

TECHNOLOGY

Businesses that discover new knowledge about customers, products, suppliers, staff, processes, and their finances can boost their competitive advantage, increase revenue, drive down costs, increase customer satisfaction, fight fraud and even increase operational efficiency. Whether your business is large or small this vital business intelligence is hidden in the data you are collecting right now. The challenge is to unlock this hidden value.

Most organisations today are surrounded by a myriad of reports, graphs and charts that provide useful information. However, this information gives answers to specific questions that have been asked. NetMap frees you from these constraints by allowing your data to speak for itself. This instantly reveals natural trends, irregularities, relationships and associations which have not been previously discovered.

When applied to critical aspects of your business NetMap will reveal startling results:

Customer Segmentation – Discover new groups of customers around previously unsuspected criteria that have specific product and service needs from which you can generate value.

Customer Analysis – Reveal new patterns of customer behaviour and spending allowing you to more tightly market to valuable customers.

Customer Loyalty – Understand the dynamics and value of your customer loyalty programs to better achieve the objectives of these offerings.

Supply Chain Analysis – Discover areas of delay, operational inefficiencies, logistical problems and stock loss or damage that can be addressed and improve the overall effectiveness of the supply chain.

Procedural Audit – Uncovers and illustrates specific breaches of procedure, irregularities, human error, training breakdowns and other risks of procedural breakdown. Detecting these early warning signs allows you to take timely remedial action.

Process Evaluation – Unravel complex interactions between people, processes and systems finding areas for greater cost savings and capturing lost value.

DataBase Integrity – Quickly and completely analyse both small and large databases to detect and correct integrity issues that cause operational and reporting errors.

Organisational Analysis – Understand the valuable direct and indirect links within your organisation through which people interact, share knowledge and accomplish goals. This allows for better designed organisational procedures, training and restructuring.

Security – In a world so highly dependent on understanding how people, places and events relate NetMap quickly reveals all associations and interactions allowing more effective targeting of intelligence and crime prevention.

WebAnalysis – take advantage of the rich data collected from your website to better understand customer preferences, interests and decision making processes.

Fraud – Quickly highlight customers and suppliers who are engaging in fraudulent activities while providing unimpeded service to genuine customers.



NetMap
analytics

NetMap's power lies in its unique approach to your

data. NetMap takes all available data, both from internal and external sources, and analyses it at the most fundamental level without any loss of detail. Each element is treated as an individual piece of information. NetMap finds every relationship and association between each of these individual pieces on any basis such as a common transaction, common data, a shared event or a mutual point of interaction. The resulting number of links will be very high, even in small data sets, forming complex patterns. NetMap provides a powerful set of features to quickly and easily reveal the business opportunities lurking in this linkage.

The human brain detects colours, shapes and patterns far more accurately, rapidly and naturally than it assimilates numbers or text. NetMap exploits this human ability by presenting the data visually, this allows the eye to "see" the meaningful patterns in your data. These visual techniques allow you to see the entire landscape of your business highlighting areas of potential advantage, solution or concern. NetMap's emergent approach to exploring data allows the natural patterns to emerge in their raw form. These patterns draw your attention to new knowledge about your organisation. The simple, intuitive toolbox allows you to explore these patterns following both logical and intuitive processes. Following a trail from these high level patterns to the lowest level of detail allows you to fully understand the situation and the advantage you can obtain.

You can use NetMap in a variety of ways to suit your business. It can be used on a project basis to solve a particular problem or understand a specific area of your business either using your facilities or ours as required. NetMap can become part of the toolkit regularly used by your organisation to drive competitive advantage and discover hidden value. You can use NetMap's skilled analysts to provide a tailored service designed specifically to meet your business needs utilising our facilities.

Find out how NetMap can unleash the hidden value in the data you have today truly making the invisible visible.

NetMap Analytics

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