



COMARCH EMM
ENTERPRISE MARKETING MANAGEMENT



GET TO KNOW YOUR CUSTOMERS

COMARCH SMART ANALYTICS

COMARCH

Learning the ropes of your own business and getting to know the customers, competitors and the market are the challenges faced by every company. Today, an enterprise can easily locate the tools which will enable it to attain all the information crucial for its functioning. However, if the data has not been processed, it remains completely useless to people who need it for everyday decisions.

When you face an information shortage...



When examining the effectiveness of loyalty programs, the only information that you can attain is the situation of the enterprise before the program was activated and its situation at the moment of actual analysis. However, this data is not enough to reach definite conclusions regarding how the program or its particular elements influence the functioning and condition of the company. If there has been an improvement, many other factors may have caused it, and if there has been a decline, you can never be sure that the situation would not have been even worse without the loyalty program.

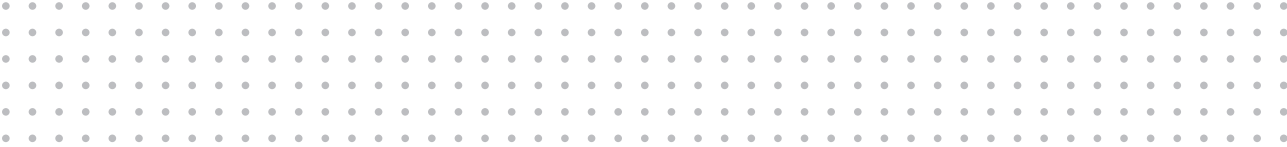
On average, 25% of working time is lost on searching for the required information. It is a waste of time and energy which, to make it worse, gets you nowhere: you rarely find what you are looking for. The majority of managers admit that they cannot access updated and accurate data when they really need it. Or if they do, the information is useless because of its format.

...Comarch Smart Analytics is here to help you



When you want to know how a new promotion, prize, or a new partner included in the program have influenced your business, the Comarch solution based on Business Intelligence tools is the perfect choice. Comarch Smart Analytics is a part of the comprehensive Comarch Information Management platform, which contains a portfolio of products enabling you to gain and use information regarding customers, their behavior and preferences. This tool draws on data from loyalty systems, CRM, marketing campaign management, as well as the recording and financial systems and income registration and controlling systems, guaranteeing that the analyses are as credible as possible and reflect the market dynamics.

Comarch Smart Analytics is a solution which provides decision-makers with all the relevant data. The time saved can be devoted to strategic analysis and problem solving since all the necessary information is already there to be used. The solution enables decision-makers to determine the current and forecasted structure of market behavior at the given place and time. It also facilitates the process of defining the range of actions necessary for improving the way that the loyalty program operates and, in consequence, for stimulating the growth of the entire company.



Comarch Smart Analytics for everyone

This solution makes crucial data available to all people involved in the loyalty program, be they managers, members of the management board or marketing department employees. Each person can find the exact information they are looking for and will be able to make a contribution to the loyalty program's improvement.

Operations managers will be particularly interested in partners' results and the popularity of the program in certain areas. They need to be provided with current data on a regular basis in the first place. Using Comarch Smart Analytics, they will receive regular reports containing the most current information, arranged in a user-friendly and clear manner.

Marketing department employees expect updated marketing analyses at the exact moment they need them, i.e. when they prepare new promotional activities. The system addresses their needs by offering the possibility of creating ad hoc reports. Marketing analyses enable defining the customer profile and assessing the undertaken marketing activities in relation to groups of customers selected using advanced mechanisms. What is more, Comarch Smart Analytics gives you an insight into current customer preferences and how they change with time.

Comarch Smart Analytics also meets the expectations of mid and senior management who are faced with the necessity for making quick and, moreover, the right decisions on a daily basis. A special dashboard, designed specifically for this group, defines a set of Key Performance Indicators for all analysis. This allows for determining the progress of realizing the strategic, tactical and operational goals. A short glance is enough to get the gist of the current state of affairs and make the best possible decision.

A CUTTING-EDGE SOLUTION

Comarch Smart Analytics is based on data warehouse technology which guarantees the quickest possible access to current information. Data warehouse is a specialized type of database which optimizes the speed of the search and ensures the most efficient content analysis. As a result, persons who use the system receive the essential information instantly. Additionally, the load placed on production systems is considerably reduced due to the transfer of the analyses to a separate system. Another big advantage of the Comarch Smart Analytics solution is the fact that it has been based on the XML/A standard, which enables the company to use a number of analytical applications at the same time without worrying about integration.

