



Business Intelligence.
Proven.

If your company's data was a crystal ball, what would *you* want to ask it?



PHOTO: JUSTIN HETZ/GETTY

On average, more than 85% of business data is created within a massive amount of valuable information in the form of emails, memos, notes from call-centers, news, user groups, chats, reports, web-pages, presentations, image-files, video-files, sales documents, proposals, marketing material and news. Some of this data is semi-structured. Most of it is not. And therein lies one of the unsolved mysteries of the business world:

**How can we capture, organize, warehouse, mine, and analyze
this massive amount of data in order to
know what questions we should be asking ourselves?**

Some executives find that their current abilities with regard to their data gives answers that are more like a Magic 8 Ball than a crystal ball. Being caged by this limitation handicaps any business from getting the answers it needs. The problem is compounded exponentially if you know, deep down inside, that you're not even able to ask your data the right questions. And many experience operational insomnia by being plagued with the questions they know they haven't even asked yet.

At BIQED we believe that the bullseye of business intelligence is simple:

**You want your data to be a crystal ball so that
you can ask any questions you want,
and get the answers you know you need.**

This bullseye sits inside simple target: *you, the client.*

Business intelligence is about transforming any of your raw data into meaningful information you can use to increase revenue, reduce costs, identify and seize business opportunities, and stabilize operations. Whether you are a multinational company with a variety of subsidiaries or a single entity large corporation, a solid business intelligence solution for your company will give you a consolidated, bird's eye view of the most important data in your business which will not be available anywhere else in the business. This in turn gives management visibility and control over areas of the business which they haven't had before.

Every business has a climate, and climates shift and change. Business intelligence and analysis efforts should be able to shift and change with that climate. *For this reason, BIQed exists to reintroduce you to your data, and to remind your data who's really in charge.* We do that by turning our relationship with our clients into technology and tools that serve you, so that you become the master of your own crystal ball, able to more accurately predict climate changes within your business. BIQed wants what you want:

CONVERGENCE

| | |
|---|---|
| of your external data... | with your internal data. |
| <i>the information gathered from the market in which your company operates...</i> | <i>the information gathered from a company's internal, financial, & operational data.</i> |

Throughout our relationship with our clients they experience increasing abilities to:

- Gain historical, current, and predictive views of their business operations
- Interpret massive quantities of data
- Identify and develop and potentially create new business strategies and new opportunities
- Implement safe and effective strategies based on actual, quantified information
- Gain a competitive market advantage and forecast long-term stability
- Optimize Key Performance Indicators

BIQed works in sync with our customers through a basic needs-based approach in order to create their customized crystal ball which often includes, but is not limited to:

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| ● Production Positioning & Pricing | ● Implementation & Conversion | ● Assessments & Recommendations |
| ● Operational Support | ● Performance Tuning | ● Data and Tools Training |
| ● Data Warehousing | ● Dashboards | ● Reports |
| ● Analytics | ● Benchmarking | ● Real-Time Reporting |
| ● Analytical Alerts | ● Data Mining | ● Processing Mining |
| ● Complex Event Processing | ● Business Performance Management | ● Web-Based Analytical Processing |
| ● Predictive Analytics | ● Prescriptive Analytics | ● Sales & Upgrades |
| ● Resource Planning | ● Project Management | ● QA & Testing |