



# Putting Data in the Driver's Seat

Leveraging analytics for accelerated business performance

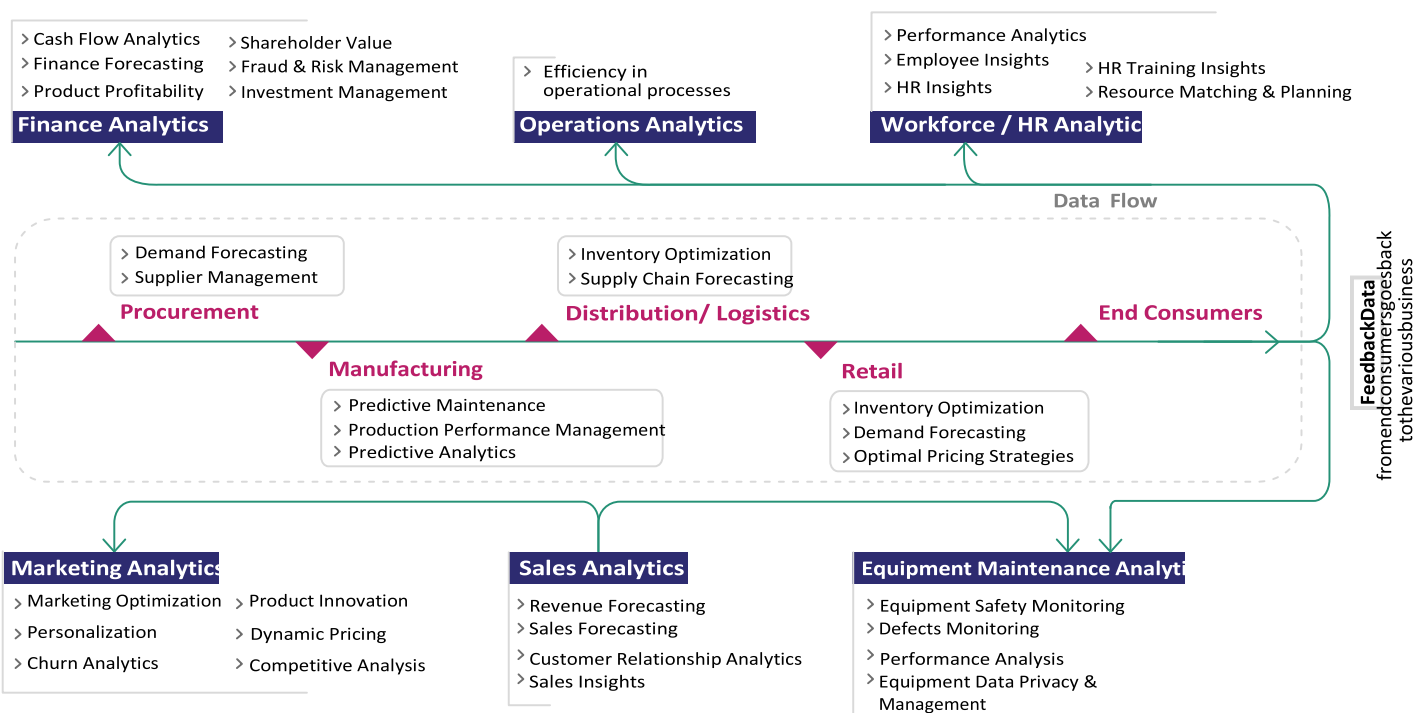
Enhance business processes and accelerate growth with the power of data analytics.

In the age of Industry 4.0, organizations are increasingly integrating intelligent digital

technologies to accelerate efficiency in operational processes and enabling intelligent decision-making. From streamlining supply chain operations for accurate demand forecasts and inventory management to enhancing customer satisfaction through hyperpersonalization and tailored marketing campaigns and analyzing market trends to stay ahead of the competition, analytics is revolutionizing business processes and operations.

Whether you are facing challenges around unplanned downtime of shop floor operations due to machine outages, need to have better visibility and control of your supply chain, or require accurate pricing strategies and cost models, data analytics has the power to dramatically change your business outcomes.

What are the areas in which analytics can drive value?



## Some Use Case Scenarios

### Use Case Scenario: Optimize Supply Chain



A resilient supply chain is the need of the hour.

Raw materials and commodities across the board are experiencing greatly extended lead times, and for many businesses, this is more than a disruption. With the spike in demand and prevailing shortages they are now being forced to work with multiple global vendors, putting an unimaginable pressure on supply chain operations. Not to mention that companies also need to adhere to regulatory compliances, managing waste, product recalls, having the right stock, logistics management, while doing all this efficiently and profitably.

Supply chain analytics can help into giving more visibility to combat some of these challenges with insightful and actionable real time data and dashboards.



