

Build Customer Relationships [DATA MINING]

Business Analytics

Your profits are measured in data, not cash. Grow at a rapid pace using insights from your current business data.

Bilander provides the know-how and tools. Discover new product opportunities, build customer loyalty, develop up-sell and x-sell.

Too much data to manage?

Outlets	230
Salesforce	2000
Offers made daily average	5000
Customers	2 000 000



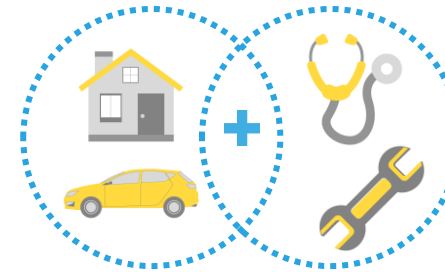
REPORTS 24/7, ANYWHERE

Meet Binocle, a platform designed for Business Users. Have your headquarters, regional managers, outlet managers access information around the clock and on any device. Easily check current sales rankings / margin / turnover / dynamics for any store, region, the entire network etc.

BEHAVIOR, PREFERENCES AND CUSTOMER LOYALTY

Study customer behavior (shopping cart, geography, mobility, transactions). Discover product features determining purchase-decisions. Create offers truly tailored to the needs of buyers.

BASKET ANALYSIS



Find goods frequently bought together. Come up with promotions that are more appealing to your customers. Build **flexible x-sell / up-sell** scenarios.

GEOGRAPHICAL ANALYSIS

Control expansion costs. Find the optimum location for a new vendor / business partner using data (historical, demographic, social and economic).



CHURN / RETENTION

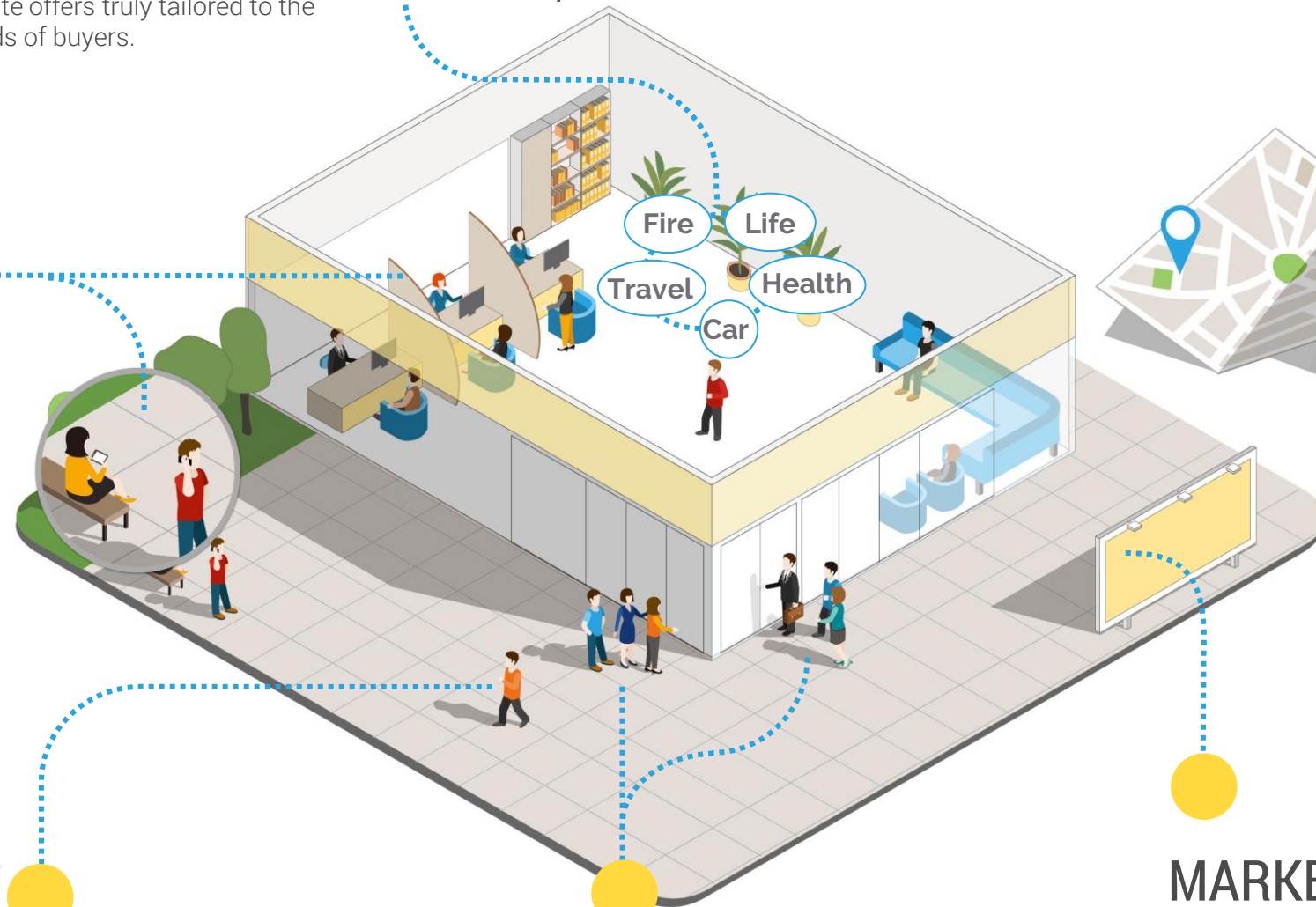
Determine the causes and control churn. Optimize customer retention costs. Define the likelihood of individual customers moving over to a competitor..

