

# Business Intelligence **services**



# Benefit from ScienceSoft BI expertise

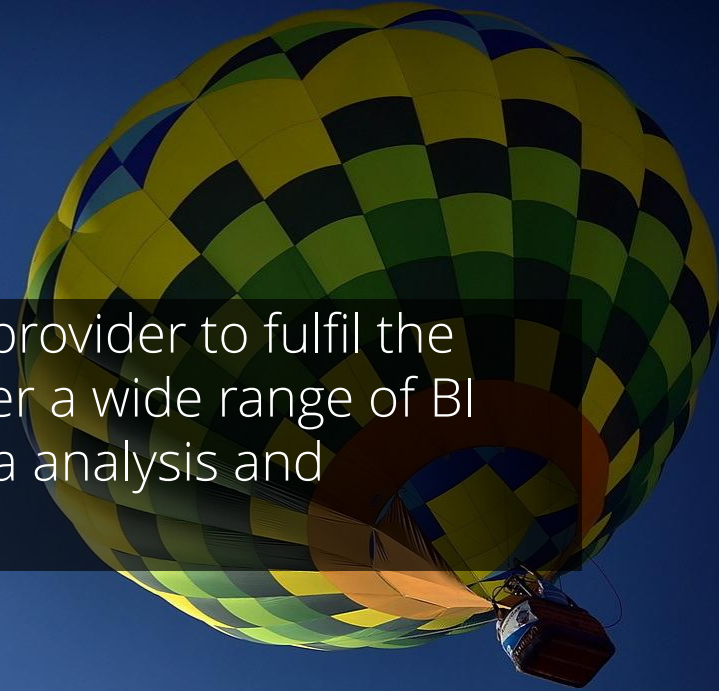
By offering analytic tool development & support, on-demand reporting and comprehensive data analysis, ScienceSoft helps its Customers get valuable benefits.

- Improve your product by adding **BI features**
- **Establish partnership** to satisfy your Clients' BI needs
- Analyze your Clients to improve your **targeting strategy**
- Improve internal processes through careful analysis of **team's performance**
- Get **BI Infrastructure** based on the latest technologies and approaches
- **On-demand** research and analysis

# ScienceSoft is

an experienced Business Intelligence (BI) provider to fulfil the most challenging analytic projects. We offer a wide range of BI services that covers significant part of data analysis and reporting.

