Decision Advantage

Information as a Competitive Weapon

Whether the industry is retailing, manufacturing, finance, telecommunications or government, one thing is certain about today's business or service environment - a Decision Support System (DSS) is no longer a luxury, it's a competitive requirement.

At C-Byte, we think of DSS as an advanced business intelligence weapon. DSS comprises a set of applications that support the decision-making process by allowing organizations to capture knowledge from a variety of sources and then analyze it to measure the impact of business decisions and strategy. Well-designed DSS applications use a data warehouse infrastructure that ensures a single view of data across the enterprise and cost-effective deployment by leveraging existing IT systems.

Decision Support should be an important part of any business strategy. Without it, organizations risk losing customers and market share. That's why C-Byte created Decision Advantage, an award-winning portfolio of products, partnerships, people and processes that consistently deliver world-class DSS solutions.
With Decision Advantage for Enterprise DSS, Decision Advantage RM (Relationship Marketing), and Decision Advantage for Fraud Detection, C-Byte has helped hundreds of companies acquire these capabilities and improve the bottom line.

DSS Supports Business Agility in the Networked Economy

Globalization, deregulation, faster product cycles and optimization of the supply chain are among a number of trends forcing organizations to become more agile in their business strategy. A new, networked economy is driving information technology (IT) organizations to implement Decision Support Systems that support an increasingly knowledgeable and mobile workforce and deliver "anytime, anywhere" information access. Decision Advantage from C-Byte helps companies create competitive advantage and sustain their competitive position by providing the tools and infrastructure to measure and analyze business performance and evolve business strategy.

If organizations don't develop a decision-making advantage, experience shows that the competition or a new, more aggressive player on the market will take the step. More and more, companies are turning to DSS to maintain their leadership or become the industry's next leader.

Advanced business strategies require a Decision Support System that integrates operational systems, data warehouses or data marts and powerful query, data mining and analysis tools. This integration allows enterprise-wide information to be analyzed and exploited for a competitive business edge.

Decision Advantage: improving the bottom line through smart decision making

- Employing sophisticated fraud detection techniques using "data mining" and other technologies to discover and detect fraudulent patterns.
- Improving productivity and motivation by empowering personnel with the information to make decisions at a lower level

- Profitability analysis - determining which channels and promotions are effective, which lines are profitable, or which kinds of salespeople perform best.
- Performing casual analysis of product quality. Tracking failures to specific manufacturing locations, days of the week, or events.

DSS Enables Effective Customer Relationship Management

Powerful market forces are driving organizations all over the world - including the competition - to implement Decision Support Systems of their own. Customers have become more savvy about service and the organizations they do business with. In a highly competitive environment, it is all too easy for people to shop around for the best product or service or the company best suited to their needs. Careful management of customer relationships is more important than ever, especially as companies find it easier and more cost effective to grow the value of current customers than to recruit new ones.

At the same time, organizations are globalizing and consolidating, and building alliances across geographic lines. A firm that had 200,000 customers may merge with another company and suddenly have 2 million. How can this new, much larger business manage all of these new customer relationships and increase customer loyalty?

Mass marketing, which has alienated most customers, is not a viable means of building loyalty. Marketing today requires increasingly sophisticated techniques, using an organization's complete knowledge about each customer to segment and target those buyers most likely to purchase a product that fits an identified need. Moreover, relationship management needs to support rapid product cycles. In many industries, new products are being introduced every month, no longer every quarter or year.

Relationship Marketing: Enabling a Marketing Lifecycle and Increased Customer Value

- Analyzing customer behavior before developing and introducing new products, to help ensure market success.

- Targeting customers with one or two sales offers that will be compelling to them, rather than many offers of marginal interest. For example, if an individual has high repair bills, they could be a good prospect for direct mail about an inexpensive-to-maintain replacement product.

- Cross-selling based on product affinities. Once you have identified a particular customer segment that buys certain products together, there is huge potential for exploiting this through targeted marketing.

- Using database marketing to defend your current markets and discourage competitive entry into your market.

Customer Management: Turning Call Centers into Profit Centers

- Creating integrated call centers using near real-time DSS. With on-line support, your call center can not only provide world-class customer service but become a revenue-generating profit center.

- Improving customer retention by measuring churn to predict and pre-empt customer loss.

- Cross-selling more effectively - for example, marketing products to the family members of customers by looking at consolidated views of the household unit.

- Building loyalty by identifying which customers are profitable and giving them targeted discounts, bonus points toward future purchases, and service tailored to their needs.

The Proven Path to DSS: C-Byte Decision Advantage

Talented Professionals With Unrivaled Experience

With an installed base of more than 10,000 systems, C-Byte has focused on delivering high-end open systems for more than a decade, and has implemented some of the largest multi-terabyte data warehouses in the world. Our innovative architecture is widely recognized as providing a breakthrough in DSS performance. C-Byte implementations are award winning, and our consultants are published authors and internationally recognized experts on decision support systems.

Proven Processes

C-Byte's complete portfolio includes a variety of processes - from design through to implementation - to help organizations decide on the DSS architecture they will need and create support for the DSS initiative from everyone in the organization. C-Byte has refined our DSS design and implementation process over the years and developed a "best practices" approach for managing risk and consistently delivering a high quality, high value business solution.

The award-winning Decision Advantage methodology is well respected in the industry and reflects an integrated approach to user involvement, encompassing the human factors as well as technology and processes. Unlike typical industry consulting practices, we openly share our experience and transfer our skills to our clients and key partners. C-Byte understands the value of knowledge transfer, allowing customers' systems to flourish in the real world of day-to-day business activity.

Outstanding Software Partners

Using an impartial perspective, C-Byte has established a set of partnerships with the industry's best-in-class software vendors of OLAP, database, query and reporting, campaign management, segmentation and modeling tools and applications. Every Decision Advantage solution is designed according to an organization's specific needs. If called upon, C-Byte works with the project team to select

and recommend software and applications based on what's right for the business.

Leading Edge Platform and Solutions

C-Byte systems deliver the capacity, manageability, salability and performance that demanding data warehousing solutions require. And with C-Byte's architecture, organizations are able to future-proof their IT investment. If an organization's business markets or needs change, C-Byte systems allow IT to adapt accordingly.

C-Byte's Data Centers use technology so that systems can easily be expanded to meet growing data and user volumes, and the latest Intel processors so that either Unix or Windows can be deployed to meet applications requirements.

Combined with the right design and software, C-Byte's architecture can support everything from departmental data marts to the largest data warehouses in the world.

How Decision Advantage Works

C-Byte guides organizations through a proven, highly productive process of defining business requirements and building a system to meet those needs.

Step One: Requirements Analysis

Reparation is the key to many types of tasks. DSS is no exception. Often it starts with C-Byte's highly regarded Business Benefits Analysis service or workshops involving key management and users. This provides a proven way to understand the business impact of Decision Support, why companies use it, how it is cost justified and how it should be implemented. This service is also designed to build the groundwork for agreement on a company's DSS and business goals.

Step Two: Development

After gathering and consolidating all the necessary information, C-Byte helps organizations design and implement the proposed system. Our services range from consulting to taking complete responsibility for the project.

In addition to supplying an outstanding hardware platform, C-Byte mitigates project risk and integrates the various parts of each project. With this approach, organizations are able to quickly and easily access information in a way that's simple to understand.

Step Three: Deployment

This is the time when the business benefits are realized. The success of this stage is dependent on having set the correct expectations with the users, as well as providing the right support for both users and systems.

For more information about Decision Advantage and these three steps, contact your local C-Byte office.

C-BYTE INC.