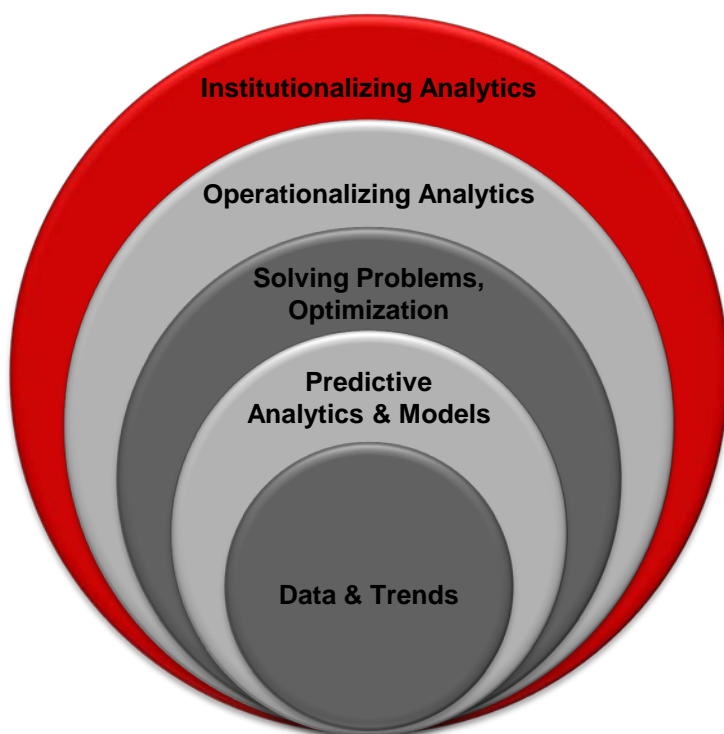


# Fractal Analytics

## **Analytics is a competitive differentiator for successful companies**

The most successful companies are enhancing their competitive advantage by leveraging analytics to improve decision making, marketing efficacy and understand, predict and influence consumer behavior. We help many Fortune 500 companies maintain a competitive edge by centralizing data and analytics to solve tough problems across their organization.



## **Institutionalizing Analytics**

Data and analytics are most effectively leveraged when they are centralized and specifically designed to align needs across business lines and disparate functions.

Institutionalized analytics support a range of enterprise-wide initiatives to build stronger brands, enhance and measure marketing ROI, attract and retain profitable customers, and improve operational efficiencies.

## **Trusted partner on the journey toward institutionalizing analytics**

We provide data-driven analytics and business insights that enable companies to achieve greater leverage from centralized data and analytics to support enterprise initiatives, as well as on-demand ad-hoc solutions specifically tailored to meet the needs of individual business user groups.

Our capabilities include business intelligence, forecasting, predictive modeling, text analytics, and dashboards in addition to cutting-edge custom analytics wrapped in business insights. Our experts define every step in the process from defining requirements, developing analytics and delivering business insights.

Fractal's "Analytics Center of Excellence" model, or ACE, is used by our market-leading clients to accelerate their use of analytics to diagnose, measure and achieve challenging and mission-critical corporate initiatives.

## CAPABILITIES OVERVIEW

### Drive business success with analytics

Our ACE delivery approach provides a dedicated team of scientists, analysts, business consultants and project managers to solve a range of business challenges across functional areas.

| Analytics Capabilities                              | Marketing | Risk Management | Supply Chain, Channels | Management Reporting |
|---|-----------|-----------------|------------------------|----------------------|
| Forecast & analyze business performance             | ✓         | ✓               | ✓                      | ✓                    |
| Understand & improve competitive position           | ✓         |                 | ✓                      | ✓                    |
| Understand, predict and influence consumer behavior | ✓         | ✓               | ✓                      |                      |
| Maximize customer lifetime value                    | ✓         |                 | ✓                      | ✓                    |
| Increase marketing effectiveness and spend          | ✓         |                 | ✓                      | ✓                    |
| Improve risk and claims management                  |           | ✓               |                        | ✓                    |
| Increase supply chain efficacy                      |           |                 | ✓                      | ✓                    |

## GLOBAL DELIVERY EXCELLENCE

### Deep expertise across geographic markets and industries

We leverage experienced mathematicians and statisticians using best practices in professional services to rapidly scale with our clients. Our global delivery team represents more than a decade of deep and broad analytics experience serving consumer packaged goods, financial services, insurance and retail companies globally.

## CLIENT SUCCESS

- ▶ Developed business insight dashboards for global payment network
- ▶ Established centralized on-demand business intelligence center for Fortune 50 CPG company
- ▶ Developed pricing models and marketing measurement for major insurance carrier

Fractal delivers analytics excellence at unparalleled value. To find out how analytics can scale your business visit [www.fractalanalytics.com](http://www.fractalanalytics.com).



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