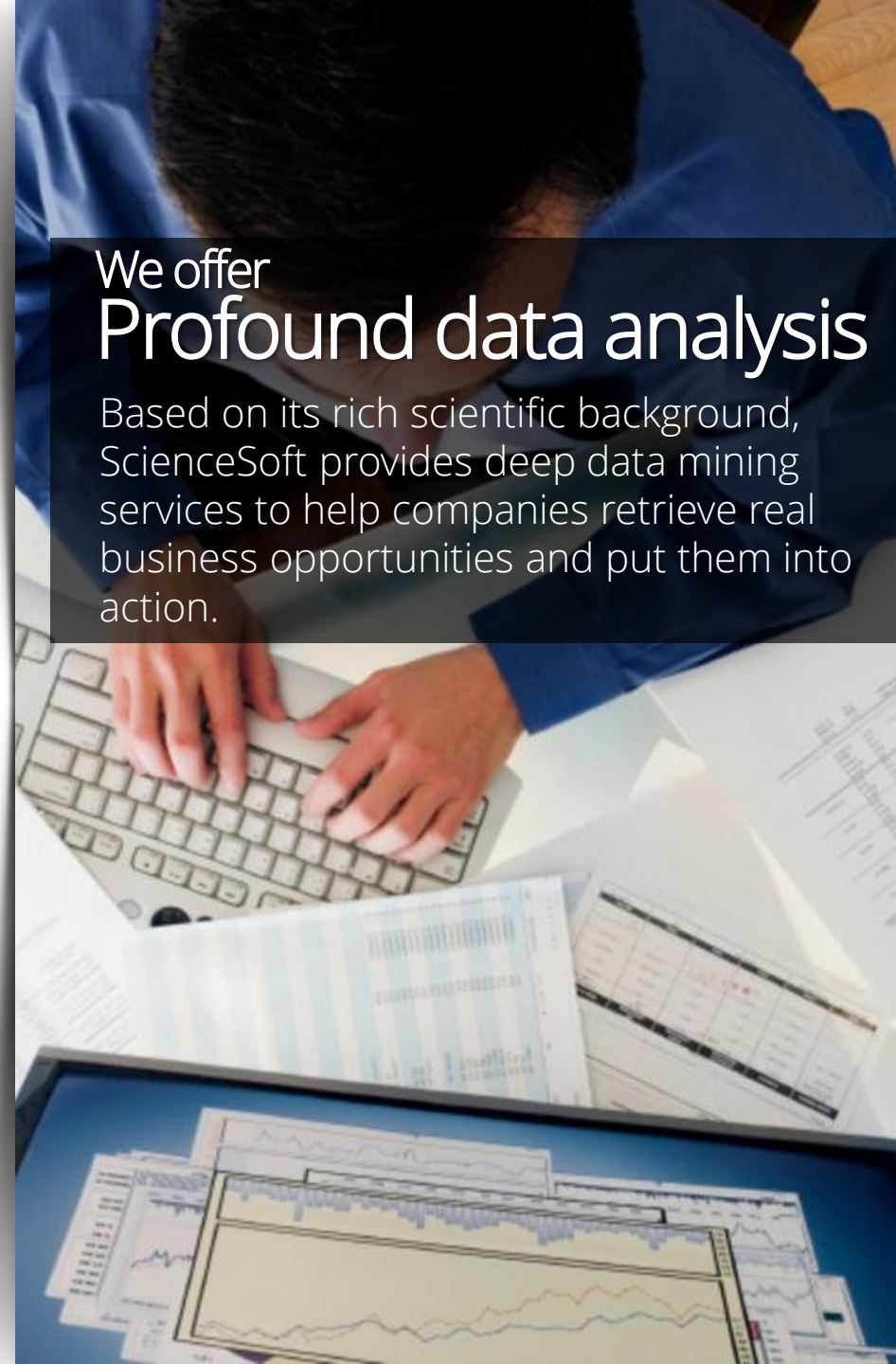
- **Profound data analysis.** ScienceSoft provides comprehensive modelling and data analysis to reveal patterns and build complex predictive models.
- **Advanced reporting services.** We build clear and intuitive reports to help you understand your current position and provide information for further improvements.
- **BI Infrastructure implementation.** We offer high-grade infrastructure services starting from hardware consulting and selling software licenses to data warehouse creation.



- Complex **predictive models** for big data sets
- **Statistical** models to understand correlations
- **Machine learning** algorithms and methods to cut off uncertainty
- Video / text **pattern recognition**
- **Decision support** methods

## We offer Profound data analysis

Based on its rich scientific background, ScienceSoft provides deep data mining services to help companies retrieve real business opportunities and put them into action.







## We offer Rich reporting services

ScienceSoft builds complete solutions and advanced reports based on distributed data sources. We help companies of all shapes and sizes adjust reporting to their business needs and objectives to discover hidden opportunities.

### On-demand reports & Reporting-as-a-service

- Performance reports to ensure constant improvements
- Comparison reports to reveal the best option
- Custom reports to be always informed

**MicroStrategy**

**Spotfire**

**Cognos**  
software

**crystal reports**

Microsoft  
**SQL Server**

**S** **SharePoint**

- Data warehouse development
- Data integration from distributed data sources
- ETL and data cleansing
- Developing OLAP and ROLAP systems
- Very large database
- Data replication between store and headquarter
- Implementation of data security solutions

## We offer BI infrastructure

We help our Clients gain a competitive advantage through a well-designed BI infrastructure. ScienceSoft offers end-to-end services starting from hardware consulting and selling software licenses to data warehouse creation.





