datamine
Information Technologies

Corporate Profile

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Contents

About Datamine

Established, Jan 2005 in Athens, Greece

Provides data-intensive information technology solutions combining Business Intelligence, data mining & advanced software components.

Core offering includes the **CAS platform** – Competition Analysis system, for telecommunications and the retail industry.

Industry expertise in Telecoms & Banking

" Datamine is dedicated in redefining the role of information technology within the modern, customer-centric enterprise through innovative data-driven applications "

Corporate Performance
Better Decisions, competitive products, increased customer satisfaction, effective strategic planning, profitability expansion

Business Intelligence
Dynamic Reporting solutions, Advanced Data Visualization, Powerful analytical environments

Reporting
Tailor made reporting solutions, sophisticated reporting designs

Analytical CRM
Churn management, Profiling & Segmentation, Customer Scoring Credit Risk assessment

Data Mining
Data mining modeling for business solutions. Propensity to buy, retention, loyalty, churn

Data Warehousing
High performance data stores, effective data manipulation, intelligent metadata management

Software Engineering
Latest information technologies, software architecture & engineering

Innovative Products for Demanding Business Scenarios

Datamine offers a set of innovative solutions answering the needs of modern management for analytical information, process insight and business intelligence. Our product offering combines customer analytics, predictive models, online product recommendation components and feedback management modules, all packed with rich, web-enabled, interactive user interfaces, ensuring an outstanding user experience.

Segment Designer

Explore, understand and model your customers through an interactive, stepwise 'execution-analysis-profiling' process. Segment Designer generates accurate answers to demanding business questions, using advanced technological features and numerous innovations such as the '**what-if analyzer**', '**random window customer sampler**' and '**customer profiler**'.

CAS for telecoms

Get the complete telecommunication market on your desktop, compare your offerings, assess overall market positioning, automate and optimize tariff recommendations. CAS provides interactive tools simplifying the design of customer retention strategies, pricing policies, tariff assessment studies against competition as well as the compilation of candidate tariff business cases. Achieve insight on actual or virtual tariff models, applied on your own customer's traffic patterns.

CAS for retailers

CAS for retailers provides innovative tools for sophisticated marketing actions and product management: project your product catalogue against direct online competitors, make intelligent product pricing schemes, retain your valuable customers with **instant offering**tm and powerful campaigns.

Corporate Criterion

Establish continuous information flows (opinions, comments, ratings or formal questionnaire submissions) through electronic surveys, directly to your database systems (data warehouse or marketing database). Data analysis and presentation is easier than ever through standardized and dynamic reports performing in real time mode.

Extends to an interactive decision support environment with a wide range of KPIs and customer base dynamics

Includes **CAS Tariff Advisor**, an interactive negotiation wizard, helping customer-service agents perform quick, personalized and cost-safe offerings, directly to the customer, in a progressive manner

Supports product development activities through interactive business case development, what-if studies on candidate tariffs along with financial impact analysis, tariff transition patterns and more

CAS for Telecoms

Specialized for the Telecommunications industry, CAS answers a wide set of challenging business questions on market positioning, tariff performance, customer value and optimal handling strategies.

Senior executives

Browse enhanced customer, product and market performance dashboards; compare with targets, baselines and running estimates.

Campaign managers

Design large-scale outbound campaigns offering a better tariff proposal for each eligible customer, supported by strong savings arguments; easily define powerful, accurate target groups, enriched with optimization information and expectation figures; communicate tariff proposals through highly personalized messaging, via selected channels.

Product managers

Monitor the market, perform competition assessment studies; evaluate competitor offerings against actual customer data - single customer, sample or the entire customer base.

Customer base managers

Perform customer base analysis with tariff suitability perspective, share tariff analytics across the enterprise through specialized reporting, blend with segmentation analysis, policies & corporate strategies.

Customer representatives

Handle inbound tariff-related customer requests through any channel, using the standardized communication framework provided by **CAS Tariff Advisor**.

