



Business Analytics



Advanced Analytics

Looking for something in your data?

The amount of data businesses generate and store is growing exponentially and the complexity of that data presents a growing technical challenge of how to best use it. Competition demands that this difficult challenge be met. Analytics leverages this data to enable actionable, context-specific insight that is applied to decisions in every industry. Today's industry leaders maintained their competitive advantage by investing in analytical reporting, data mining and predictive analytics. We can help you find what you're looking for.

COMSYS has over 25 years of experience applying statistics and analytics to business problems. We implement industry best practices and have developed comprehensive methodologies for bringing state of the art analytics to our clients. By following our proven methods, our clients are able to determine how and where to apply the most appropriate analytical solution to better understand their business data and apply that knowledge to make more effective business decisions.

SAS Institute's suite of analytical solutions delivers your enterprise the opportunity to explore and mine your data in order to make more informed business decisions. Gartner, Inc. places SAS in the Leaders Quadrant of their *Magic Quadrant for Data Mining, 2Q07*.

"With the most-complete set of data preparation and analytical tools in the market, there are few problems that SAS technologies can't solve."

— Gartner, Inc., *Magic Quadrant for Data Mining, 2Q07*, May 4, 2007

COMSYS Business Analytics Practice encompasses a variety of strategic services including:

MARKETING ANALYTICS

COMSYS provides analytical services to our Marketing clients in order to help them make sense of their data including customer purchases, behavior and demographics. The information from this type of analysis can be utilized to understand current customer behavior as well as predict future behavior.

A few examples of how marketing analytics can be applied include:

- Maximizing Cross-Sell Opportunities
- Customer Relationship Management
- Direct Marketing
- Customer Retention
- Fraud Detection

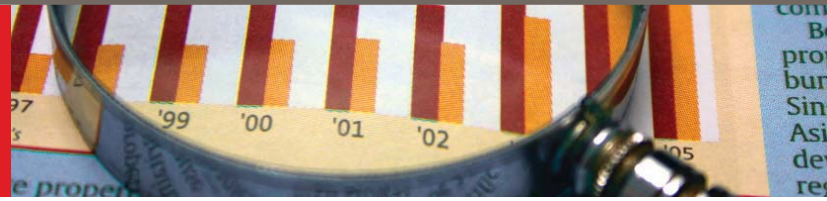
DATA MINING

Data mining is a less structured exploratory statistical analytics methodology to extract potentially useful information from large datasets or databases. COMSYS regularly uses data mining tools to help clients identify information with explanatory and predictive value.

Do business. **We're IT.**



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FORECASTING

COMSYS uses state of the art time series methods to forecast data with a time component. Models are constructed based on past values and related time series to forecast future values. These models tend to differ from standard statistical models in that in the presence of the time component, such factors as seasonality and auto-correlations become important factors to model for forecasting.

CLIENT BENEFITS

Working with the COMSYS Business Analytics Practice provides our clients with:

- **Validity** – Our clients can feel confident that the appropriate statistical techniques have been applied and that the results are valid for the decisions they make.
- **Transparency** – Our project management approach keeps you in control of the work being done without the usual overhead.
- **Immediacy** – Our objective is to provide you with analytical results that are ready to use. We can integrate the analytical processes with your IT processes, if desired.
- **Knowledge** – Analytics provides decision-makers with the necessary knowledge of their business and their customers.

SOLUTION SUMMARY

Marketing Analytics, Data Mining, and Forecasting have become important factors in a company's ability to increase revenue while controlling costs. Clients come to us because they don't have enough bandwidth or don't have the right skills to implement these analytical processes. COMSYS Senior Statisticians help them seamlessly implement advanced analytics into their organization. We offer flexible delivery options ranging from staff augmentation to fully outsourced solutions, enabling us to custom tailor a solution to fit any business need. With over 5,000 active consultants and employees, a 30-year history of ongoing success and revenues approaching one billion dollars, COMSYS sets the standard for technology consulting organizations worldwide.

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