CUSTOMER SEGMENTATION

Identify customer groups and the goods they buy. Create more appealing promotions, offers and means of communication.

MARKETING CAMPAIGN EFFECTIVENESS

Analyse & evaluate promotions anytime you need. Even while they last. Boost campaign performance and communication. Use insights to improve future actions.



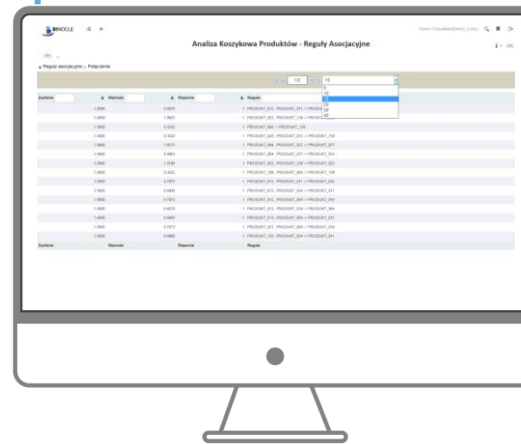
ALL DATA IN ONE SPOT



Binocle is a complete solution for data integration, reporting & analysis. It's one of the most versatile platforms of its kind.

Gain insights from data within minutes (production, sales, customers, revenues, costs, product portfolio etc.).

BASKET ANALYSIS



Get to know your customers

1. Optimize product **portfolio** and adjust **inventory**.
2. Create **baskets** tailored to your customers.
3. Combine products to gain optimal margin level.

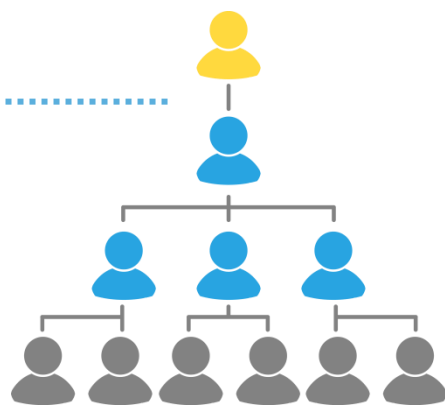
FRAUD DETECTION



Limit the chances of fraud. Detect and prevent loss, theft, delays in settlements / payments.

Receive **automatic system notifications** of anomalies to be investigated.

