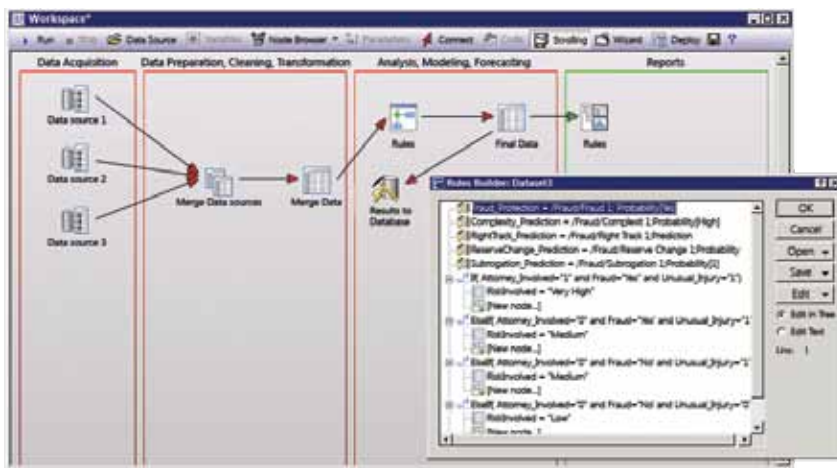




# STATISTICA Decisioning Platform™

Integrating Predictive Analytics into Your Organization's Business Processes



The innovative Rules Builder in *STATISTICA Decisioning Platform* enables instant changes to the model to seamlessly integrate industry requirements.

**What does your organization need for more effective decision making based on predictive analytics?**

- Decision Management** – combines predictive models and rules to automate decision making
- STATISTICA Enterprise Server** – personalizes for multiple users in a client/server environment and delivers results to line-of-business systems
- Analytics Workbench** – provides comprehensive workbench for quantitative modelers
- Enterprise Workspaces** – defines and manages workflows from end to end

## Applications and Outcomes

Quickly deploying complex decision rules involving sophisticated and continuously updated predictive models against the latest data will have significant business impact.

*STATISTICA Decisioning Platform*, StatSoft's latest, easy-to-use analytic solution, incorporates the innovative *Rules Builder* that enables you to apply both business rules and analytic models to your business processes. Forecast, plan, and anticipate quality issues like never before. Score customers, suppliers, and strategic options with unmatched business relevance.

StatSoft delivers solutions for organizations in a variety of industries, including insurance, banking, risk management, marketing, and manufacturing.

**Insurance:** An insurance company achieves significant savings through reduced losses by flagging claims that are more likely to involve fraud and automatically routing those claims to investigators.

**Banking:** A large financial services company empowers their loan specialists with the ability to make instant decisions to credit applicants.

**Risk management:** Another large, international bank uses the *Decisioning Platform* for all credit risk scoring, managing scorecard models, segmentation, and policy rules through a single platform that unifies models and flows for highly efficient batch scoring and real-time scoring.

**Marketing:** A major marketing company increases its response rates, and thus profits, by providing customer service representatives automated guidance based on accurate predictive models and rules. This routes the most appropriate and profitable offers to the right prospects.

**Manufacturing:** A manufacturer of complex machinery uses predictive models and flows to monitor the predicted product quality and performance across each step of the manufacturing process. This approach enables a line-of-site view tying raw material characteristics, manufacturing tolerances, and the performance of subcomponents to performance and quality during final product testing and in the field (warranty claims).



**StatSoft®**

## Featured StatSoft Products



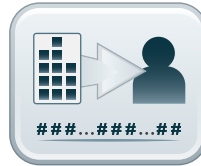
**STATISTICA Enterprise** is the server platform for delivering analytic and business intelligence applications to departments and divisions within the enterprise via centrally-managed queries, analysis templates, report templates and dashboards.



**STATISTICA Data Miner** is the most comprehensive selection of data mining solutions for the enterprise, with powerful model development and deployment (solution publishing) tools and database/data warehouse integration. Optional solution packages for specific applications and domains.



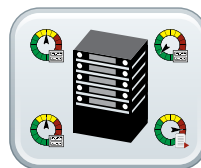
**STATISTICA Text Miner** is a large selection of retrieval, pre-processing, and analytic/interpretive mining procedures for unstructured text data and web pages. Optional specific solution packages.



**STATISTICA Live Score** is the server platform for integrating predictive modeling into business processes and line-of-business applications through highly-efficient, real-time scoring via predictive models managed using *STATISTICA Data Miner* and *STATISTICA Text Miner*.



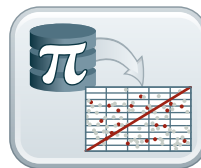
**STATISTICA Web Data Entry** enables companies to configure data entry scenarios for each unit operation of their processes, with integrated workflow/approvals and analytics.



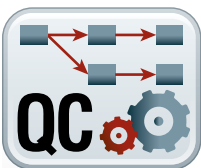
**STATISTICA Monitoring and Alerting Server** is a system that enables users to automate the continual monitoring of hundreds or thousands of critical process and product parameters.



**STATISTICA MSPC** is a complete solution for multivariate analytics, designed for applications in process monitoring and predicting quality outcomes using multivariate predictive analytics (including data mining) methods.



**STATISTICA Pi Connector** allows for direct integration to data stored in the PI data historian, used for streamlined and automated analyses for applications such as Process Analytical Technology (PAT).



**STATISTICA Process Optimization** is a powerful software solution that integrates all quality control charts, process capability analyses, experimental design procedures, and Six Sigma methods with a comprehensive library of cutting-edge techniques for exploratory and predictive data mining and optimization (of data mining models). Includes tools for general optimization of (prediction) models (e.g., campaign optimization) using Simplex, GA, and/or Grid optimization.



**STATISTICA Sequence / Link Analysis** is a state-of-the-art, comprehensive application for extracting rules from complex data sets.

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