

Tap the insight hidden within your data

Actionable knowledge is crucial to improve performance

A common problem

Data constitute a limitless source of knowledge. Unfortunately, in most organizations, this source of insight remains largely untapped and decision makers do not have access to crucial information. Are you amongst those who could use better information for decision-making?

Typical causes

Organizations are frequently data-rich and information-poor due to the following reasons:

- Poor reliability of data
- Inadequate data classification and integration
- Poor accessibility of data
- **Lack of expert Data Mining help**

This is why too many strategic and operating decisions are made “by gut feeling”, that is, without due evaluation of factual information. It is a fact that experience and business instinct cannot reveal concealed or non-intuitive truths; only rigorous data mining can shed light on unusual patterns or behaviors.

Do you control your business environment?

Every company has weaknesses: Some companies cannot foresee competitive threats. Others struggle to identify the needs of their customers or develop key intellectual competencies or prevent customer desertion or predict sales. One cannot lead without a fairly good feel for the pulse of the organization and without a clear sight of its future.

Key insights can be acquired by analyzing data; and the insight is crucial to improve decision-making and results. Axone’s original and cost-effective “Business Intelligence” services target true needs and deliver real benefits quickly.

In-process Business Intelligence

More and more firms implement BI capabilities to measure the success of their products and services and the effectiveness of their marketing campaigns. Unfortunately, the standard BI does not reveal the deepest customer sentiments and it does not tell us **why** consumers behave like they do. Expert Data Mining services go beyond exposing results. They highlight the causes and improvement opportunities. This allows for proactive and profitable decisions.

Our original offer

Axone's differentiated BI service helps decision makers. We promote small-scale testing of initiatives in order to reduce promotional campaign costs and improve their effectiveness. Predictive analytics provide insight on the future of your industry.

For further information, please contact us or visit our Web site at www.axoneintelligence.com.

Denis Proulx, co-founder, **Axone Intelligence Inc.**