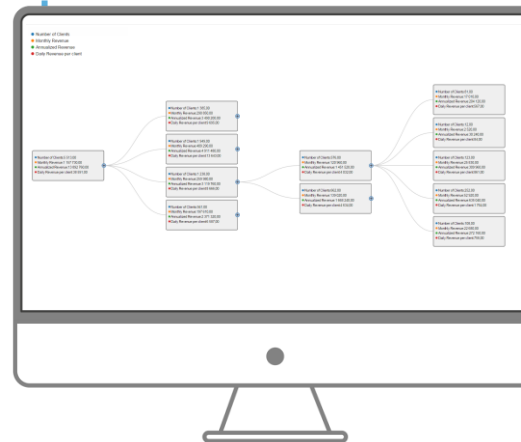
RISK ANALYSIS



Predict and manage the sensitive, transactional part of your business.

Use Binocle to run **customer scorings**. Estimate financial risk of transactions, returns and refunds.

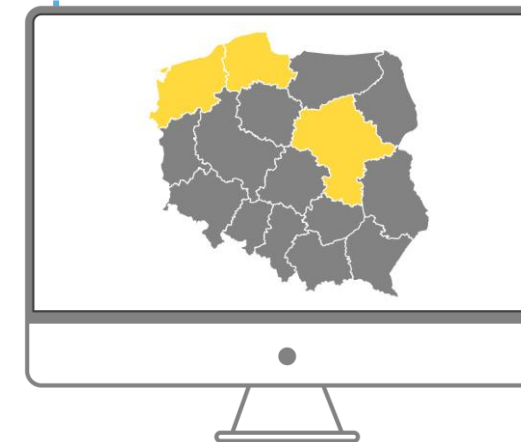
CUSTOMER SEGMENTATION



Is your offer relevant to your prospects?

Forecast the behaviour of your customers. Develop and implement sales strategies for each generation.

GEOMARKETING



Forecast **customer traffic and salesforce activity**. Focus on selling the most promising products.

Optimize the development of your sales network and customer service points.

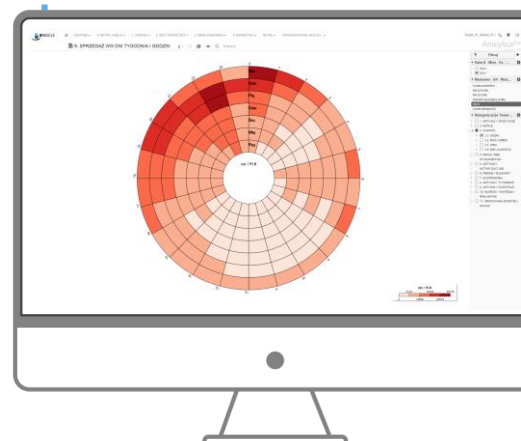
TIME SAVINGS



Automate **data integration**. Stop wasting countless hours on manual data entry and reporting.

Dedicate it to data analysis that actually brings real **benefits to your business**.

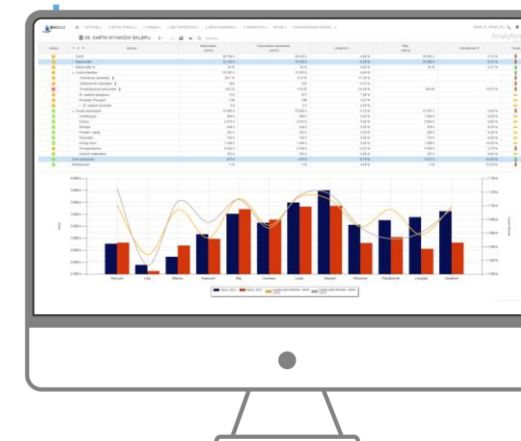
MARKETING CAMPAIGNS



Find out what actually works? Analyse effectiveness of marketing / sales actions.

Observe (also in real-time) the influence of marketing campaigns, incentive programs, competitions, gadgets etc.

PERFORMANCE



Evaluate the performance on a current basis (sales, costs etc.). **Monitor** which products / staff members / outlets need support to deliver results.

Stay ahead of the competition. Be the first to **identify new areas for development**.