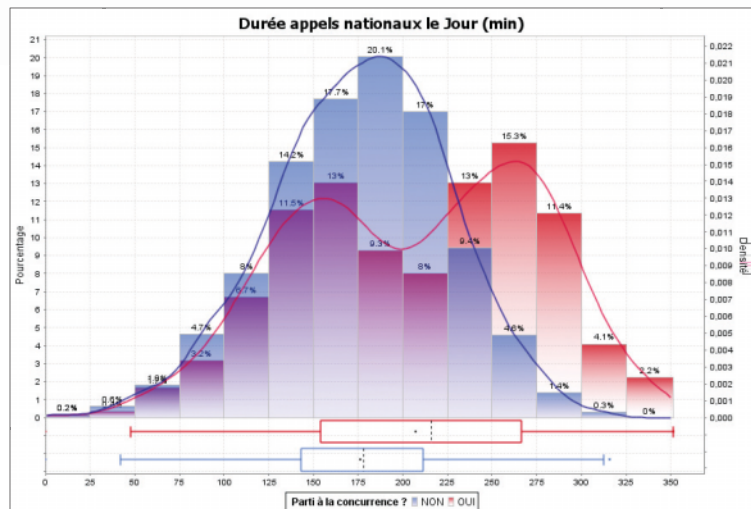


Coheris SPAD is a data mining and predictive analysis package that can be used to generate new strategic and operational knowledge from data stored in a company's databases. Use Coheris SPAD to build indicators enabling you to optimise your marketing operations, analyse your customers' behaviour, evaluate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



References

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.

Functional features

Data Management

Coheris SPAD includes a genuine data handling tool, enormously speeding up the analysis preparation phase. Equipped with a powerful graphic editor, the workflow for

pre-analysis processing is pictured on screen. The results of transformations are displayed automatically at every step. Validity checking is straightforward and the risk of error is reduced. A library well-stocked with transformation functions and statistical re-encoding allows this work to be automated. Special processing can be defined in Python if necessary.

Modelling

Coheris SPAD offers a very wide range of model and statistical methods options, able to be applied immediately and covering almost all requirements. From simple descriptive analyses to various types of multi-dimensional analysis, by way of several predictive models and segmentation methods (decision trees, etc.), Coheris SPAD provides the full gamut of advanced data mining and statistical techniques.

Text Mining

Over and above numerical data, Coheris SPAD is able to analyse free text by applying various statistical methods to metrics related to words found in text (frequency, distance, etc.). One application for this feature is the automatic categorisation of incoming emails.

For example, categorisation of complaint emails according to different reasons, a task in which Coheris SPAD achieves over 80% success.

Graphical representation

Analysis results are automatically displayed inside specialised interactive graphics editors. Coheris SPAD offers a vast range of graphics objects - pie charts, bar charts, scatter charts, concentration curves, mapping, ROC curves etc. to represent the results. The underlying data can also be retrieved in Excel.

Application of models

Generally, models developed with a data mining tool are fine-tuned using a sample and are then applied to all the data in the database. This final step is fully automated by Coheris SPAD, which applies all the required rules, calculations and transformations on the entire population being studied.

Strengths

Several complementary approaches

Coheris SPAD is a complete data and text mining workshop, allowing several methods for exploratory or predictive analysis, or for segmentation, etc. to be used.

Increased productivity for researchers

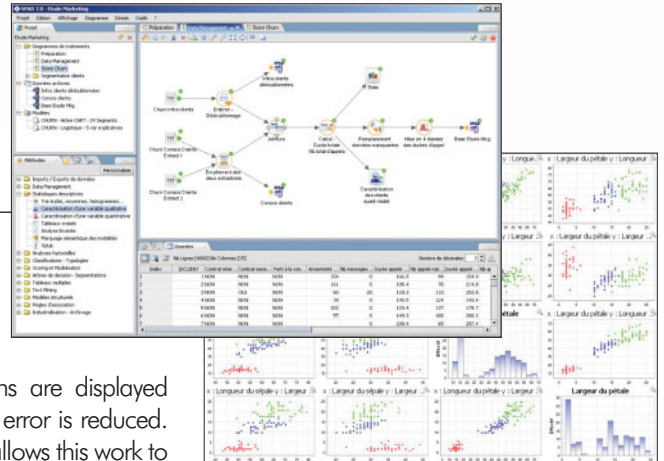
The interactivity and facilities in the data management tool, the ability to check results at every step, and the automated application of models on the whole database drastically reduce the overall time needed for research.

Easy to learn and use

Several graphical interactive wizards, along with a highly intuitive user interface, make familiarisation quick for any new user.

An all-purpose tool

Coheris SPAD is capable of accessing very varied data sources (see technical characteristics) and processing large volumes. Some intensive processing tasks can be scheduled to run as batch jobs.



Technical characteristics

Coheris SPAD runs under Windows. It offers native access to the following databases:

- Oracle
- Sybase
- SAS
- SQL Server
- DB2

or under ODBC for other systems.

Similarly, it can access text files in fixed, delimited, Excel, SPSS, etc. format.

Coheris: A Brief Overview

A French publisher on topics in the areas of customer relationship management, analytical control, and predictive analysis, Coheris places actionable knowledge in the heart of its uses and business strategies.

More than 1,200 companies, from SMEs to multinational corporations, have already placed their trust in Coheris in over 80 countries.

Coheris supported by an extensive network of consulting and integration partners and its own experts to provide its customers with solutions that are at once operational, analytical and predictive of the service rendered by their performance.

Coheris has been listed on the NYSE Euronext Paris exchange compartment C since June 30, 1999 (ISIN: FR0004031763 / ticker: COH) and is eligible for FCPI.

More information about Coheris can be found at: www.coheris.com

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