



# Delta

## Consumer Analytics Tool

Artificial Intelligence

Delta takes a different approach and provides meaningful insights within a few days, while only depending on a single source of data.

### Overview

Our Delta solution was developed with the intent of providing a comprehensive business algorithm that can describe business variables (incl. customers) in a unique numerical way at all organizational levels. This *AI fueled* decisioning science solution provides business leaders with the opportunity to pin-point business areas that should be investigated. It provides unique and new content to the world of consumer analytics

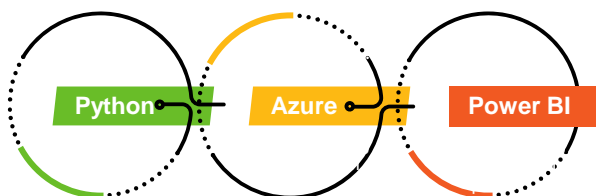
### Business challenges

- Understanding customer base at an intricate (numerical way) level.
- Lack of insight on how to expand i.e. Product line in a specific region.
- Inaccurate industry and market growth tracking
- No existing AI/advanced analytics solution in place.

### Areas of Transformation

- Sustainability
- Increased Revenue
- Efficiency
- Reliability
- Cost reductions
- Scalability
- Productivity

### Technology



### Solution

We at Dimension Data have recognised that AI has not delivered its full promise in the past.

The AI process is typically time-consuming, data-heavy and costly. It is based on a lot of trust and belief that it will deliver a solution or provide better benefits.

The world of consumer analytics will undoubtedly be the next big focus area for analytics. We at Dimension Data have focused on developing a general-purpose customer/consumer algorithm over the last couple of years. This algorithm can describe the state of your customers at all organisational levels in record time. We appreciate the need to deliver results fast and without delay, and typically the first results are without any cost. For that reason, we have taken a different approach. We are not looking at all data sources, rather we focus on a metric like **revenue**.

Our algorithm was developed using fundamental principles of physics, specifically those related to changes in velocity and momentum, as they pertain to customer revenue at all levels.

The result is that we ended up with is an algorithm that supplies an index named Delta.

Delta works on a scale of -1 to 1 and scores all customers, and all combinations (dimensions / lenses) of customers, on that scale. This means you can look at your customers' results from different lenses. Examples of lenses could be company, country, business units, regions, departments, products, client managers, customers, and all combinations.

Typically, the data that we require to run the algorithm is easy to source in all organisations and this ensures the efficiency of deploying Delta within a few days.

### Value of the Dimension Data Delta solution

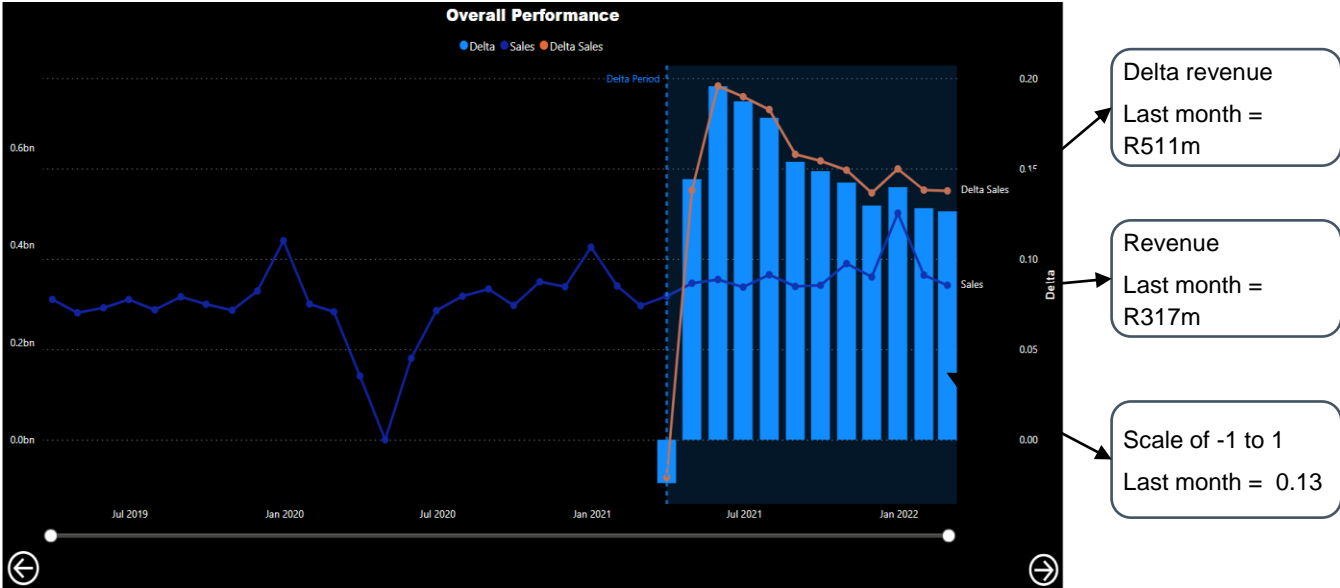
- Business Analytics at Record Speed
- Improved business predictions
- Business Intelligence
- Support Sales and Marketing
- Improved Information Security
- Complex data interpretation
- Decision Making
- Automated Recruitment Processes

*"Delta delivers **good insights** and typically asks a lot of **questions**, rather than providing answers, but it absolutely provides **unique and new content** to the world of **consumer analytics**."*

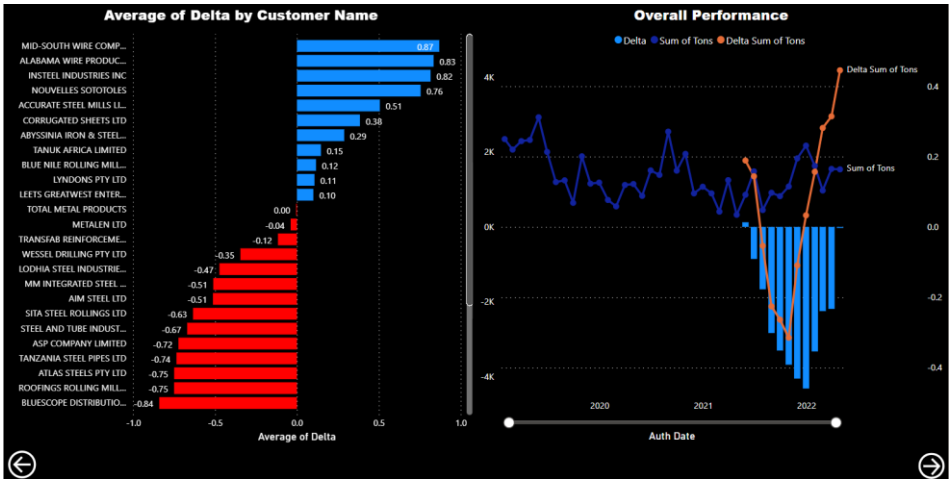
- Chris Wiggett, Head of Data and Analytics, Dimension Data

5 Examples

5 Company view




5 Customer view




Why Dimension Data?


Our Data & Analytics Team




92 Skilled and certified Database, BI and Analytics Professionals




1150 Database Instances  
6950 databases




100+ clients and growing




300+ TB Data



99.99% uptime



24/7 support



Clients in 19 countries