# Data sources and data integration

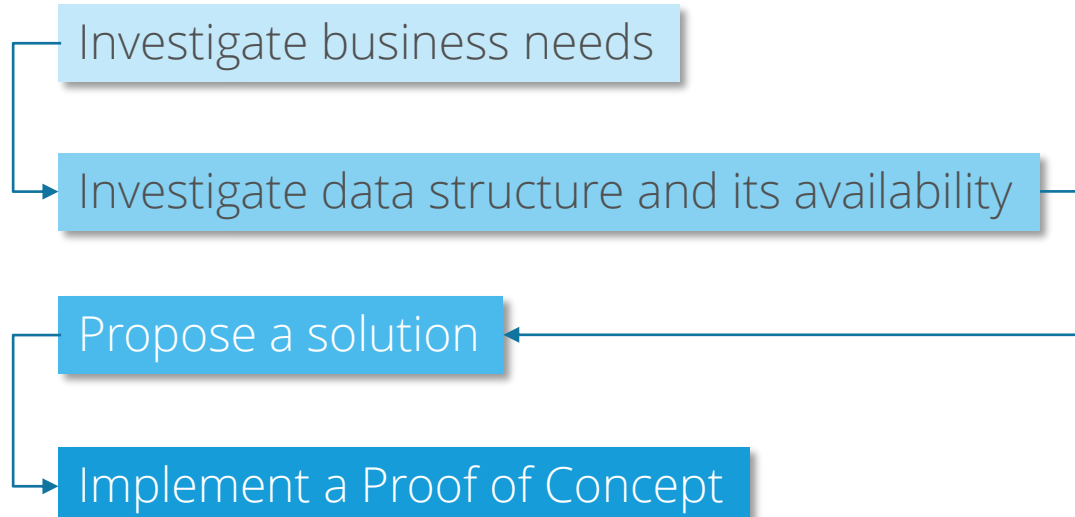
ScienceSoft has profound experience in data integration from distributed sources to provide reliable insights. We use all the available information to build trustworthy models and reports.

- Oracle
- Microsoft SQL Server
- Sybase
- Informix
- MySQL
- PostgreSQL
- Excel
- Flat files
- Microsoft Access
- Interbase
- Firebird
- Lotus Notes
- SQL Azure
- Web services and portals
- CRM and Accounting systems
- Time tracking systems



# Cooperation process

To ensure the highest quality of the project, ScienceSoft team takes care of each stage starting from business analysis to final solution implementation and performance evaluation.







## Private Label Products Reporting and Analysis

The Customer, a global leader in collaborative solutions for the private label goods industry, decided to create a system to coordinate processes between retailers and manufacturers. In addition, the system was to provide its users with rich reporting on goods, nutrition value, allergens, etc.

### Case Study

ScienceSoft created a **system for e-collaborative product life-cycle management**. It allows clients to track the whole life-cycle of the branded goods as well as to control product quality and manage relationship with suppliers, including tender process. In addition, the system allows of monitoring products' nutrients and allergens depending on the national regulations.

The system was successfully implemented and now it **is used by some of the world's largest retailers**.

The background of the slide features a close-up of several shopping bags. On the left, there is a striped bag with horizontal bands of green, blue, and purple. To its right is a solid magenta bag. Above these, the white handles of other bags are visible against a clear blue sky. The text is overlaid on a dark semi-transparent rectangle.

