

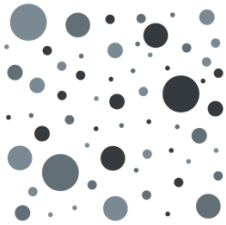
# EMERGE

## THE SOLUTIONS TO THE WORLD'S BIGGEST PROBLEMS ARE **IN THE DATA**

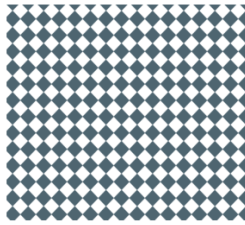
Today we have mountains of data but most companies have no idea what to do with it. Only 0.5% of all data is used. But your business has problems to solve – efficiency and customer relationship challenges that all affect profitability. The solutions lie in your data.

Emerge will help you extract value from your operations

15 years of R&D brings you world-class machine-learning technology



Provide **your data** in whatever amount and format you have it - don't spend time cleaning it first



Find unique patterns to identify pockets of value using **Emerge's proprietary Machine Learning** software



Run the model in your operational systems through an **API from Microsoft Azure** platform

### Why customers use Emerge

- Our models are spectacularly **accurate** (over 85% on average)
- We can build the models very **quickly** (in hours not weeks)
- We use whatever **data you already have** easily available. No need to buy external data.
- No upfront capital expenditure. We work on a **monthly licence fee** that can be cancelled at any time
- World class **partnerships** – like Microsoft, Deloitte, PwC and Startupbootcamp
- We solve real world problems to create **value in your business**

### Increase sales

In banking, we identified the **90%** of leads which led to a sale from just **11%** of the data. Imagine finishing a week's worth of dialling by tea on Monday.

In retail, we predicted with **94%** accuracy who would buy sporting goods from a national retailer in the next month. Market to the right loyalty clients to increase product sales.

**Achieve 8x more revenue with the same resources**

### Manage risk

In insurance, we predicted with **99%** accuracy who would go blind from idiopathic optic neuritis in **1 hour** of blood tests instead of 2 years of waiting. Reduce claims cost to almost zero.

In banking, we identified **92%** of fraudulent interactions from a subset of just **0.1%** of all client interactions in a month. Action and stop fraudulent transactions in real time.

**Reduce risk-related costs to a fraction of existing values**

### Reduce cancellations

In banking, we identified **52%** of cancellations in **0.2%** of transactional accounts.

In insurance we found **96%** of life insurance cancellations in just **6%** of policies

Once you know who will leave you can intervene to resolve the issue that might have lead to the cancellation.

**Increase the value of your client base by 5.3%**

"Emerge's proprietary Machine Learning solution can be used to provide insights about any business problem, without the need to waste time and resources 'wrangling' the data in advance. They have changed the game by shortening the time from data to insight to hours, not days or weeks."

Catherine Stretton, Partner in Risk Advisory, Deloitte