"Big Data services for small and medium companies"

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Big Data

*"**Big Data is about finding relevant *correlations* between different pieces of information to build *predictive models* using all available data (*N=All*)**"*

Private data

Public data

CUSTOMERS AND EMPLOYEES CAPTURES AND LOYALTIES

IMPROVE AND SELL PRODUCTS AND SERVICES

PREDICT AND ADVANCE SITUATIONS

... AND TO KNOW DEEPLY YOUR PUBLIC OBJETIVE

TYPES

NEEDS

BEHAVIOURS

LIKES

Data is an important asset

"Let DATA speak!"

Big VOLUME
Big VELOCITY   +   Big ANALYTICS
Big VARIETY
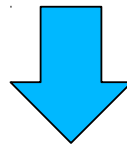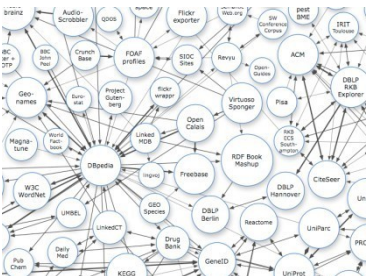
DATA   AI + HPC skills   Infrastructure

+

+

For this, it possess…

INFORMATION
(BBDD customers – CRM - Transactions)

Need →

GET USEFUL INFORMATION WITH THE LOWEST PRICE

HUGE

INFORMATION

Objective: Knowledge / Wisdom

Data-driven suggestions,
Business processes optimization
Strategic decisions

4

Wisdom

Correlations among data,
Predictive models

3 **Knowledge**

Summaries, linked data,
structured data ...

2 **Information**

Data

1

Produced by People: Twitter, Surveys, News ...