USE THE INFORMATION YOU'VE GOT!

All Comarch Smart Analytics users, be it the management board or the call center agent, get the information they need at that given moment instantly. Moreover, the marketing and analysis department may model customer behavior in its own right and select the customer groups that should become the focus of the company's activities. The best way to reach the given target group can also be easily defined. The ultimate result is an increase in competitiveness and attractiveness of each loyalty program and its organizer.

The types of analysis offered by the system can be divided into three basic groups according to the level of advancement:

Operational analyses:

- ▶ Call center activities
- ▶ accrual and redemption
- ▶ sales of products and services
- ▶ loyalty program: enrolment of new members
- ▶ activities of partners, suppliers and intermediaries
- ▶ effectiveness of communication with customers

Customer behavior analyses:

- ▶ customer behavior in relation to customer profile
- ▶ customer behavior in relation to demographic data and sales volume
- ▶ promotions effectiveness
- ▶ customer behavior: forecasts
- ▶ regression models based on statistical data
- ▶ analysis following implication models using data mining algorithms

The analyses bring the following benefits:

- ▶ maintaining important customers (every customer is important, but only some are so important as to require additional expenses for maintaining their loyalty to the company)
- ▶ identification of areas which have potential for generating higher income
- ▶ identification of the most profitable products, customers and segments
- ▶ improved quality of decisions
- ▶ recognition of customer behavior patterns
- ▶ identification of the current market structure and forecasted future requirements

Comarch headquarters

Al. Jana Pawla II 39 a
31-864 Krakow
Poland
phone: +48 12 64 61 000
fax: +48 12 64 61 100
e-mail: info@comarch.pl

Comarch Inc.

10 W 35th Street
Chicago, IL 60616
United States
phone: +1 800 786 4408
fax: +1 800 684 5916
e-mail: info@comarch.com

Comarch OOO

Bakhrushina Street 32, bldg 1
115054 Moscow
Russian Federation
phone: +7495 221 89 01

Comarch Software AG

Chemnitz Str. 50
01187 Dresden
Germany
phone: +49 351 3201 3200
fax: +49 351 438 97 10
e-mail: info@comarch.de

Comarch Software Sarl

19 Avenue LeCorbusier
59000 Lille
France
phone: +33 6 59 56 06 84
fax: +33 3 59 56 06 01
e-mail: lille@comarch.com

Poland

Krakow, Gdansk,
Katowice, Lublin,
Lodz, Poznan,
Warsaw, Wroclaw

Austria Vienna**Belgium** Brussels**China** Shanghai**Finland** Helsinki**France** Lille**Germany** Dresden, Frankfurt/Main**Lithuania** Vilnius**Panama** Panama City**Russia** Moscow**Slovakia** Bratislava**UAE** Dubai**Ukraine** Kiev**USA** Chicago**Vietnam** Ho Chi Minh City

WWW.SERVICES.COMARCH.COM

WWW.COMARCH.COMWWW.COMARCH.FRWWW.COMARCH.DEWWW.COMARCH.RU

Comarch is a leading Central European IT business solutions provider specializing in forging business relationships that maximize customer profitability while optimizing business and operational processes. Comarch's primary advantage lies in the vast domain of knowledge accumulated in and applied to our software products. These products incorporate highly sophisticated IT solutions for businesses in all vertical sectors. Comarch has a multinational network of offices employing over 3500 highly-experienced IT specialists in Europe, the Middle East and the Americas.

Comarch Spółka Akcyjna with its registered seat in Krakow at Aleja Jana Pawla II 39A, entered in the National Court Register kept by the District Court for Kraków-Śródmieście in Krakow, the 11th Commercial Division of the National Court Register under no. KRS 000057567. The share capital amounts to 7,960,596.00 zł. The share capital was fully paid. NIP 677-00-65-406

Copyright © Comarch 2010. All Rights Reserved. No part of this document may be reproduced in any form without the prior written consent of Comarch. Comarch reserves the right to revise this document and to make changes in the content from time to time without notice. Comarch may make improvements and/or changes to the product(s) and/or programs described in this document any time. The trademarks and service marks of Comarch are the exclusive property of Comarch, and may not be used without permission. All other marks are the property of their respective owners.

PL-2010.06

COMARCH