

# focus

PEOPLE  
PLANNING  
PERFORMANCE

## Predictive Analytics - Using Data to Drive Insight

Who are your top clients and how well do you understand what they want from you? Do you get the outcomes you need from your Marketing Programs and can you get your campaigns to market faster than your competitors? Are you reaching your best customers and acquiring the most desirable new clients? Focus Insight Analytics can help you achieve the results you need by finding the hidden information in your business data, and applying a straightforward approach to practical, data-based, results-driven decision making.

### Focus on Rapid & Tangible Results

- Customer Retention
- Customer Acquisition
- Cross Selling
- Up Selling
- Customer Value
- Risk Management
- Fraud Detection

### Focus on Empowering Decision Makers to take actions *Today*

Every day critical decisions are being made within your organisation. Decisions that will affect your ability to generate more revenue, increase profitability and manage risk. These are the decisions that will directly affect your bottom-line. By incorporating Predictive Analytics into the daily operations of your business, you can gain the control you need over your decision making and can better achieve your business goals.

At Focus, we are combining the capabilities of Data Warehousing and Business Intelligence with the power of Predictive Analytics so that Decision Makers can take results-oriented actions rapidly and without having to

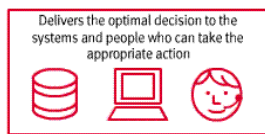
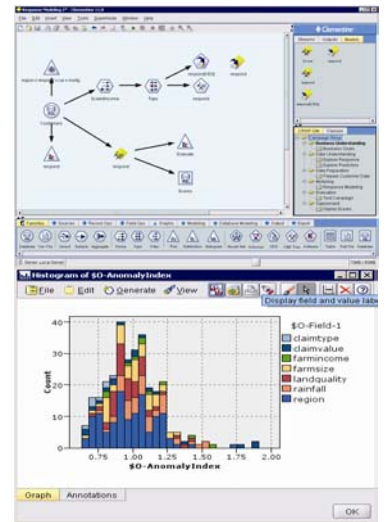
invest significant dollars along the way.

There are five basic steps to empowerment;

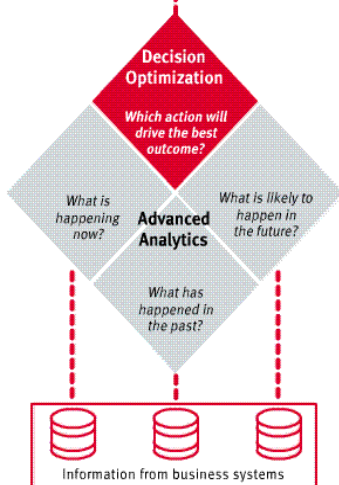
1. Understand where you are today by looking at the past and predicting the future
2. Put your data to work to gain both insight and foresight
3. Plan improvements that affect revenues, costs, and/ or other outcomes
4. Rapidly deploy those improvements through a practical approach
5. Measure the results

Focus can help corporate and government customers adopt this approach not

only to better manage the present, but also to increase the probability of future success. **Take action Today** and ask Focus for more information about leveraging the power of Predictive Analytics.



Optimal Action



### Focus on the combined power of SPSS, Cognos and IBM

At Focus Strategies & Solutions we are constantly challenging the boundaries of Business Intelligence and data-based decision making.

We continually strive to use to best advantage the world's most advanced technologies with leading edge practices. This enables our customers to maximize the benefits of improved decision making from their existing investment in corporate information assets.

With the strong support of our vendor partners, Focus combines the Information Management technologies from IBM, Cognos and SPSS with the specific expertise essential to practical and cost effective success strategies for our clients.

These integrated solutions are designed so that our customers can fully realise the value of Business Intelligence

and Data Warehousing using Predictive Analysis.

Focus Insight Analytics is helping organisations to fully leverage the integration between SPSS Predictive Analytics technology and IBM & Cognos' powerful performance solutions. This helps our customers to anticipate and respond to changes in market conditions, risks and customer behavior.

