

For the best business outcomes, companies need agile and advanced business intelligence solution that provide easy understanding and access to the right data in the right way. Effective decision-making processes in business is dependent upon high-quality information. That is a fact in today's highly competitive and volatile business environment that requires smart and agile information systems. Our solution is designed through agile access to a high volume data storage **to improve business performance and deliver fast, accurate and relevant data insights, suggestions and executes meaningful business actions.**

Solution is designed to fit customer's need to gain full and insightful understanding of each customer's behavior, identify potential churn and most meaningful x-sell opportunity for each client, enable customer to execute end-to-end process in marketing based on advanced analytical technologies provided by IBM. Before starting any project, a solution should be adjusted to fit fully to customer's business objectives, from defining objectives, set of success criteria for artificial intelligence models, defining organization's goal, and concerns, to map and align solution with existing data sources. The solution has been composed **to gain improvement in marketing and sales operations** and is backed by technologies that enable clients to address their customers on personalized and individualized manner based on artificial intelligence, modern omnichannel campaign automation and end-to-end data preparation and visualization. The solution removes guesswork and allows customer to get additional benefits through usage of intuitive business intelligence platform Cognos Analytics that helps to present and support decision making in a simple manner. At the same time, it access and calculates intermediate results for various, complex, and high volume data sources that could not be analyzed manually. The most important thing to have in mind is that such analytical project should not be IT driven but it should be governed by business users and their needs. Nevertheless, the solution implementation requires tight and constant cooperation between LOBs and IT operation.

Logix's solution unlocks potential of good alignment of business processes such as marketing and sales support with near-realtime Churn identification and X-sell opportunity identification. It utilizes modern technologies like artificial intelligence, multichannel campaign toolset, business intelligence platform, data integration, processing, and storage. It helps present information about the business from disparate source systems in one consistent interface. Logix's solution allows real-time decision-making and execution and provides overall positive results to the organization. **Business users can draw conclusions and make decisions using the system through reports and dashboards in a very simple way** that is convenient enough for novices, but at the same time powerful enough for data scientists and advanced data analysts. The solution helps to avoid guesswork, get accurate data in real time, analyze trends and "what-if" scenarios, monitor business anywhere and anytime, gain better understanding of business' past, present and future and gain valuable insight into customer's behavior.

Logix is active in business analytics, which covers data warehouse design, data integrations, data quality assurance and security in data warehouses, all of which are complemented by business reporting and predictive analytics systems.