

Company Overview:

RedGiant Analytics provides a set of exceptionally powerful but very simple to use advanced analytic solutions and services to retail, consumer package goods, gaming, telecommunication, and other customer centric businesses. Our solutions help businesses recruit, cultivate, and retain the right customers to maximize their margin and value. They also help businesses better define and manage their target markets with respect to sales, competition, optimal store and supply locations, sales territories and delivery networks, and marketing strategies – all to optimize business outcomes.

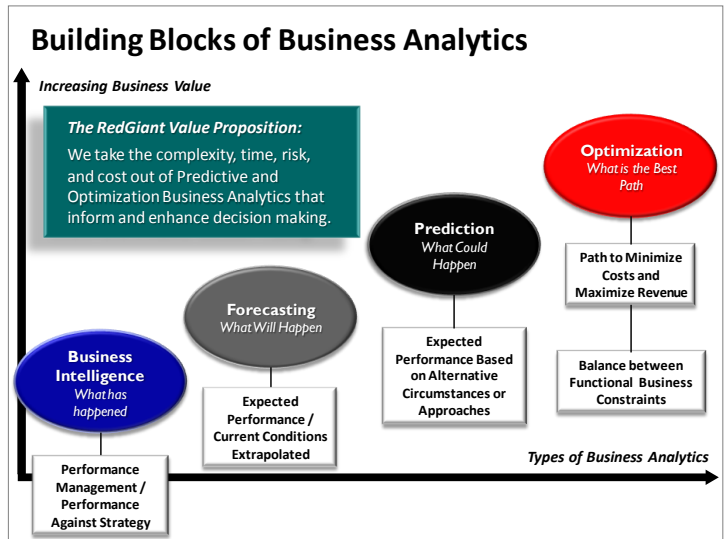
The Business Value:

Many business leaders ask: Who are my best and most profitable customers and how do I keep them happy and recurring (“loyalty”)? Also, how do I maximize their short and long term value (“wallet-share”)? If we lose them, how do we get them back? Who and where are similar customers and how do I affordably bring them into our business? Finally, am I offering the best mix of products and prices relative to my target customer audience, sales goals, and competition in a specific store or location?

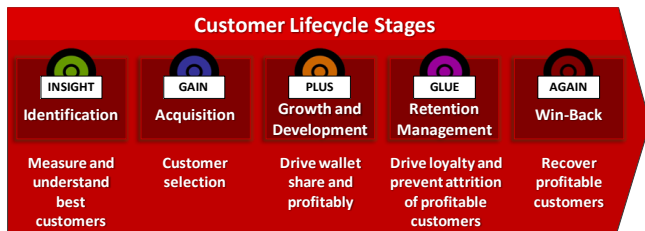
In today’s hyper competitive landscape, mastering the ability to accurately answer these and other questions is the key determinate of those who succeed and those who do not. Savvy business leaders look beyond instinct and take a more quantitative, data driven approach. They leverage the raw truth of data coupled with powerful analytics to gain keen business insights to optimize performance. This helps better explain things such as customer buying behaviors, price sensitivities and preferences, loyalty and turnover potential, and the lifetime value of a specific individual or group of customers. It is accomplished by systematically collecting key customer, market, operational, and performance metrics and applying advanced statistical and spatial analytical methods to find the best ways to optimize revenue and minimize costs.

The Business Challenge:

While exceedingly powerful, analytical insights typically come with a very heavy price tag. This is reflected in the complexity, expertise, time, and resources required to acquire computer hardware, software, data, and people needed to execute the analytics and manage the systems. So while nearly every business can use analytics to enhance their strategic and operational decision making, the complexity and cost puts it out of reach for most small to medium businesses. But even with these impediments, the documented ROI on Business Analytics is compelling. A June 10, 2011 Wall Street Journal article reported that predictive analytics initiatives (an advanced form of Business Analytics) have a median ROI of 145%. Some Business Analytics deployments have ROI’s that range up to several thousand percent.



RedGiant Solutions Bring Smart Customer Engagement across all Lifecycle Stages



Analytical Insights Gained:

- Customer profiling and segmentation
- Predict prospect future value
- Identify likely responders
- Identify best product and best offer
- Predict cross-sell and up-sell opportunities
- Identify next likely product affinities
- Determine most profitable marketing offers and messaging
- Identify likely churners and reasons
- Determine customer potential value
- Determine best retention offer

The Solution:

RedGiant takes the complexity, time, risk, and cost out of Business Analytics. Using advanced predictive and optimization analytic capabilities, we help businesses easily make the best, most informed decisions about their customers and markets. Delivered on a subscription basis, these solutions are highly automated, making easy work of such difficult tasks as data management, analysis, and model development, testing, and execution. These solutions can be consumed in one of three ways.