Reduced waste



Enhanced compliance



Multiple vendor management



Logistics management

### Use Case Scenario: Finance Analytics

Businesses can benefit from improving efficiency and profitability by balancing revenue growth and meeting the operating costs. Analytics can be useful in making huge savings, planning your investments, and making financial predictions for managing future operational activities.



Finance Forecasting



Fraud & Risk Analytics



Investments



Cash Flow Analysis



### Use Case Scenario: Marketing and Sales Analytics

Create a tailor-made communication based on your customer persona, create a self-service portal to enhance customer experience. Obtain visibility to the complete sales cycle of prospecting, opportunity handling, converting lead to a customer, followed by field service management with respect to product device installation, preventive maintenance, warranty and servicing and complaint handling.



Prospecting



Marketing intelligence



Self-servicing



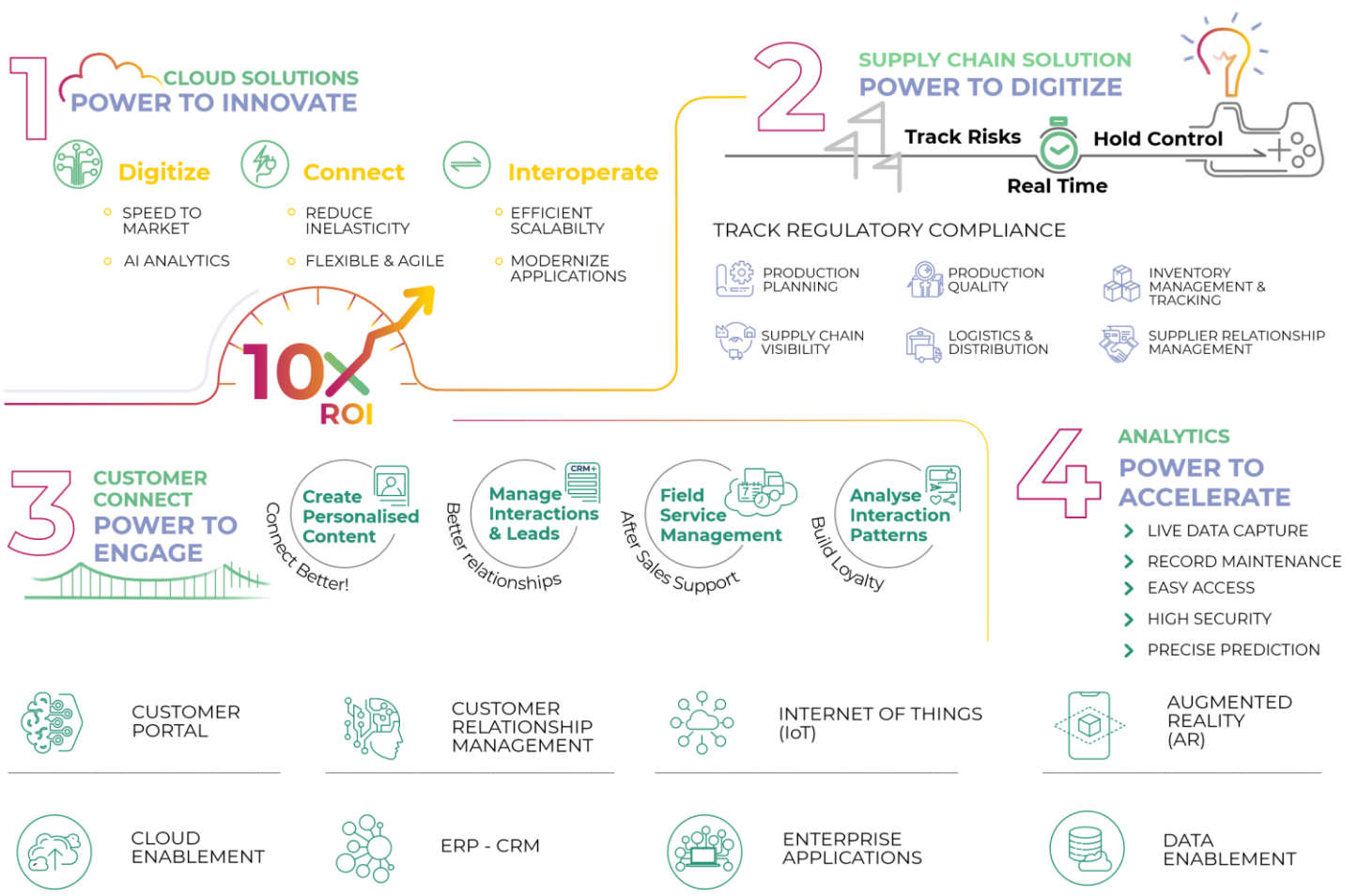
Behavioral analytics



Case management

# Korcomptenz Solutions

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