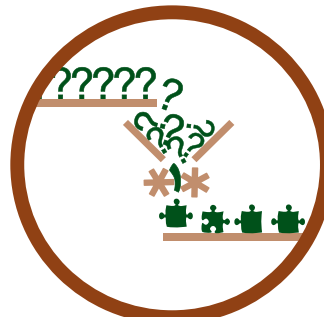


# SCOPE OF SERVICES

## 1 DATA MANAGEMENT

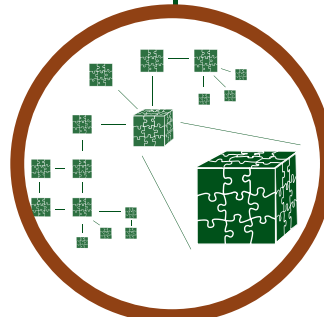
- Clean and validate data
- Integrate data
- Migrate and replicate
- Develop and optimize databases



Reliable data is fundamental

## 2 BUSINESS INTELLIGENCE

- Data warehouses / ETL
- Cubes
- Dashboards and data visualization platforms
- Actionable information



Informed decisions make for good business

## 3 CUSTOMER EXPERIENCE

- Customer insights
- Attraction and loyalty strategies
- Segmentation
- Database marketing & CRM



Customer focus drives up profit

## 4 DATA MINING

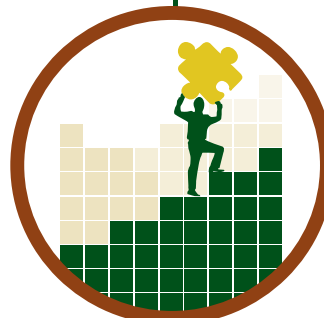
- Describe & Predict
- Knowledge Discovery
- Modeling and automation



Knowledge as a competitive advantage

## 5 STRATEGY

- Inspiration → vision → innovation
- Competitive positioning / brand building
- Goals → strategies → action → metrics
- Strategic management



Differentiation & sustained growth go hand in hand