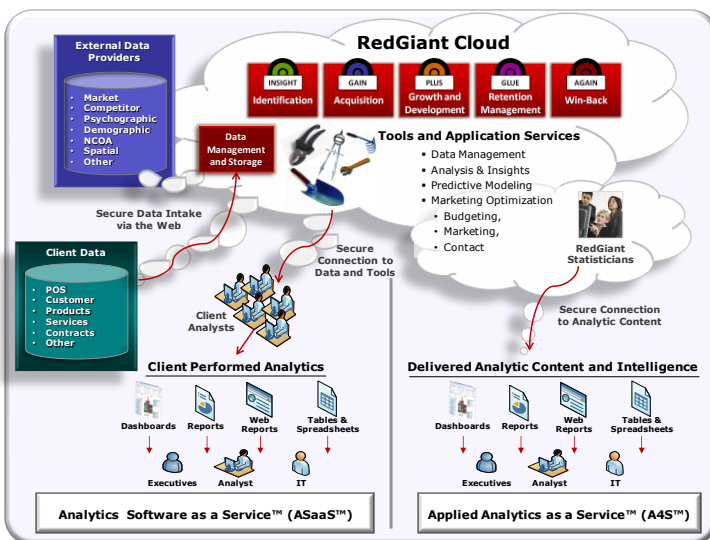
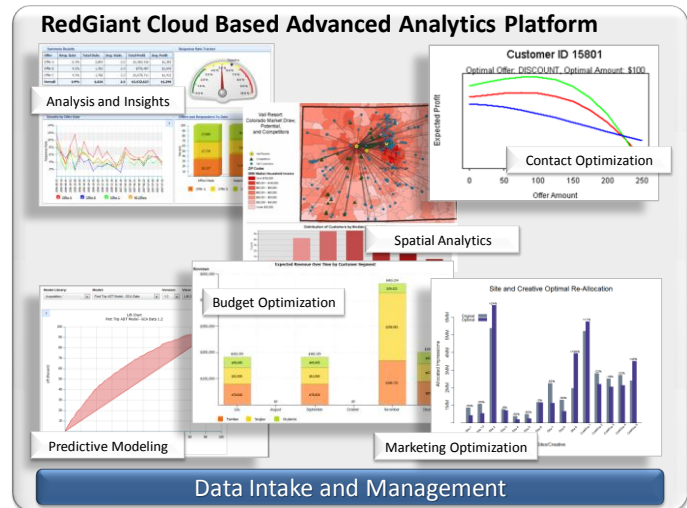
The first is our Analytics Software as a Service (ASaaS™) offering, which puts cloud-based analytic tools and data driven insights directly in the hands of decision-makers and analysts without the need for a PhD in statistics or huge investments in systems.

Our second offering, Applied Analytics as a Service™ (A4S™), couples the same cloud-based analytics technology with standardized analytic services to provide clients a “fully outsourced model” for analytic intelligence and content. While both ASaaS™ and A4S™ are hosted by RedGiant, they use the client’s own data as well as commercially available geodemographic, competitor, consumer expenditure and customer buying behavior data. Subscription fees are predictable, incremental, and offer great value in comparison to existing software based implementation models.

If our hosted ASaaS™ and A4S™ offerings are not the best fit, RedGiant also sells and implements self-hosted Analytic Appliances using the same analytics platform and data that can be housed at the client’s facilities. RedGiant provides external technical support and, if required, outsourced analytics services. RedGiant also provides technical and management consulting services centered on spatial, predictive and optimization analytics and enterprise data management. Our team has deep analytics experience and expertise across multiple industries.

Specific Application Offerings:

RedGiant’s Business Analytics solutions and services focus on optimizing Customer Relationships and Marketing Strategies, Market Penetration and Competitor Analysis, Sales Territories and Routes. We also provide solutions for Facility Site Location and Floor Space Optimization as well as Customer and Address Master Data Management.



Why RedGiant:

In addition to making Business Analytics accessible and affordable, RedGiant’s technology and approach helps clients look beyond simply understanding what has happened in the past. Our solutions employ advanced simulation and modeling techniques to predict “what likely will happen in the future”, “where it will happen”, and the “best actions to take” to optimize business objectives. Finally, RedGiant’s solutions also incorporate location-based data and geographic analysis (Spatial Intelligence™) to further enhance analytic insight. This for example is increasingly being used by retailers along with social media to refine customer marketing offers based on location and location-based market information to improve response rates.