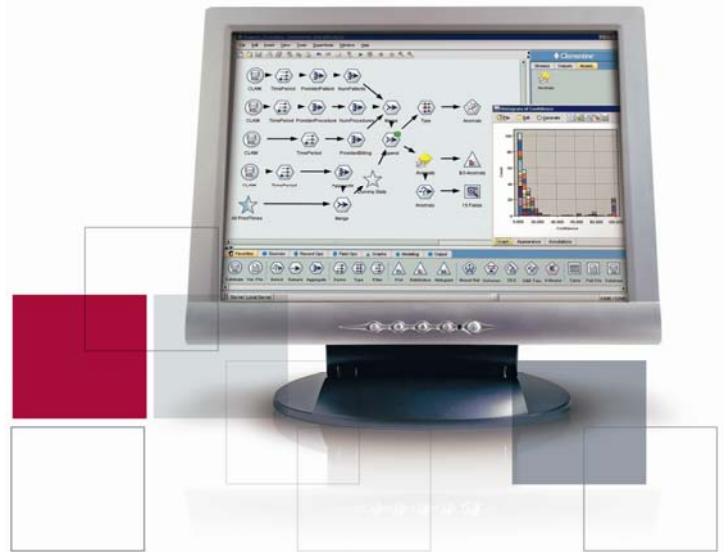
## Focus on Leveraging your Data Assets using Insight Analytics

Your organisation has most probably made significant investment into your Data Warehouse and Corporate Information Assets. But are you really getting optimal value from these?

Research shows that 71% of executives describe their data as potentially very valuable, including 16% who say this data may be among their business' most valuable assets. Moreover, 68% expect this data will become even more valuable as a source of competitive advantage over the next 12 to 18 months. But very few say they have been effective

in converting expensive data assets into usable knowledge. They clearly identify that the most significant problem area is the inability to effectively "mine" or interpret their data. (Source: DM Review).

Business Intelligence does a great job summarizing the past. But if you want to predict how customers will respond in the future, there is one place to turn. Using Predictive Analytics, organisations can now extract even deeper insight from data and text, delivering greater return on all of their data assets.



## What is Predictive Analysis?

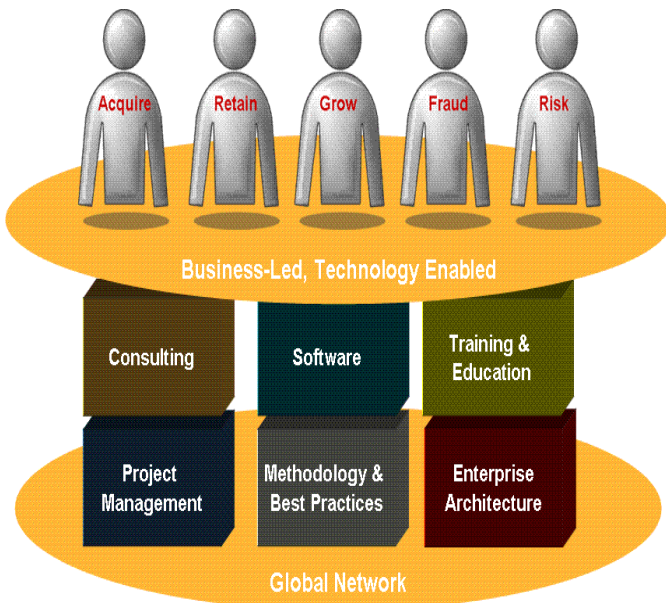


Predictive analytics supports decision making by combining advanced analytics and decision optimization and applying these to an organisation's enterprise data in order to improve business processes and to meet specific business goals.

According to Gartner, "There are four BI platform capabilities : OLAP, predictive modeling, scorecards and visualization. But

with increasing interest in process - and strategy-driven Business Intelligence, requirements for predictive modeling and scorecards will also increase.

Predictive modeling determines in advance the outcome of various business events. When used correctly, this information can promote better planning and optimize business processes."



## Who is Focus Strategies & Solutions?

Focus Strategies and Solutions is an IBM partner, an SPSS Partner and a Cognos Accredited Consulting Partner and Platinum Reseller based in **Sydney**, **Canberra** and **Melbourne**.

We have successfully deployed Data Warehousing, Predictive Analytics, Planning and BI solutions for many Australian organisations. All our consultants are highly-

skilled information management professionals with many years of experience. With Focus, your business gains from our wealth of experience.

To take full advantage of the power of Predictive Analytics to give real insight into your decision making, be sure to work with a team that does it every day with a proven track record of success.



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