Produced by Devices: Sensors, Cellphones, Serv

**Sequential
Process**
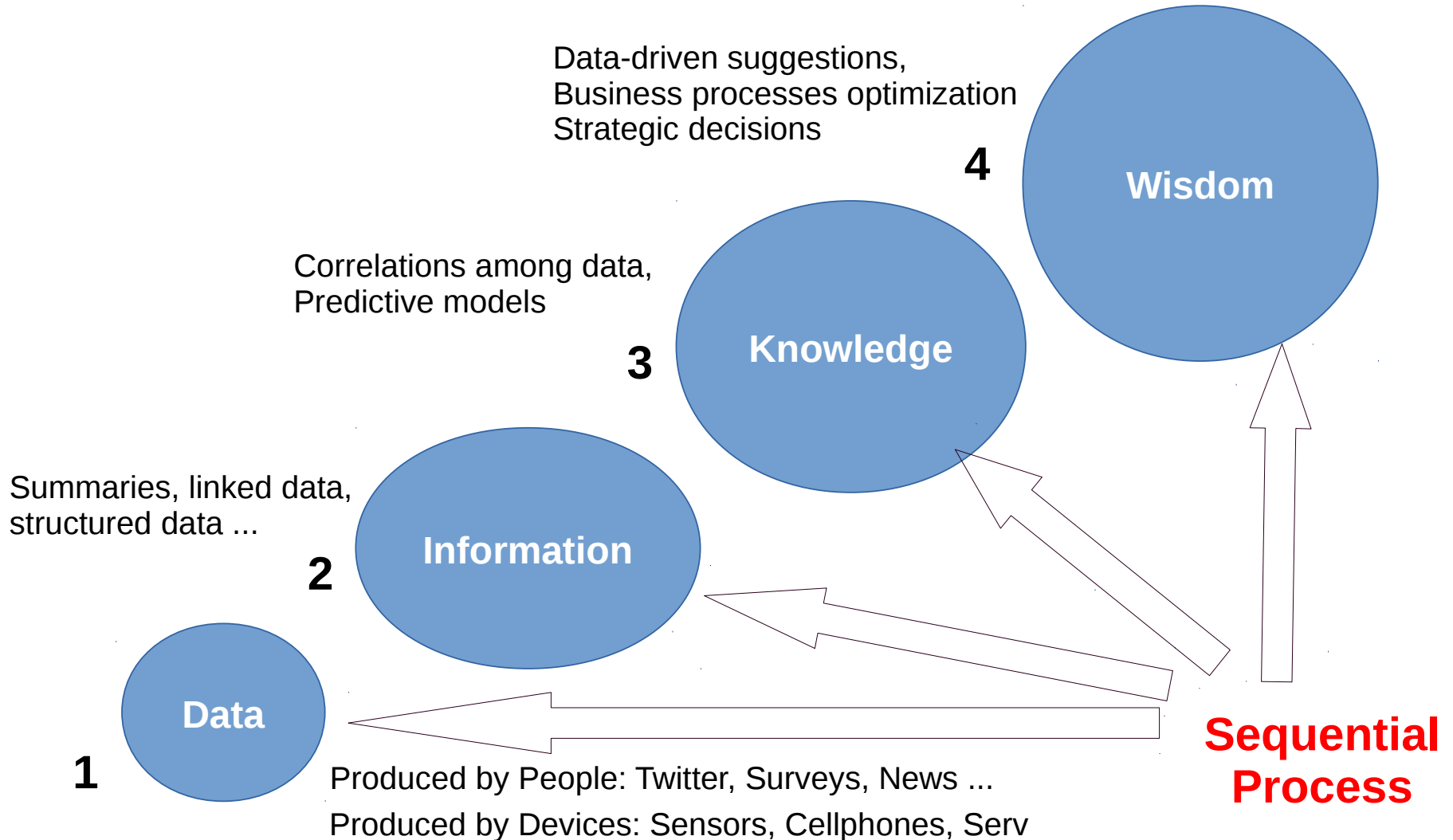
Algorithm's structure

DATA

The mathematic model is created previously using historical data (additional process: ETL).

Mathematical Modeling

OUTCOME

IMATH SERVICES

¡BIENVENIDO AL FUTURO DE LAS COMPAÑÍAS CON LA APLICACIÓN DE MODELOS PREDICTIVOS!

Presentamos la **primera aplicación de servicios personalizados de análisis predictivo** para companías. Este sistema **ayuda en la toma de decisiones** aplicando datos cuantificados para la mejora de beneficios y reducción de costes.

Actualmente, la herramienta se encuentra en fase beta. **Los servicios que ofrece** son los siguientes:

1. Predecir automáticamente cuales serían los clientes más propensos a dejar la compañía.

2. Predecir los clientes potenciales más interesantes para realizar campañas de marketing para atraerlas a la compañía.

3. Saber la tipología de cliente de forma automática diferenciados por los datos demográficos,

4. ...

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¡OS ESTAMOS ESPERANDO!

IMATH SERVICES

- **Public objective:** Companies with generate quantity of data to extract useful information.

- **Objective:** Customers' management control.
  - Customers behavior's predictions control.

DATA STRUCTURE

Demographic Data	Movements (calls, payments, send packages...)

