Megaputer Intelligence

- Knowledge discovery tools for **business users**
- **Easy-to-understand** actionable results
Megaputer Focus

Provides enterprise analytic tools empowering customers to make intelligent decisions

- Megaputer builds scalable cutting edge tools for
  - Predictive Modeling and Data Mining
  - Text Mining
  - Reporting

- Megaputer offers dedicated solutions addressing numerous data analysis tasks. For example:
  - Fraud Detection
  - E-Discovery
  - Call Center Data Analysis
  - Survey Analysis
  - Incident Report Analysis
  - Database Marketing
  - Subrogation and Litigation Prediction (for insurance)
Select Customers

Government

Insurance

Financial

High Tech

Pharmaceutical

Marketing

Manufacturing
Quick Facts

• **Established:** 1997 (Headquartered in USA)

• **Locations:**
  – Bloomington, **IN**; Buffalo, **NY**; Moscow, **Russia**; Cheboxary, **Russia**

• **Current size:** over 50 employees

• **Growth rate:** 60-70%

• **Customer base:** 500+ including
  – 25 out of Fortune100 companies
  – 9 US Federal Government agencies
  – 200 universities

• **Represented:** in over 15 countries
Some Credentials

- Recognized by Gartner Group as a leader in one of emerging technologies (data and text mining)
- The first Platinum member of Microsoft’s DWA as Data Mining Provider
- PolyAnalyst: “Analyst’s Top 5 Pick” in Business Intelligence systems in InfoWorld magazine
- Fuld and Co includes TextAnalyst in top 12 CI systems out of 170 products evaluated
- "Document Warehousing and Text Mining“ book - high recognition of TextAnalyst
- “Decision Support in the 21st Century” textbook is based on Megaputer analytical products
- The only provider of analytical tools for data and text mining combined covering all business needs
Competitive Landscape

Data Analysts

Business Users

Data (20%)

Text (80%)

Data and Text (100%)
Channels Strategy
Market Structure

Over 80% of company information is in textual format !!!
Technical capabilities

Data Mining
Utilization of machine learning algorithms for:
- Predicting
- Classifying
- Clustering
- Segmenting
- Explaining
- Associating

Text Mining
Analysis of textual information to:
- Distill Meaning
- Summarize
- Classify
- Extract key identities
- Categorize

Web Mining
Integration of data and text mining into the Web:
- Targeted Marketing
- Cross-sell
- Customized data selection
- Content Relevance
Flagship platform - PolyAnalyst™

- Enterprise level client-server analytical and reporting system
  - Unlocks value hidden in massive volumes of data
  - Efficiently analyses both structured data and free-form text
  - Allows business users to easily generate actionable results
  - Simplifies complex business analysis
  - Offers visual means for building reusable analytic scripts
  - Readily scales with growing volumes of data
  - Provides executives with custom analytic reports
PolyAnalyst capabilities
Two types of PolyAnalyst users

Data Analyst

Visual analytic scenario

Decision Maker

Interactive up-to-date reports
Tasks solved by PolyAnalyst

- Call Center Data Analysis
- Survey Analysis
- Incident Report Analysis
- Fraud Detection
- Subrogation Prediction
- Database Marketing
- Sales Data Analysis
Call Center Data Analysis

Millions of phone call transcripts (text)

Results of categorization offered in OLAP cubes

- Objective, consistent results
- Corporate awareness

Implemented in:

- Call Center
Survey Analysis

Implemented in:
- VoC
- VoE

Thousands of free text survey responses

Easy to comprehend reports

- Analysis of 100% of data
- Responsive company
Incident Report Analysis

Implemented in:

- Safety Department

Thousands mixed incident reports

Key issues and root causes

- Improved Safety
- Shortened response time
Fraud Detection

Implemented in:

- **SIU**

Millions of financial transactions

- Prevention/recovery of losses
- Enhanced system integrity

Anomalies and potential fraud cases + Investigation

![Table Example]
Subrogation Prediction

Implemented in:

- Subrogation Dept

Millions of free text claims notes

Extracted key patterns + Subrogation potential

- Predicting probable subros
- Real time and retrospective
Database Marketing

Implemented in:
- Marketing Dept

Millions of random prospects

- Increased response rate through better targeting
- Increased response rate
- Better allocation of resources
Cross-sell Analysis

Implemented in:
- Call Center
- Internet Store

Millions of historical transactions

Customers who purchased ISO 10005 have also purchased:
- ISO 10013: GUIDELINES FOR DEVELOPING QUALITY MANUALS
- ISO 10007: QUALITY MANAGEMENT - GUIDELINES FOR CONFIGURATION MANAGEMENT
- ISO 10011-1: GUIDELINES FOR AUDITING QUALITY SYSTEMS - PART 1: AUDITING *** SAME AS BS 7229
- ISO 9001: QUALITY MANAGEMENT SYSTEMS REQUIREMENTS *** SEE ALSO ISO 9000 COMPENDIUM & COLLECTION ***

Real-time recommendations

- Significant increase in sales
- Better customer experience
Benefits

- Dramatic cost reduction
- Increase in quality and speed of the analysis
- Objective and uniform data-driven analysis
- Discovery of even unexpected issues suggested by data
- Automated monitoring of known problems
- Timely discovery of newly developing issues
- Utilization of 100% of available data: structured and text
- Up-to-date reports for executives
- Easy to use and maintain solution
Contacting Megaputer

Call
(812) 330-0110

or email
info@megaputer.com

1600 W Bloomfield Road, Suite E
Bloomington, IN 47403 USA

www.megaputer.com