**Business Technology Services
Advanced Analytics**
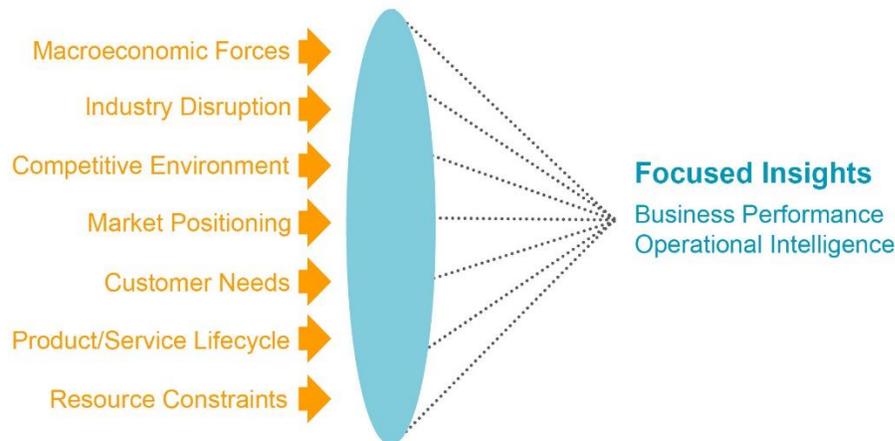
The Challenge

Organizations face an increasing number of complex choices that require data-driven quantitative insights to make smart, effective decisions. An exponential increase in customer data from mobile, retail and online channels makes the strategic development process more challenging. At a time of unprecedented change, it is critical to leverage the power of analytics in order to most effectively evaluate business strategies. Our Advanced Analytics group gives clients the quantitative horsepower of sophisticated analytics to make complex decisions with the highest degree of confidence.

The Need for Deeper Analytics

Macroeconomic Forces
Industry Disruption
Competitive Environment
Market Positioning
Customer Needs
Product/Service Lifecycle
Resource Constraints

Focused Insights
Business Performance
Operational Intelligence

Capturing data is only half the challenge. The amount of customer data has grown exponentially over the past decade, along with investments in business intelligence infrastructure. Leveraging data that resides in existing systems is critical to maximizing return on these investments. Point B's expertise can help ensure that the analytic effort addresses the business problem: the data is interpreted properly; you draw the appropriate conclusions; and you can develop solid action plans with confidence.

Traditional tools/methods are not enough. A single decision based on an analytical effort can mean millions of dollars in savings or revenue. It can also mean the difference between hitting or missing growth and profitability targets. With much at stake, small improvements in analytics models can have a huge impact. We will ensure you use the right tool to develop effective solutions and optimize results.

Analytic talent gap. The U.S. faces a shortage of managers capable of identifying, structuring and leading analytical work to inform key strategic decisions. To be successful, leaders need a unique blend of analytic expertise, solid industry experience, and understanding of the opportunities and challenges. Point B provides the unique combination of deep analytical skills and proven consulting experience.

Advanced Analytics

Our Services

Point B helps uncover actionable business insight by analyzing and interpreting an organization's data. Our services include quantitative analysis that delivers answers to discrete business questions, and interim leadership to jump-start new operations or reinvigorate existing ones. Our approach is built on:

Identifying the right problem to solve. We strongly believe that engaging with business leaders to identify the exact business problem is the most crucial step in a project's success. Our analytics leaders ask the tough questions that may lead you to rethink the assumptions behind your initial business goal. Our team won't move forward until the issue is clearly defined, the data exists to solve the problem, and, more importantly, it is worth your time and investment.

Transparency. We don't believe in a "secret" sauce. Our consultants will explain which mathematical techniques were used and which variables are having the greatest impact on the outcomes or analysis. We don't hide our algorithms behind a user interface or within a software package. We teach. We explain. We share our data expertise and instill it within your organization.

Model/Internet Protocol ownership. This is your solution, not ours. We don't believe in holding your data hostage. We provide you with world-class insight together with the actual mathematical model as our engagement draws to a close. After all, isn't that what you paid for?

We have helped clients in the following areas:

- Developed a capacity utilization study to support a decision to build a new healthcare facility.
- Forecasted the optimal daily labor schedule by store category across a fleet of retail stores.
- Determined staffing and space requirements to support growth of a cancer treatment program.
- Designed an algorithm to improve a retailer's ability to accurately estimate mobile wait times.
- Developed a predictive model to curb membership attrition for a large warehouse retailer.
- Assisted a large U.S. retailer in identifying factors that drive shrinkage in its stores.
- Built a simulation model to forecast the impact of a new contract for a healthcare system.
- Developed an analytic framework for a life sciences client to test 12 diverse business models.
- Optimized a $60 million investment in expanding ambulatory services for a healthcare system.
- Built a marketing mix model for a healthcare payer to optimize a $20 million marketing budget.

Why Point B?

Point B, Inc. helps organizations form, execute, and thrive. With capabilities including Management Consulting, Venture Investment and Advisory, and Property Development, our integrated businesses provide value to the organizations and communities we serve. Our 100% employee-owned firm was named a Best Workplace in the United States by *Fortune* magazine, and is regularly honored as an exceptional place to work.