



BUSINESS ANALYTICS

Actionable insights that facilitate decision-making

Powermatla ICT's advanced analytics are creating profound new opportunities for businesses, yet we have found that only 4% of companies are able to combine the right people, tools, data and organisational focus to take advantage.

To realise the value, organisations need strategic—and not merely technological—solutions.

Powermatla ICT's strategy experience and analytical expertise helps to ensure that businesses build the right capabilities to mine data for extrapolating insights that can enable better decisionmaking and create value.

Our advanced Analytics practice provides the below-mentioned services to clients:

- We understand that information, insights and foresights impact every aspect of business. Analytics can help predict customer behaviour, meet their requirements and cement long-term customer relationships.

- We develop advanced analytics strategies, helping clients derive competitive advantage from their data assets and analytic capabilities.
- We deploy advanced analytics for decision support, helping clients improve operational effectiveness and efficiency through innovative uses of data and analytics.
- We help clients build the advanced analytics organisation and capabilities required to execute strategies and deploy decision support applications.
- We leverage our KPI backwards approach, deep industry expertise and experience in handling complex analytics engagements, to deliver differentiation at the front and standardisation at the core.

Our solutions bring together the combined expertise of processes, analytics and data to enable you to Do Business Better

DISCLAIMER

The information contained in this information sheet is intended to provide general guidance with respect to the subject matter. This general guidance should not be relied on as a basis for undertaking any transaction or business decision, but rather the advice of a qualified consultant should be obtained based on a business' circumstances. Although our articles are carefully reviewed, we accept no responsibility in the event of any inaccuracy or omission. For further information please refer to the authors.