



Advanced analytics for business decision making. Digital analytical BackOffice.



Technological innovation through support for actions and business decision making

Analytic Digital BackOffice smartDATA®

It is the solution that optimizes the costs of your organization, knows the customers and their behavior and increases the offer of value of the organization in general. It also allows you to store information and have a large number and variety of complex data that traditional forms can not process.



Why do customers use smartDATA?

- Recommend actions
- Detects fraud
- Determines the value of an offer
- Optimize and predict the stock
- Decrease costs
- Increase customer loyalty

Efficiency

- Cost optimization
- Decrease in Operational Risks
- Increase Service Quality and Sales

Adaptable

- It adapts to the Change of Data Behavior
- Learn Dynamically
- Model the Reality of the Organization

Easy to implement

- Predictive analytics with results in weeks
- It does not require having a Data Lake, or with Previous Analytical Infrastructure