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## Solution Profile: Advanced Analytics

### Looking for Something in Your Data?

The amount of data businesses generate and store is growing exponentially, and the complexity of that data presents a growing technical challenge of how to best use it. Competition demands that this difficult challenge be met. Analytics leverages this data to enable actionable, context-specific insight that is applied to decisions in every industry. Today's industry leaders maintain their competitive advantage by investing in analytical reporting, data mining, and predictive analytics. Experis has the analytical capabilities to help you find what you're looking for.

Since 1982, Experis' Business Analytics Practice has been applying statistics and analytics to challenging business problems. We implement industry best practices and have developed comprehensive methodologies for bringing state-of-the-art analytics to our clients. By partnering with Experis, our clients are able to determine how and where to apply the most appropriate analytical solution to better understand their business data and how to apply that knowledge to make more effective business decisions.

Experis' Business Analytics Practice provides a variety of strategic services, including:

#### Process Assessments

We use our extensive experience developing analytics and delivering them to customers to help you improve your processes. We can evaluate the analytical information you develop and the method of delivery to determine if they are the best means for achieving your goals. We can help you determine which parts can be automated, which can be delivered directly to your customer, which need to be kept "in-house," and which need to be stopped altogether. Better yet, we can help you make each one of these happen.

#### Data Mining

Data mining is a less structured, exploratory, statistical analytics methodology used to extract potentially useful information from large datasets or databases. Experis regularly uses data mining tools to help clients identify information with explanatory and predictive value.

#### Forecasting

Experis uses state-of-the-art time series methods to forecast data with a time component. Models are constructed based on past values and related time series to forecast future values. These models tend to differ from standard statistical models because in the presence of the time component, such factors as seasonality and auto-correlations, become important factors to model for forecasting.

#### Marketing Analytics

Experis provides analytical services to our marketing clients in order to help them make sense of their customer and their marketing. The information gathered from this type of analysis can be utilized to understand past and future behavior of current and prospective customers.

Experis' statistical professionals have experience in helping our clients in the following areas:

- Maximizing Cross-Sell and Up-Sell Opportunities
  - Customer Relationship Management
  - Post-Campaign Performance Analysis
  - Campaign Response Modeling
  - Customer Retention
  - Data Quality
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## Client Benefits

Working with the Experis' Business Analytics Practice provides our clients with:

- **Validity** – Our clients can feel confident that the appropriate statistical techniques have been applied and that the results are valid for the decisions they make.
- **Transparency** – Our project management approach keeps you in control of the work being done without the usual overhead.
- **Immediacy** – Our objective is to provide you with analytical results that are ready to use. We can integrate the analytical processes with your IT processes, if desired.
- **Knowledge** – Analytics provides decision-makers with the necessary knowledge of their business and their customers which enables them to stay ahead of the competition.

## Solution Summary

*"...for companies to sustain a competitive advantage, analytics must be applied judiciously, executed well, and continually renewed."*

– Competing on Analytics: The New Science of Winning  
Tom Davenport, Jeanne Harris

Experis' Business Analytics Practice can help you develop and maintain that competitive advantage.

Predictive Modeling, Data Mining and Forecasting have become important factors in a company's ability to increase revenue while controlling costs. Clients engage with Experis' Business Analytics Practice for several reasons, including bandwidth issues or the lack of the necessary in-house skills needed to implement these analytical processes. Experis' Senior Statisticians help clients seamlessly implement advanced analytics into their organization. We offer flexible delivery options ranging from staff augmentation to fully outsourced solutions, enabling us to design a solution to fit any business need. Rely on Experis for all of your analytical support needs.

For more information, contact us at 800-831-6314 or email us at [analytics@experis.com](mailto:analytics@experis.com).



### About Experis

Experis™ is the global leader in professional resourcing and project-based workforce solutions. We accelerate organizations' growth by intensely attracting, assessing and placing specialized expertise in IT, Finance and Engineering to precisely deliver in-demand talent for mission-critical positions, enhancing the competitiveness of the organizations and people we serve.