Predict
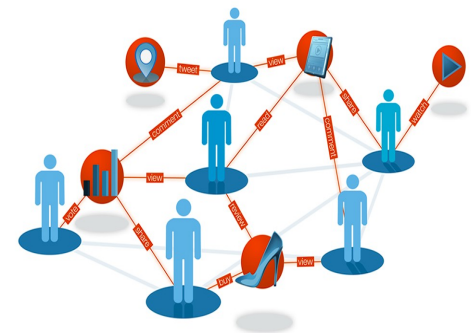
SERVICES

- *CHURN PREDICTION*

- *CUSTOMER'S TIPOLOGY PREDICTION*

- *DEFAULTERS' PREDICTION*

- *CROSS-SELLING & UP-SELLING*

IMATH SERVICES How it works?
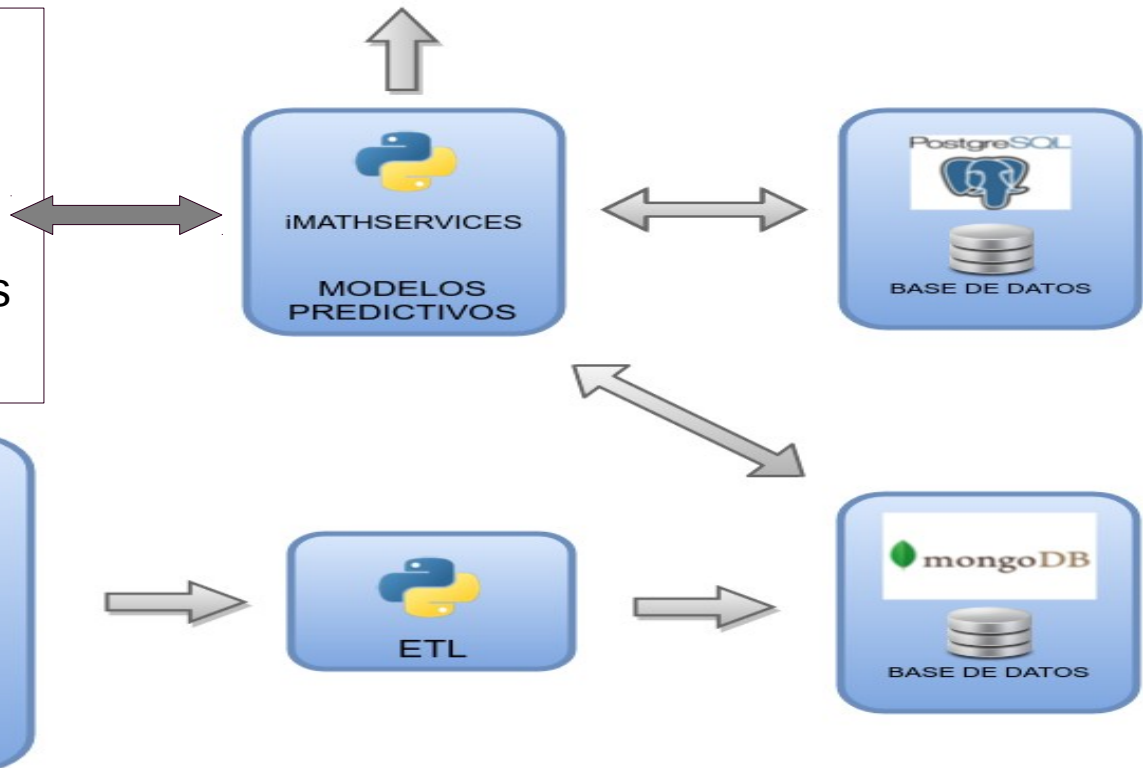
SECTORS

UNTIL NOW

Telecommunications

Health

FUTURE

Energy

Banking / Insurance

What will you obtain?

Adaptation

Decrease customers' and employees' leave

Increase incomes and improve production.

Anticipate

Why IMATH RESEARCH

We are offering you:

Services

Adjusted price

Quality service

Trajectory Success cases

Trajectory IMATH RESEARCH

GRANTS

**Selected and one of the 50 international start-ups driving
the big data revolution**

Winner of the London Technology Week

Speaker at Bdigital Global Congress 2013

IMATH RESEARCH European Union's recognition

Certificate delivered by the European Commission, as the institution managing Horizon 2020, the EU Framework Programme for Research and Innovation 2014-2020

The project proposal **651338, FENESTRA**

Future Trending Predictions through Big Data for SMEs

Submitted under the Horizon 2020's **SME instrument phase 1** call **H2020-SMEInst-2014-2015 (H2020-SMEINST-1-2014)** of **18 June 2014** in the area of **Open Disruptive Innovation Scheme (implemented through the SME instrument)** by **iMath Research S.L.** Edifci Eureka, Campus UAB 08193 Cerdanyola del Vallés Spain

following evaluation by an international panel of independent experts

WAS SUCCESSFUL IN A HIGHLY COMPETITIVE EVALUATION PROCESS* AS AN INNOVATIVE PROJECT PROPOSAL

This proposal is recommended for funding by other sources since Horizon 2020 resources available for this specific Call were already allocated following a competitive ranking.

* This means passing all stringent Horizon 2020 assessment thresholds for the 3 award criteria (excellence, impact, quality and efficiency of implementation) required to receive funding from the EU budget Horizon 2020.

Corina Crețu, Commissioner for Regional Policy

Carlos Moedas, Commissioner for Research, Science and Innovation

Brussels, 02/02/2016

RECOGNITION SME INSTRUMENT (HORIZON 2020)

INNOVATIVE SME

IMATH RESEARCH Success cases (Banking)

Objective: The assignment of virtual machines to physical hosts perfectly taking into account CPUs, RAM and storage (optimization process) → Cloud computing company (Germany).

People

People deploy virtual machines, make reservations, stop virtual machines, fill up their profile information ...

Data & Information

Servers

Physical computers log their activity, notify events, place their work load ...

Knowledge

Predictive modeling

- Predict behavior of virtual machines.
- Predict behavior of people
- Predict behavior of servers

Heuristics

- Use predictions and known information to search for the *best* assignment of VM and Servers

Wisdom

Decision making business level!

- *DATA CENTER A should be balanced according to 1/2 CPU and 1/2 Storage*
- *DATA CENTER B should be balanced according to reserved bandwidth*
- *USER Q will deploy a VM for intensive calculations every Friday--> So, take it into account when planning.*
- *On Weekends, DATA CENTER A should be balanced according only to reserved CPU usage.*

IMATH RESEARCH Success cases

Objective: Customers behaviour's prediction → Telecommunication's company
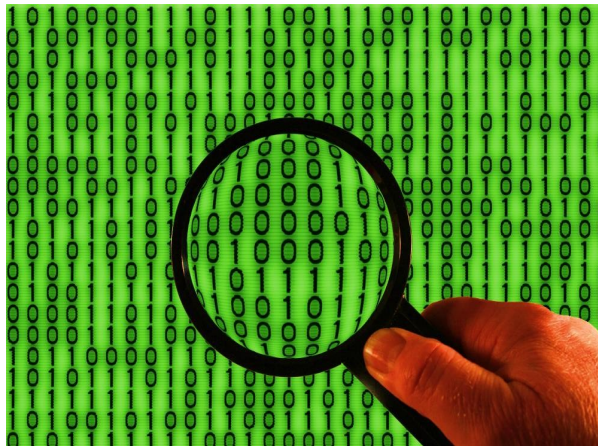
Churn

Defaulter pre

Cross-up selling

Typology prediction

IMATH RESEARCH Success cases

Objective: Automatic allocation prediction at reduced enclosures → Health company.

Prediction

Found

IMATH RESEARCH

KEY information within reach for ENTERPRISES

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