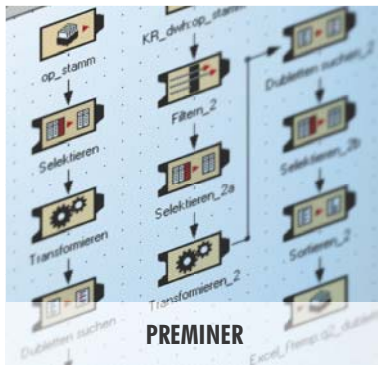




# EXPERT MINING SUITE

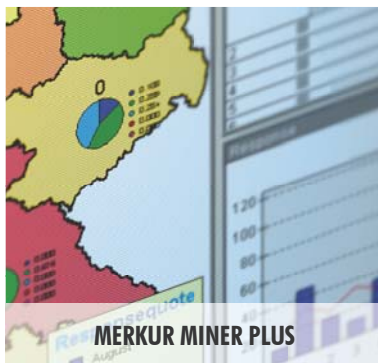
The prudsys software bundle for complex and strategic analytical tasks



## prudsys PREMIER – universal data pre-preparation

- ▮ Data fusion
- ▮ Data pre-preparation
- ▮ Duplicate testing

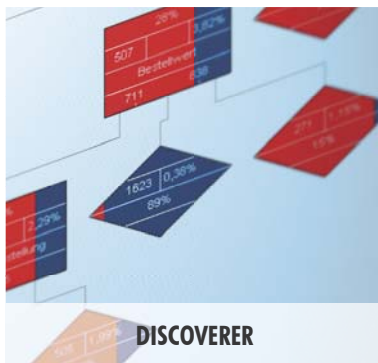
The PREMIER multiserver concept allows distributed data mining, thus offering maximum performance. In addition, an integrated module for duplicate searching makes separate address cleaning superfluous. Numerous additional functions (e. B. temporarily data storage, interactive configuration, automated reporting to name a few) enable specific tasks to be implemented.



## prudsys MERKUR MINER PLUS – comprehensive analyses, statistics and prognoses

- ▮ Category management
- ▮ Revision analysis
- ▮ Accounts receivable management

The memory-based OLAP technology used by MERKUR MINER PLUS enables quick evaluation and informative visualisation of data on relational databases without requiring a separate OLAP DB. Comprehensive visualisation possibilities deliver immediate fully automatic significant analytical results. In addition, cross analysis technology makes it possible to simultaneously navigate through all project data.



## prudsys DISCOVERER - multivariate classification for marketing and sales

- ▮ Customer profiling/segmenting
- ▮ Optimising marketing campaigns
- ▮ Scoring models

The sparse grid technology implemented in the DISCOVERER enables extremely fast and high quality classification, even with extremely large volumes of data. Interactivity when creating models also allows segmenting to be optimally adapted to individual requirements. Further, high database connectivity facilitates data fusion and analysis.



## prudsys BASKET ANALYZER – platform-independent shopping cart and sequence analysis

- ▮ Shopping cart analysis
- ▮ Purchasing pattern analysis
- ▮ Up and cross selling

The many analytical processes integrated into the BASKET ANALYZER support shopping cart, sequence and sequential shopping cart analyses. Extremely fast and intelligent decomposition processes also enable the analysis of several million transactions in a short period of time. Automated parameter settings enable quick analysis and evaluation of results.