Support corporate sales

Demonstrate the performance of owned tariffs, using predefined scenarios which clearly promote your tariff advantages. Either on your customer's site, through POS, or online, CAS Tariff Advisor provides easy-to-use tools to boost your sales activities.

CAS for Retailers

CAS for retailers is a web framework for modern online retailers offering a wide range of marketing applications including product management, market analysis, Business Intelligence and predictive modeling.
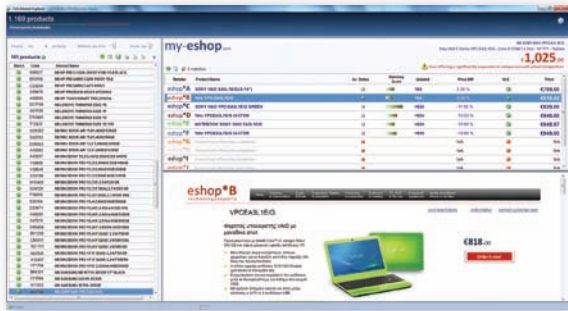
Dynamic pricing

Design dynamic pricing schemes, implementing automatic price adaptation on controllable sets of products, according to parameterized business logic against market/ competition data. **Segment Designer** ensures an interactive, user-friendly process for designing custom dynamic pricing schemes.

'Real time' market monitor

A powerful online component offering systematic market refresh for selected product categories or against hot-lists of products. 'Market monitor' comes with a range of statistics, dashboards and KPIs providing access to market insight and competitive intelligence.

Campaign management

A range of tools for creating, executing and analyzing customer campaigns. **Segment Designer** can be used for the generation of intelligent target groups, utilizing a wide range of customer information, buying patterns, on-line usage patterns, even predictions from data mining models.

Instant offering[tm]

Installable in-browser component, navigating your existing customers back to your online store, through controllable offerings and personalized messages, served based on user's activity on the web.

Advanced reporting package

Set of advanced reports providing standardized access to market data, analytics and statistical information.

Segment Designer

A cross-industry customer base analysis system enabling interactive target group definition, automated customer profiling, list management along with definition of advanced decisioning logic.

Flexible, multilayered customer model

Segment Designer supports a configurable customer model, able to depict any customer representation of any depth and complexity. Telecommunication, Banking, Insurance or Retail customer models can be easily implemented upon installation, with configurable depth and aggregation levels, down to the transaction layer.

Interactive target group design

Segment Designer is based on an interactive environment for target group definition, supporting both **filtering** (subsets of your customer database for listing/export purposes) and '**target group design**' to support certain actions, for instance a new campaign. Segment Designer contains embedded, random samplers, which automatically generate customer analysis sets upon each filtering modification, empowering the 'as you click' customer profile analysis. Target group is exportable, either on the definition level or on customer set level, for integration of further analysis purposes.

Profile analysis

Profile analyzer, as embedded in Segment Designer, satisfies the need for instant profiling of those customers meeting any (complex) criteria defined by the user. Simply stated, you can analyze your on-going customer set (resulting from your rules/ criteria) against an independent set of characteristics (not necessarily used in the filtering process). For instance, a complex target group implemented against traffic patterns and invoice statistics is instantly analyzed versus customer demographics or any other perspective you choose.

Decision paths

Beyond target group definition, Segment Designer supports the association of certain actions to be performed provided that a certain customer is compatible with the underlying logic/business rules, at the time of assessment. Design your corporate policies as large sets of such 'packages of complex business rules' managing for instance 'customer handling' decisions such as 'Optimal Offer', 'Next Best Activity' and similar.