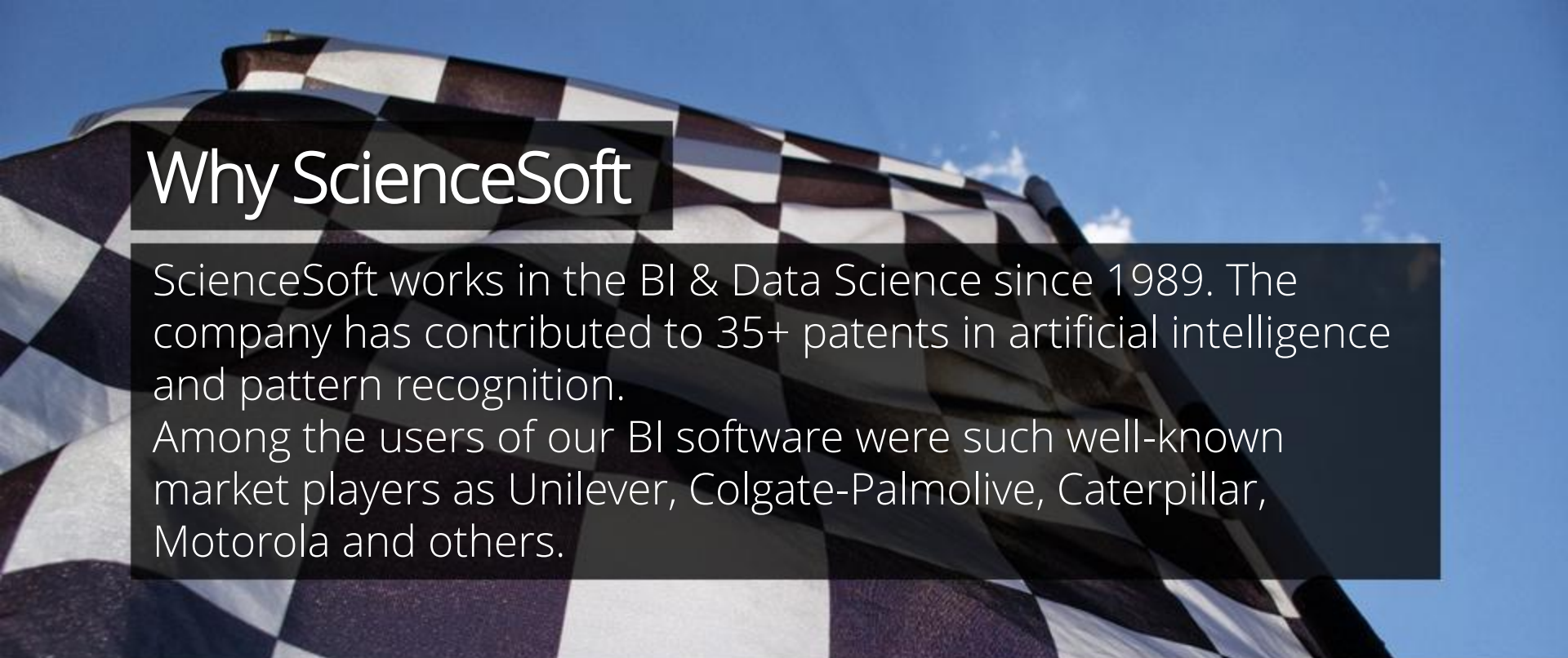
## Brand Health Monitoring

To be aware of brand strengths and weaknesses, the Customer carries out a variety of consumer surveys. To get a real value from the information collected through the surveys and analyze a huge amount of received data, the Customer needed to implement an analytical system with the rich reporting services.

### Case Study

ScienceSoft created an **analytical solution** that allows the Customer to manage the quality and consistency of marketing strategies, thereby ensuring data-driven decision making. The analytical system collects survey data and processes it to **uncover the real drivers of consumers' behavior**.

Using the new system, brand managers are able to track potential of goods, shifts in market share as well as to **predict consequences** of changing a brand positioning. In addition, the system allows its users to **determine best advertising channel** to increase efficiency.

A checkered racing flag, likely a Formula 1 flag, is shown waving against a clear blue sky. The flag features a pattern of black and white squares. The top portion of the image is used as a background for the title and introductory text.

# Why ScienceSoft

ScienceSoft works in the BI & Data Science since 1989. The company has contributed to 35+ patents in artificial intelligence and pattern recognition.

Among the users of our BI software were such well-known market players as Unilever, Colgate-Palmolive, Caterpillar, Motorola and others.

- Experience in Artificial Intelligence and pattern recognition since 1989
- Strong analytic background
- Collaboration with leading research institutions
- Software vendor neutrality
- Bespoke analytics



An aerial night photograph of a city, likely Dubai, showing a complex highway interchange with multiple overpasses and ramps in the foreground. In the background, a dense cluster of illuminated skyscrapers rises against a dark sky, with the city's lights reflecting on the water in the distance.

# ScienceSoft in brief

- Locations in Western and Eastern Europe
- 400+ full-time staff
- ISO 9001:2008 and CMMI best practices
- Customers in 25 countries
- Average age is 29
- MSc degrees are held by 90% of staff

# Let's keep in touch



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