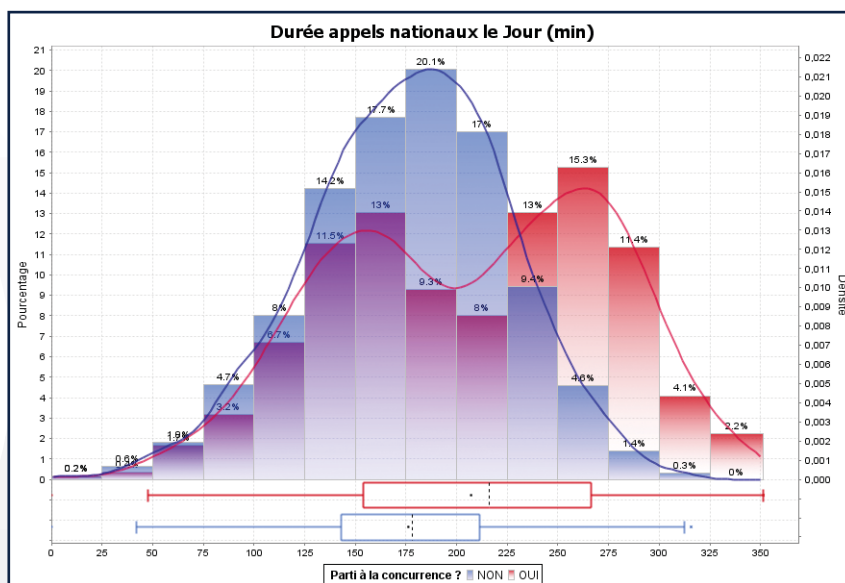


Coheris SPAD is a data mining and predictive analysis package that can be used to generate new strategic and operational knowledge from data stored in a company's databases. Use Coheris SPAD to build indicators enabling you to optimise your marketing operations, analyse your customers' behaviour, evaluate and prevent business risks, etc.



Références

Coheris SPAD is used by hundreds of companies, operating in every sector. It is also widely used in the research and education sectors, in universities and professionally-oriented educational establishments.

- 3 Suisses
- Allianz
- AXA
- Banca di Roma
- BVA
- CANAL+
- Cegetel
- CNAM-TS
- Cofidis
- Cofinoga
- Danone
- Fnac.com
- France Telecom
- Galeries Lafayette
- Groupama
- INSEE
- Ipsos
- La Redoute
- L'Oréal
- MMA
- PSA
- Renault
- SNCF
- Société Générale
- TF1
- Unilever

The benefits of data mining and predictive analysis

In a great number of areas, you can increase efficiency, reduce your costs or limit your risks, just by making best use of information "hidden" in the company's databases.

- Discover your customers' characteristics, define and identify those that are the most strategic, the most fickle, etc.
- Analyse the use of various communication channels and use those most appropriate to the profile of your target.
- Track and anticipate purchasing behaviour to optimise sales, anticipate stock levels, etc.
- Improve the effectiveness of customer retention and acquisition measures.
- Evaluate customer risk, detect and prevent fraud.
- Improve the production process – minimise the number of non-conforming parts, identify the key factors in your manufacturing processes, etc.

The full power of Coheris SPAD

Gain fast access to all your data, irrespective of file sizes and formats. Explore, prepare and transform data very easily, in readiness for analysis.

Conduct a fine analysis of the information held in your databases and go further in using it, regardless of the complexity of your issue.

Summarise vast amounts of data into strategic indicators for decision making. Roll-out and standardise the predictive models resulting from analyses. Report on information with accurate results, and suitable and convincing graphics.

