



## SAP Data Mining Assessment Service

After investing considerable energy in building an SAP BI application foundation, many companies are eager to harvest greater value from their IT assets. Ecelence has helped customers to improve analytic capability with their existing SAP BI investment. Based on client defined competitive distinctions, our service assesses current reporting functions, identifies critical business patterns and trends, implies models, and helps to implement new analytic process to achieve higher level analytic capability.

### CASE STUDY

**Business challenge:** a commercial bank was experiencing significant loss due to large number of loan defaults and lack of business insights. Data warehouse is available, however only generic industry risk models were used, which result inaccurate risk prediction and produced less optimal risk signals.

**Our Approach:** Ecelence team engaged with the client for a 12 week analytic assessment and refinement project with one principle modeler with one junior analyst. The team performed data exploration/research and developed a customized risk model to allow risk score for each customer. The team also helped to optimize the analytic process.

**Result:** Ecelence team delivered high business values to allow client: 1. more proactively manage business risk, 2. reduce analytic research cost, and 3. improve analytic capability and maturity.

This service is designed to provide a foundation for discovery of critical business patterns and trends, which will help your organization know your customers better. Business Analytic consists of many different types of applications. These include, but are not limited to, fraud detection, credit scoring, customer segmentation, market basket analysis, sequence analysis, and time series analysis.

### SERVICE DELIVERABLES

1. On-site assessment, which may include reviewing data, modeling target, and defining goals.
2. An architecture meeting to get an understanding of your environment, to design an appropriate data analytic schema, and to determine reporting needs.
3. One data mining model with any necessary variable transformations (stand alone market value of 50K).
4. Knowledge transfer for key staff to provide a technical overview and guidance to support future customization.
5. Overview presentation that details key concepts and functionality and a full demonstration of service reports and capabilities.
6. Project summary document.

### CUSTOMER PREREQUISITES

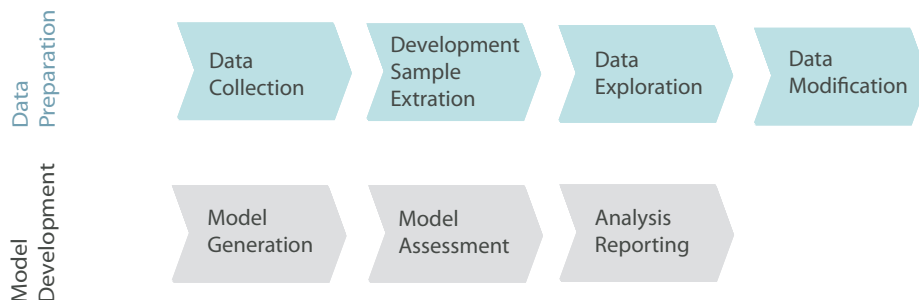
1. Provide resources with expertise in key areas, for the duration of the service.
2. Ensure that data requirements include one data source, 50 inputs, one target (optional). No more than one target will be identified.
3. Provide data that is cleaned, preprocessed, and deemed "ready to mine" by the Ecelence team.

Please note that client is responsible for validation of the data and business value of the data analytic results. Ecelence can assume this responsibility for you, but it will affect the pricing model below.

### PRICING MODEL

The Analytic Assessment Service is a fixed-price engagement to be determined upon assessment and scope of the project. The average service price for this type of service is \$15,000, based on rates of \$1,500 per day and a 10-day duration. This is 25% discount for our industry leading analytic experts. Taxes, travel, project management, data preparation and cleansing or any other service than the offered Analytic Assessment expertise are not included in this offer.

Analytic Assessment Process



### About Ecelence

Ecelence is a service provider of SAP business analytics and supply chain implementations. We partner with our customers to consult, design, build, operate and support business solutions. From strategic consulting to application and infrastructure solutions and services, Ecelence strives to deliver high business values to our customers.

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