



Business Analytics Services

Using IBM Analytics



Alyx Analytics tech stack

- IBM Db2, Informix
- IBM StoredIQ
- IBM Cognos
- IBM Watson
- MS SQL Server, SSIS, SSRS
- Oracle
- MySQL
- MongoDB
- Tableau

Objectives and benefits

- Return on Investment
- Revenue
- Profitability
- Cash flow
- Productivity
- Long-term planning
- Other metrics specific to your organisation

Developing a Business Analytics Roadmap

Big data and analytics have climbed to the top of the corporate agenda. Together, they promise to transform the way companies do business. Creating a well thought-out roadmap to bridge the gap between information and analytics can be daunting. The challenge lies in accessing your data and turning it into a tool for competitive advantage.

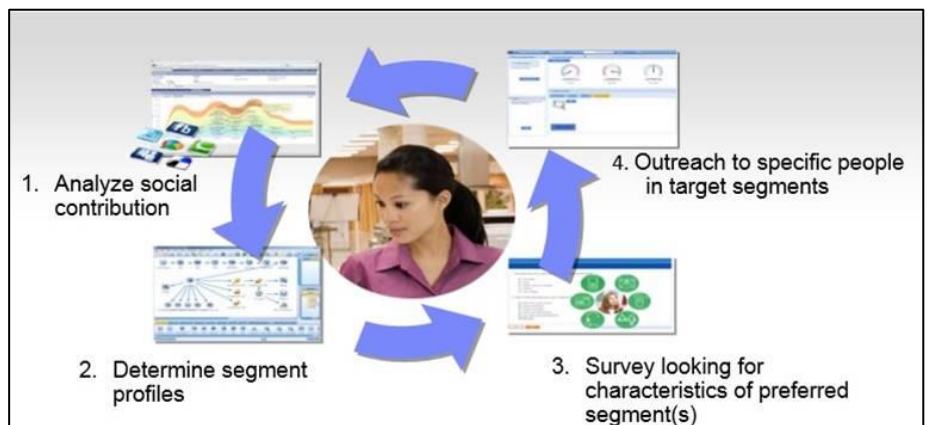
The three critical steps in the Business Analytics roadmap are:

- Identify, combine and manage multiple sources of data;
- Build advanced analytics models for predicting and optimising outcomes; and,
- Transform the organisation so that the data and models yield better decisions

While data has been getting bigger, the technologies are helping it get smarter. Today's technologies: semantic text analytics; business intelligence; data warehousing, all bring new and greater opportunities for content management solutions. However, to take advantage of these opportunities, content management technologies will require integration with existing content-centric applications, all without rewriting them.

Social Media Analytics

Social media analytics allows organisations to make better business decisions. The most common use of social media analytics is to mine customer sentiment to support marketing and customer service activities.

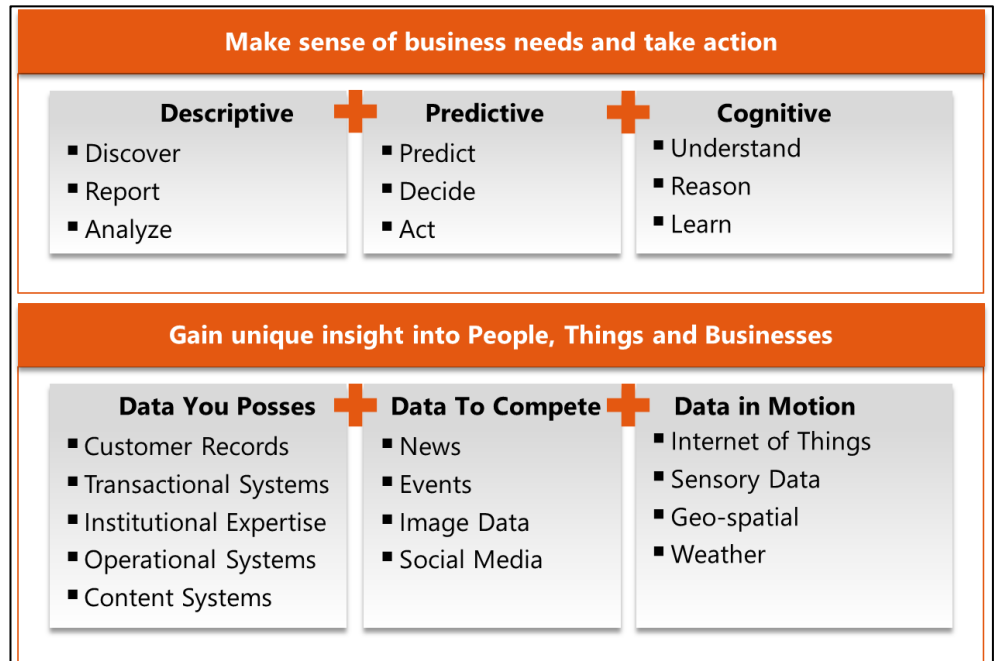


Why Alyx?

- Leading IT services and solutions provider with 35+ years of corporate experience
- IBM business partner for over 20 years; 100+ successful FileNet implementations globally
- Award-winning, pre-configured ECM solutions – to meet specific needs of our customers
- Represent and sell the entire IBM ECM Portfolio
- Dedicated IBM ECM practice with over 40 certified resources on IBM technologies
- Member of IBM's ECM Partner Council
- Winner of the 2014 IBM ECM Worldwide Business Partner Case Excellence Award
- AIIM Carl E. Nelson Best Practices Award for Contracts Management and A/P Processing Enterprise Content Management Solution (ECMS)

Cognitive Analytics

Cognitive analytics unlocks the hidden insights from your data. Most of the world's digital data is unstructured—emails and videos, images and sensor readings, and the vast array of information available on social media. Using technology to sort through and analyse this data, allows for greater business decisions. Cognitive computing is changing the way we understand and process this unstructured data. Using IBM Watson, we can understand all forms of data, interact naturally with people, and learn and reason, at scale.



About Alyx Technologies India Pvt. Ltd.

Alyx Technologies brings 35 years of corporate experience to help companies tackle large volumes of data and unstructured content (such as, emails, web content, instant messages, social media and documents) to streamline business processes and gain business insights.

With experience in big data, cognitive computing, cloud deployment and analytics, we are uniquely positioned to help you take the greatest advantage of your digital assets, while helping protect your organisation with effective management of the assets.

Alyx offers services ranging from strategic IT consulting, solutions engineering, product development, records management and quality assurance to ongoing support & maintenance.

For more information, please visit our web site:

www.alyxtech.com or email us at marketing@alyxtech.com.