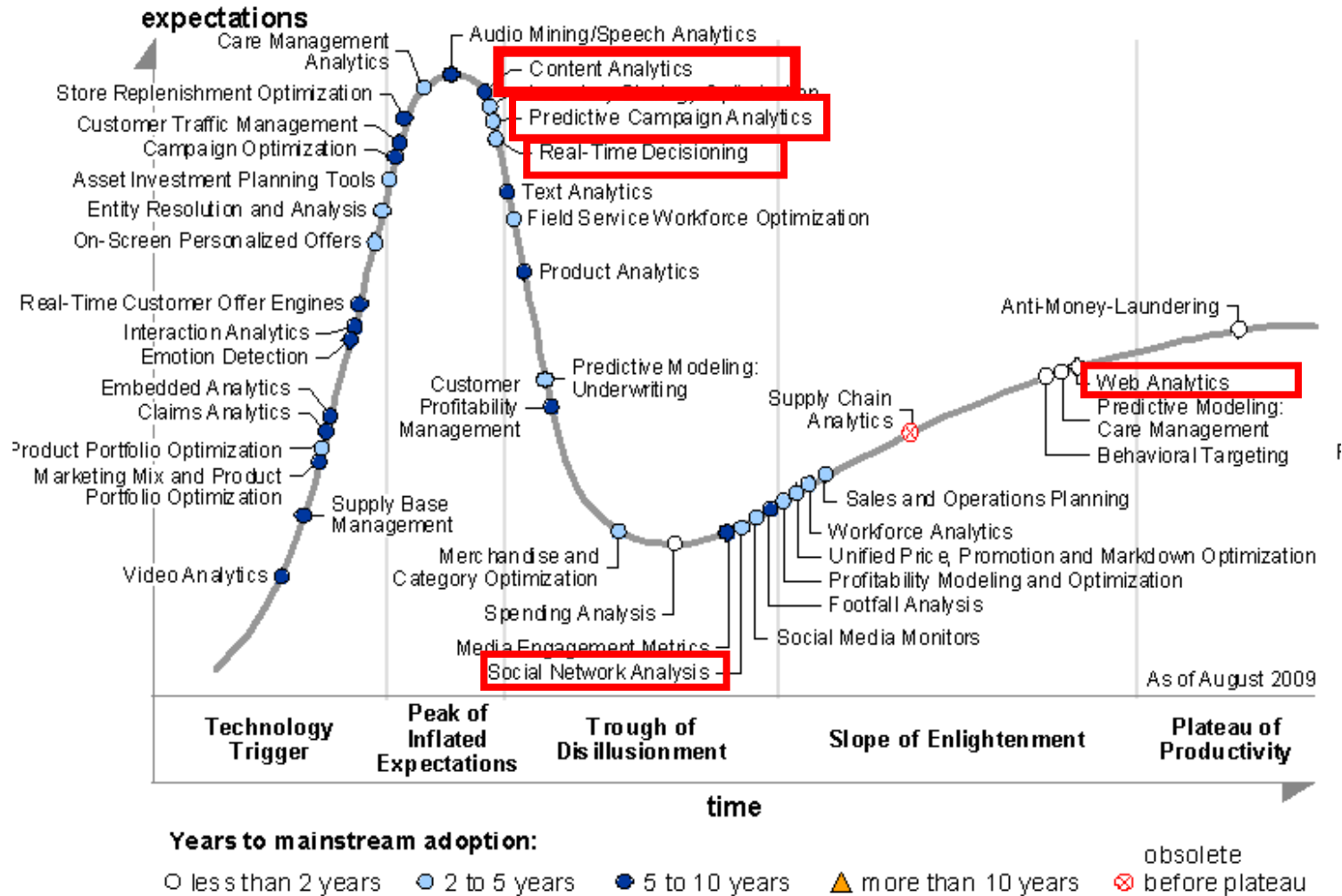
Analytics



Differentiated Strategies across Customer Lifecycle



Hype Cycle for Analytic Applications, 2009 (Gartner)



Analytic Centers of Excellence


- Resource to facilitate analysis across the enterprise.
- Central point for
 - developing and evolving analytic infrastructure and processes
 - promoting collaboration and best practices
 - driving growth, cost reduction, and profitability
- A means to support strategy and operations through objective, data-driven analysis.

Consistent with best practice of treating
data and analytics as *strategic* assets

Webinar Follow-ups

- This webinar will be available on-demand at www.SmartDataCollective.com. Stop by to learn more and share your comments!
- To learn more about Teradata visit www.teradata.com
- To Learn more about SAS, visit sas.com
- Connect with our panelists on Smart Data Collective by searching for them on our site

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