

## **How to benefit from advanced technologies**

Axone has celebrated its tenth anniversary in July 2015. In ten years, we have had the privilege of accompanying various people in making informed and profitable decisions. Our most popular contributions were characterized by the use of cutting-edge technologies that have improved both the bottom line and future prospects.

Let's see how to benefit from advanced technologies.

### **Adequate data architecture is at the core of competitiveness**

To be and remain competitive, any given firm has to develop data architectures capable to evolve with quickly changing needs. Managers and business analysts must have access to secure and reliable data to find adequate solutions and to make sound decisions.

Working with the client, we identify key information for the proper conduct of business and we propose architectures capable of supporting opportunistic decision-making! Typically, e-marketers will use two different architectures, namely relational databases and NoSQL databases for leveraging Big Data, since they must anticipate consumer decisions, interact with them and make relevant offers based on consumers' browsing. These huge advantages are no longer reserved to eBay, Amazon or Google as affordable applications have now been developed.

Axone counsels its clients for the choice and deployment of adequate architectures. For more, see our article entitled '*Architectures and Competitiveness*'.

### **Automating business processes**

Over the past forty years, algorithms have fundamentally transformed human activities. They have enabled calculations and simulations of unprecedented scale.

The judicious use of algorithms has led to remarkable progress in terms of speed, accuracy and reliability in virtually all areas. For example, algorithms are critical to weather forecasting, piloting trains, aircrafts and military drones, developing vaccines, trading stocks, detecting fraud, managing public safety, etc. They have proven effective to segment consumers, influence purchases, adjust pricing, etc. They can autonomously complete every step of a transaction.

Algorithms make a fortune for well-known social media and e-commerce companies. They are everywhere and they can play a key role in your business!

Axone helps improve competitiveness by automating decision-making. Our services include business process automation, algorithm development, training and supervision. We feel particularly useful when a powerful and reliable algorithm allows a customer to stand out.

**Increased data access leads to innovation!**

Our mission being to support decision-making, we are naturally pleased to see the growing use of data visualization and analysis platforms. When business analysts and decision-makers can examine data without step-by-step support by IT staff, the company is intellectually and monetarily enriched.

To improve operational performance and strategic management, interactive dashboards and visualization platforms advantageously replace static reports. People who can leverage these tools make sound decisions and they innovate. Thanks to creative people, organizations do evolve with a changing world and they remain competitive.

For additional information, please visit our website [www.axoneintelligence.com](http://www.axoneintelligence.com) or get in touch.

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