Corporate Criterion

Corporate Criterion enables systematic, on-going user experience management and analysis, across a wide range of customer touch points. Corporate Criterion ensures continuous user experience feeds towards your management dashboards.
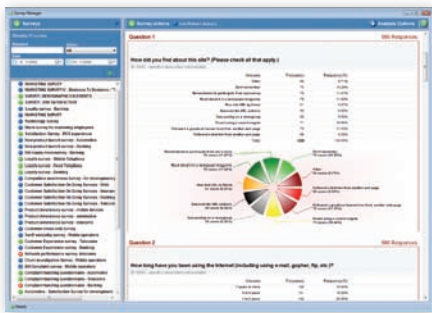
A repository of structured questionnaires

Corporate Criterion lets you design complex, structured questionnaires and define surveys in terms of participants – consumers/employees to be contacted, execution resources, planning and administration.

A smooth, multichannel feedback process

Corporate criterion can be integrated with any channel including your portal, customer care or directly with your POS. Depending on the channel and timing, customers can be invited to participate as they become eligible according to list membership, based on triggers and/or randomly. This customer experience measurement becomes part of the customer record – within the data warehousing or the Marketing database – ready to be cross-analyzed against any customer dimension and attribute.

'Real-Time' results analysis

Data analysis and presentation is easier than ever through insightful reports performing in real-time mode. This analytical layer consists of standard reporting providing insight on each single survey (thorough questionnaire response analysis), or **dynamic reporting** enabling instant filtering of the results using 'external' criteria on customer demographics, agent information, date/ time or channel. Cross-Questionnaire analysis is also feasible for certain cases (for instance in employee surveys).

Feedback data sharing & integration

The wealth of information contained in accumulated feedback streams can significantly enrich your data warehouse enabling definition of satisfaction-related KPIs and performance scores. Customer and employee satisfaction scores against time and in contrast with certain activities, decisions or market changes generate invaluable information for a wide range of domain experts and executives.

> **"** ...with Corporate Criterion you can easily establish robust customer feedback streams, enhancing your decision support framework/ customer intelligence infrastructure... **"**

Get opinion flows, automated qualitative and/ or quantitative analysis, from your customers, employees, associates or even your sales network through intelligent, adaptive micro-surveys

> « ...gain insight on how customers respond to your campaigns ... use your data to optimize corporate policies and customer communication strategies »

Additional components on reporting and analytics make CM platform the single point of reference regarding corporate campaigning and customer communication strategies

Campaign Management Platform

Datamine's campaign management platform stands as a unified environment for designing and executing complex campaigns, of several types, across a wide range of channels.
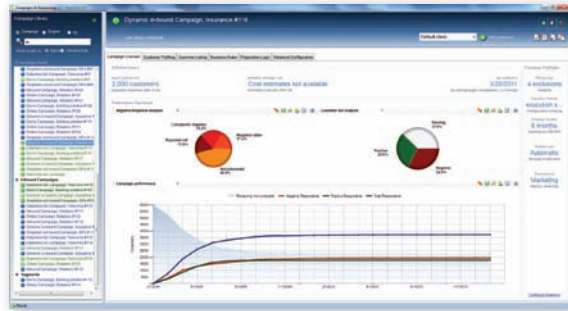
Designing your target group

CM platform utilizes datamine's Segment Designer as the rule definition toolkit for the formation of complex target groups. In combination with interactive customer profile analysis against dimensions selected by the business user, CM platform sets new standards in target group design and analysis.

Execution planning & monitoring

Every customer within a campaign is assigned one or more communication channel. The platform supports complex campaign execution scenarios, featuring the organization of each release action in smaller packages called waves, each having differentiated execution channel and/ or time planning. Synchronization processes contact on a regular basis the communication channels in order to gather progress information and 'close the loop' by writing back customer responses, allowing continuous monitoring through KPIs and specialized reports and dashboards.

Reporting & analytics

CM platform encapsulates extensive performance analysis & reporting – including OLAP models – which enable campaign insight (factors, demographics, resources involved or other attributes related to campaign performance). Via suitable integration, our CM platform extends existing Business Intelligence/ Customer Analytics infrastructure through systematic campaign and customer response data feeds.

