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France
Scandinavian Airlines
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HM Customs & Excise
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Motorola
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ANGOSS DATA MINING SERVICES & SOLUTIONS

DISCOVER, EXTRACT & USE THE HIDDEN VALUE IN YOUR DATA



Increase Profitability
Expand Sales
Reduce Risk
Improve Processes
Enhance Quality
Focus Resources



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"Every modern business has a huge repository of data relating to its customers, operations, markets and products. They often spend millions gathering data through operational systems, CRM programmes, loyalty cards and web sites. ANGOSS is dedicated to discovering the valuable business information that lies within this data, and employing it to realise maximum business benefit."

Nigel Bishop, Managing Director, Angoss Software Limited.

What are ANGOSS Data Mining Services and Solutions?

Data Mining is already a well-proven technology, providing valuable business information to leading organisations around the world. The challenge for these companies is how to deploy this intelligence at every level, by embedding it into their strategic, tactical and operational systems.

ANGOSS answers that challenge by providing flexible, sophisticated, client-definable Data Mining analysis tools, services and consultancy.

At the top end of our services, for clients wishing to benefit from the power of Data Mining without the fixed costs associated with employing analysts, ANGOSS offers a comprehensive off-site Data Mining consultancy service. For clients who already have in-house Data Mining expertise, ANGOSS supplies highly productive, easy to use, world-class Data Mining software tools.

Whether you are new to Data Mining, carry out your own Data Mining analyses or outsource them, ANGOSS expertise and resources are there to design, develop and support intelligent systems which enable you to apply the result of Data Mining to your business.

ANGOSS provides every type of business with the specific answers they need to realise their goals. Whether pinpointing potential buyers, combating fraud, eliminating credit risks, finding contra-indications for pharmaceuticals or even identifying optimum conditions for surgery, ANGOSS has the power to turn the data you hold today into the answers you need for tomorrow.



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How does ANGOSS Data Mining Work?

Today's business activities need to be fast and accurate, based on real-time decision making. This requirement, and the explosion of data volumes, has generated a hunger for business information, making your data one of your key competitive assets.

Our focus on advanced analytics and visualisation, has helped customers worldwide save millions over the past decade by being able to manage better their customer relationships, pinpoint new growth opportunities, isolate risks, reduce fraud, optimise their value chains, and grow their bottom lines.

ANGOSS has made this possible by employing a number of sophisticated data analysis techniques to reveal new, valuable relationships, trends or patterns from which to produce business rules or models which can then be applied to the business.

These techniques include the power of decision trees, cluster analysis, and several predictive neural network and regression models to mine, collate and understand data from any number of different perspectives. Powerful data visualisation tools support and explain the discoveries.

However, discovering vital information and producing business rules or models is just the beginning. It is the application of these rules to business operations that ultimately determines business success.



Where does ANGOSS Data Mining benefit the enterprise?



ANGOSS Services and solutions provide a powerful Data Mining platform that can be applied across every organisation that has repositories of data related to its activities, customers and marketplace.

The information it reveals can prove invaluable in every corner of the enterprise including marketing, sales, risk analysis, audit, finance, administration, production, research and development.

..and in which industries is ANGOSS Data Mining important?

Every business that holds data related to its customers, operations or products can benefit from the revelations that result from using ANGOSS tools and services.

Insurance & Banking: Create, promote and target policies and schemes accurately, identify prospects, discover market trends, reduce fraud, examine performance, mitigate credit risks.

Retail: Analyse product performance, capitalise on loyalty schemes and CRM solutions, identify target groups demographically, rationalise production, storage and distribution, reduce fraud, theft and waste, monitor customer satisfaction.

Manufacturing: Determine suitability of suppliers and materials, monitor and control production, quality, storage, distribution and costs.

Government and Administration: Reduce fraud, focus resources and rationalise spending.

Healthcare: Optimise surgery conditions, focus resources, maximise performance, determine treatment success and recovery rates.

Pharmaceutical: Identify contra-indications, develop new medicines.

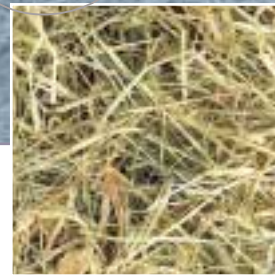
ANGOSS Professional Services

Consulting Services - In many cases, due to time constraints or staff availability, it makes good sense to outsource your Data Mining operation. With over a decade of experience implementing Data Mining solutions, ANGOSS has proven expertise in delivering the answers our customers need to increase corporate growth, promote profitability, and ensure competitiveness.

We can tailor our professional services to your needs, from a total turnkey solution - where we examine your business, discuss your goals, collate and analyse your data (either on or off-site), build and deploy business rules and models - or we can work alongside you to help create and add value to your own Data Mining operation.

We can integrate our powerful solutions into your existing operational systems and show you how to use them to gain maximum benefit using your own resources.

Training - ANGOSS Professional Services offers training and course programmes to help customers equip their own business analysts with advanced Data Mining capabilities to manage and implement their own analytics activities.



What are ANGOSS' Data Mining tools?

ANGOSS Data mining tools help business analysts make the decisions that generate success, they are easy to learn, enjoyable to use and inexpensive. All have been created to help you uncover the valuable business information that lies hidden within your data.

KnowledgeSTUDIO™ - For business users and professional analysts. Those familiar with Microsoft Office will feel at home with KnowledgeSTUDIO and can start producing useful results immediately. The business user will appreciate the ease-of-use, the balanced structure, and the point-and-click interface. The professional analyst will appreciate it as an object-oriented workbench that empowers the entire Data Mining process and validates the results. Data can be imported from a wide variety of file formats including ASCII, dBase, Excel, ODBC, SAS and all other major statistical packages.

KnowledgeSEEKER™ - For users who only want decision tree modeling. It is the most scalable, useable and effective data analysis and predictive tool available to the business user today. Provides knowledge workers with rapid search, analysis and understanding of the patterns in a data set. Data can be raw and unstructured with inconsistent or missing values, or well scrubbed, integrated data from your Data Warehouse or Data Mart.