# We Revolutionized Predictive Modeling

With SAP® InfiniteInsight®, you can build predictive models to gain unprecedented insight into your customers – from acquisition through cross-sell, up-sell, churn prevention, and generally taking the next best action with every interaction, across every customer channel.

For us, it's not about building great algorithms in a lab environment. It's about making predictive analytics usable, accessible and productive in real operational environments. It's about solving real business problems.

# Analytical data sets with clicks, not code

Power users define a broad set of reusable business components, called analytical records, which can be applied over and over again to automatically create the analytical data sets used for predictive modeling.

This innovative approach is orders of magnitude faster and results in far less human error than traditional handcrafted techniques.

# Accurate models, in days, not months

The patented Modeler automates the building of sophisticated predictive models for every data mining function under the sun.

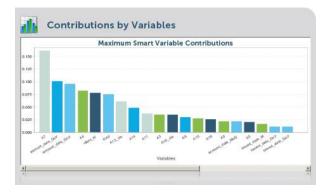
We'll help you quickly get to the right algorithm for your business problem with a model built for accuracy and optimal results. And arm you with business and executive summary reports so you can discuss the drivers behind your models across your team.

## Put scores into action

With clicks, not code the application can deploy optimized scoring equations directly in-database.

And because predictive scores often feed into complex business rules and decisioning engines, the open interfaces support integration to enterprise applications like your call center or website through Java and PMML, or legacy environments like SAS natively and SPSS.







#### **Features**

- Prepare analytical data sets
- Build predictive models
- In-database scoring and enterprise-class integration
- Automatically retrain models
- Find social influencers
- Business and executive summary reports
- Industry templates for communications, financial services and retail
- More than 400 customers worldwide

"SAP® InfiniteInsight® helps us put the right products and services in front of members at the right time"

### Daniel Mathieux

Member Insights and E-Business, American Automobile Association (AAA)



"SAP® InfiniteInsight® has given us a scalable approach to create accurate forecasts across our business."

Elena Zhukova

Head of Analytics, Eldorado LLC

"SAP® InfiniteInsight® has helped uncover dependable patterns and insight that were previously unattainable."

Corentin Jouan

Head of Business Intelligence, Groupe SAMSE

## Every model at peak performance

With traditional predictive methods, it's impossible to optimize great numbers of campaigns, become overly granular in targeting, or to retrain models on a regular basis. It's simply takes too long and competes with other business priorities.

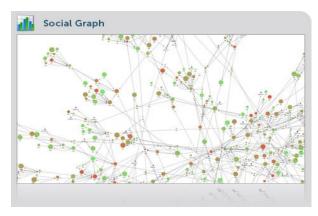
SAP® InfiniteInsight® has shown that there is no reason to be satisfied with an out-ofdate model. In clicks, business users can schedule model refreshes as often as needed by the business.



# The shape of your social network

SAP® InfiniteInsight® Social provides a unique spectrum of social network analysis capabilities so that you can understand social influence and behaviors across customer communities.

What's more, because SAP® InfiniteInsight® Social is 100% native to SAP® InfiniteInsight®, you can integrate social attributes (e.g. influencer scores) into all of your predictive modeling to optimize campaigns across the customer lifecycle – whether it's member-get-member, crosssell, up-sell, retention – you name it.



## Deep domain expertise and solutions

It's our mission at SAP to help our customers get real business value from their investments in predictive analytics. For us, it's about going deep within an industry. To deliver solutions designed for you to compete on analytics. And guess what? It's worked for over 400 of our customers worldwide.

- Communications: we're helping over 40 of the leading communications providers optimize relationships for over 300 million subscribers
- Financial Services: over 45 of the largest banks and insurance companies worldwide have standardized on SAP® InfiniteInsight®
- Retail: leading retailers are using SAP® InfiniteInsight® to manage customer relationships that contribute over \$500 billion in annual revenues.

It's pretty clear we've been around the block. We're committed to providing a solution that works for your business.

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