Predictive modeling

Our offering includes customized solutions/ analytical models which can significantly improve your campaigns. Modeling responses using suitable data-mining algorithms can unveil patterns explaining responses or even inspiring new contact & communication strategies. With an operational perspective, each campaign can focus on this portion of the customer set having a higher probability to respond, thus minimizing the utilization of resources and finally the overall costs.

Solutions for the Telecommunication Industry

Datamine specializes in delivering sound analytical solutions for the Telecommunication industry. Our offering covers Data warehousing, Business Intelligence, Analytical CRM and also predictive models for churn, campaign response analysis, tariff optimization and SNA.

" ...interactive tariff development, market monitoring, CDR processing, SNA and predictive modeling... "

Social Network Analysis

Datamine offers advanced data modeling and analysis modules able to identify and quantify interactions among customers (through CDR pattern analysis) and further unveil structures within the customer base. 'Cliques' and 'opinion leaders' can be tracked and used for customer base dynamics as well as for 'word of mouth' strategies. SNA implemented through advanced multidimensional models extends the 'static' view of your customers towards 'customer's network value'. Offered both as a tailor-made solution and also as **CAS** add-on.

Traffic pattern analysis

Our **traffic processing engine** for telecoms, generates on a monthly basis hundreds of key variables (directly in your data warehouse), ready to be used as OLAP dimensions or measures, data mining modeling input or simple cross tabulation reporting. Different customer typologies, across a wide range of needs, interests and habits: such as 'service-sensitive' versus 'price-sensitive', 'passive' versus 'active', 'local' versus 'international'.

Churn prediction & management

Datamine's approach in churn prediction modeling, takes into consideration a wide range of customer's analytical data including traffic patterns, tariff suitability metrics, invoicing & payment history, complaining and customer satisfaction. We further combine churn-related figures with SNA metrics, corporate-level figures on pricing policy, Quality of Service, Customer Service level and also with market trends and competition data.

Our models are based on accurate measurements of the churn phenomenon itself (types of churn, reasons, involved processes) against time and also a wide range of factors. We then provide churn evolution figures against advanced customer profiling enabling business experts to define questions, state assumptions and interpret findings. Predictive modeling completes the solution by estimating churn probabilities for each single customer. The output of the modeling process is enriched with advanced insights and analytics – the key input for designing intelligent customer handling strategies.

Solutions for the Energy Industry

With the increasing competition in the energy sector, the need for market analytics and accurate/ interactive tariff comparison is more than a necessity. Modern energy corporations can now monitor the market, shape new products, design challenging communication and campaigning strategies, all through a unified environment offered by our CAS platform, as customized for the energy industry: CAS/E.

"…achieve high level of customer acquisition through differentiated products, promoted via multi-channel communication strategies… "

Market analysis

CAS for Energy generates instant market insight and analytics: competitor's positioning, pricing strategies, dashboards and business scenarios, all encapsulated into interactive analyzers and easy-to-use graphical tools. CAS/E ensures up-to-date competition analysis capabilities through a modern, scalable, web-enabled environment and data feeding services.

Product development

Tariff models for energy consumption tend to become complex, with scaling across several measurements, embedded discount models, special promotions, scalable monthly fee configurations and more. CAS/E provides a safe space for experimenting with marketing ideas regarding new products or reconfiguration of existing ones. Price analytics, comparison with market baselines, automatic hints and notifications along with simulation tools such as the **Business Case Builder**, help business analysts to answer challenging questions such as: 'how total revenue or profitability will be affected across x-month period if the under-analysis product becomes commercially available'.

Aggressive customer acquisition

Achieve outstanding customer acquisition rates with combined offerings through a complex of customer touch points, utilizing even social media and networking aspects: intelligent, interactive on-line tariff analyzers for customer experimentation, connected to your customer care for instant registration of interest, enabled for sharing via social networking and also directly available to your sales force for tailor-made promotional scenario/ offer preparation. Talking about existing customers, automatically generated tariff change hints/ proposals may be sent via monthly bill statements, depending on actual usage data and thus increase customer satisfaction and reduce cost-related churn.

