

Platform Overview

- Altair supports an open, flexible end-to-end platform for data analytics including Machine Learning and AI. Its collaborative approach enables the organization to create curated datasets that follow lineage and governance protocols. These datasets are then shared for ML and AI purposes
- Create new models using an interactive, intuitive interface; import models coded from other languages or code directly in R, Python; deploy models into R, Python, SAS, SPSS, and others
- One interface is used to scale data science across the entire organization, driving collaboration & governance as business analysts & data scientists work together
- Connect to data regardless of its source or type. Structured, semi-structured, big data, other
- Scales to support hundreds of thousands of rows and columns that may have billions of data points (usually seen in big data environments that use Apache Spark)
- Deployed on premise via client, server options; in big data environments with Apache Spark; Cloud deployments are supported

How We Are Different

- Altair is a leader in visual profiling. Ease of use design enables users to select and visually understand the relationships between variables, explore population segments, detect errors. Visual predictive power statistics are used to narrow in on variables essential for machine learning and eliminate redundant variables in the modeling process
- Datasets used for ML and AI modelling can be governed following lineage and security protocols. Predictive models can be shared enterprise wide for scoring and analysis
- Our design incorporates open source languages into a workflow allowing for understanding/comprehension, traceability, easy collaboration and project handover between data scientists and business analysts
- One interface is used for efficient data transformation, building sophisticated predictive and prescriptive models. This can include sentiment analysis, scenario optimization for prescriptive analytics, and neural networks. Complexity encountered with PAML is reduced



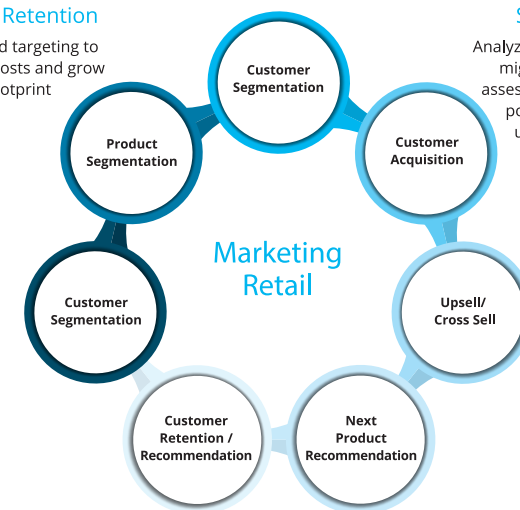
Acquisitions / Retention

Leverage enhanced targeting to reduce marketing costs and grow customer footprint

Segmentation

Analyze customer segments & migration patterns and assess which provide future potential and identify unmet opportunity

Where we help



Next Best Offer Cross Sell / Up Sell

Shrink the inter purchase time between transactions, incent behaviors.