Alithya

Sales Effectiveness Analytics
Empowering Sales & Improving Productivity

Industries

> Business to Business (B2B) Retailers

> Business to Consumer (B2C) Retailers

Key Benefits

> Increased sales and ease of customer acquisition

> Improved customer satisfaction through stronger experience and relationship

> More effective marketing operations through optimization of ROI related to marketing/promotional spend

Solution Overview

Data discovery offers Retail B2B and B2C companies a unique opportunity to target their most valuable, highest-potential consumers by providing a 360 degree profile of their customers using all available data sources. The ability to combine purchase history, demographics data, and marketing results allows retailers to effectively measure success of internal and external marketing campaigns, identify areas of expansion for current customers as well as growth opportunities.

Leveraging these diverse datasets allows companies to make new inroads with existing customers and discover areas for growth in the wider market. This includes everything from demographics and comparative sales figures to identify locations for new retail stores to leveraging multi-channel purchasing information to recommend new products and services. Combining sales figures and associated lift with loyalty program data and marketing efforts allows companies to better understand their customers and drive increased sales and brand loyalty.

Business Challenges

> Driving new customer acquisition and increasing incremental sales

> Leveraging vast stores of customer purchase and loyalty activity

> Measuring effectiveness of promotions and other marketing efforts

> Identifying whitespace with existing customers and markets using syndicated and public data sources

Potential Data Sources

> Customer Profile Data

> Customer Purchase and Online Activity

> Market Share and Demographics (IRI/Nielsen)

> SalesForce.com

> Marketing Spend and Feedback

> Customer Research

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Key Features

> Smart, automatic data profiling

> Built-in transformation capabilities

> Modern visualizations

> Fully integrated with the most robust Hadoop distributions on the market

> Explore and profile all datasets in the Hadoop data lake

Key Benefits

> Allow analysts to fail fast in their data analysis pursuits

> Transform and enrich massive datasets quickly

> Spend time & resources on analytics and insight instead of data prep

> Include business analysts on the team to help drive collaborative discovery

> Process data in place in Hadoop, substantially reducing data movement and management costs

Other Alithya Services

Extend your environment with Alithya's additional services:

> Advisory services help define the priority key metrics and supporting data to include in the solution

> Custom training provides users with knowledge needed to use the tools

> Add additional metrics and data to extend the solution

> Managed Cloud helps to reduce IT costs and resources needed

About Big Data Discovery (BDD)

Oracle's answer to demystifying the modern data lake, Oracle Big Data Discovery (BDD) harnesses the distributed computing and storage power of Hadoop and adds an interactive layer through which users can easily explore all of their data. Oracle BDD wraps data analysis, transformation, and discovery tools together into a single user interface, and it comes with advanced features like smart, automatic data profiling, built-in transformation capabilities, modern visualizations, and solid integration with Hadoop.

Big Data Discovery provides business users the ability to understand insights in their data by providing visibility into these critical data sources by uniting these sources and providing the user the ability to understand correlations in the data. By providing further insight into this data, companies can make better informed decisions and improve their business processes and transform their business.

Alithya is especially equipped to help customers prove out potential use cases of BDD as well as architect and build out implementations of the product. We can work with you on all aspects of implementing BDD from proof of concepts, planning to full life-cycle implementations.

Oracle Big Data Discovery (BDD) helps organizations quickly explore all relevant data

> Combine structured & unstructured data from disparate systems

> Automatically organize information for transformation, search, discovery & analysis

> Rapidly assemble and share easy to use analysis projects that anyone can use

> Connect to all your data including unstructured and non-normalized data from your Hadoop infrastructure

> Provides interactive analytics with in-memory enabled performance

Advantages of Big Data Discovery

> Find insights in your data as never before by putting the power of analytics into the business users' hands

> Find answers to questions that your business has not been able to answer

> Quickly combine data without having to go through costly normalization building data warehouses

> Complete Enterprise solution that is integrated with Hadoop to leverage your IT investment and provide a solution that can be managed centrally

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