Business Intelligence environment

Our offering is extended through a range of business intelligence solutions and analytical/ predictive models (for instance predictive energy demand for specific segments of the customer base, customer analysis & classification). Executive information system can be setup to further support decision-making functions of the corporation.

Solutions for the Retail Industry

Datamine's general offering on customer analytics, business intelligence and predictive modeling, combined with CAS/R - Competition Analysis framework for Retailers - provides outstanding marketing options, from dynamic pricing to intelligent personalized offerings.

" ...establish a continuous flow of customer experience metrics, product pricing and market information... "

User experience modelling

Our feedback management framework enables both **in-store** and **online feedback management procedures**, capturing customer's opinions, comments, complaints and ideas within the context of each single commercial transaction. It establishes a new communication channel with your customers, connecting your online presence and each single customer touch point available in your commercial network. Your decision support environment is enriched with a continuous flow of customer experience metrics, enabling management to monitor and analyze performance statistics and KPIs against dimensions such as time, POS, product hierarchy.

Business Intelligence for retail

A specialized reporting and analytical environment, tailored for the needs of the retail industry. Interactive, dynamic reporting on well-defined entities such as hierarchical product catalogues, POS structures, customers enriched with usage, buying and communications patterns. **Segment Designer** maximizes the value of the infrastructure through a wide range of campaign management and decisioning scenarios.

Product recommendation engine

Our product recommendation engine generates highly targeted proposals for any single customer at any given point of time. Recommendations are generated according to both user-defined business rules and machine learning models (propensity-to-buy, associations) against customer's usage and buying patterns, customer-base level trends and associations across the underlying structured product catalogue. Any touch point can be integrated and request product recommendations: Smart phones, your web site/myAccount section, call centers or in-store scenarios can all be connected and automatically receive consistent, personalized, smart proposals boosting your sales conversion rates.

Analytics & dynamic pricing

Business analysis/ product managers can easily analyze the underlying markets and define robust product pricing strategies, supporting certain targets and short-term goals. Automated product price feeds can be integrated towards a centralized, historical pricing database for reporting, analytics and actionable decisions.

Solutions for the Financial Sector

Datamine provides sophisticated solutions for the Banking industry as well as Insurance and financial institutes. Our solutions range from typical data integration/ Data warehousing and Business Intelligence to specialized Campaign management and analytical implementations.

"...increase cross-sales rates, empower usage, improve customer satisfaction..."

On-line personalized offerings

Let your online customers experience highly personalized services and 'accurate' offerings: Our recommendation engine enables the definition of business rules and constraints which automatically generate highly personalized offerings to each of your customers - thus stimulate further usage or trigger purchase decisions such as a product, a renewal, an offer. In a web-banking scenario, each user-session can be converted in an intelligent, personalized but also delicate cross-sale or up-sale activity with measurable performance and minimal costs. Capturing customer feedback, recommendation-specific or general, further improves customer experience and also your capabilities for advanced analytics and decision support functions.

The marketing database

Datamine uses a specialized data model for the financial sector, consisting of hundreds of customer metrics, transaction statistics, patterns and metadata. Our solutions, based on this financial customer model, define an interactive environment enabling dynamic reporting and customer browsing. The marketing database can be used for behavioral modeling, advanced customer segmentation & analytical techniques for marketing, CRM and also for supporting decision-making processes. Using **Segment Designer**, the marketing database can be further analyzed and enriched with composite segmentation schemes, and decision packages.

Business Intelligence

Our offering for banking extends from data warehouse and integration solutions to Business Intelligence environments and decision support components. We combine both multidimensional and relational data access thus providing high performance solutions with remarkable flexibility and extensibility. Using combinations of standard reporting, OLAP models, commercial Business Intelligence solutions or datamine's products, we provide numerous options for this data access model/ analytical environment set up which best matches your needs. Ad-hoc solutions including data mining, statistical modeling, predictive models and specialized data quality services are also part of our offering.