



When you *absolutely, positively* need to increase profitability.



Contents

About us

Why use Analytics?

Analytics for Financial Services

Analytics for Energy

Analytics for Retail

Analytics for Telecommunications

Completed projects

Why us?

Use cases and value creation – Financial Services

Case study and value creation – Energy – Oil & Gas

Case study and value creation – Retail



About us

DantesWeb is the leading Tibco Spotfire Big Data Analytics and Predictive Analytics partner providing the highest quality analytics development for solving the toughest business challenges.

Why use Analytics?

Go beyond "What has happened?" questions

Discover new actionable insights and supercharge your business

Strategic priority

Business leaders have identified business analytics as a strategic priority in helping them achieve their objectives

Visibility into the Unknown

Discover new customer segments and ways to better monetize them, new market segments, hidden opportunities or problems

Be able to answer tough questions

"Why is this happening?", "What will happen next?", "What is the best course of action?"

Return-on-Investment

"For every dollar a company spends on analytics, it gets back \$10.66." (Nucleus Research)

Predictive Analytics

Anticipate what's next - anticipate emerging trends, take preemptive action, minimize risk, and make better decisions with much greater confidence

Tibco Spotfire Big Data Analytics and Predictive Analytics is used by

100% of the World's first 5 Financial Services companies

100% of the World's first 10 Oil & Gas companies

100% of the World's first 25 Life Sciences companies



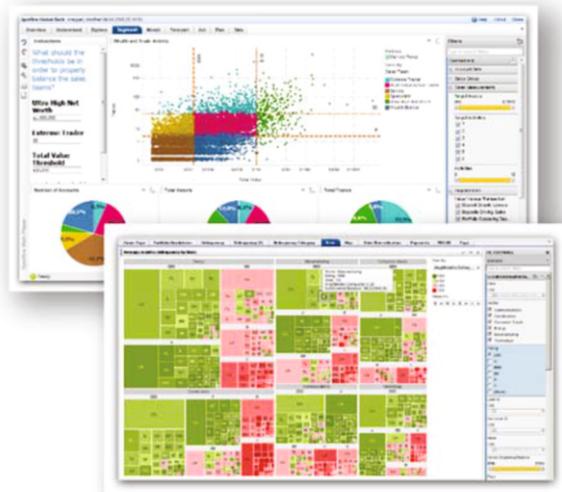
We focus on:

1. Analytics for Financial Services
2. Analytics for Energy
3. Analytics for Retail
4. Analytics for Telecommunications

We are **experienced** in building custom analytics such as:

1. Analytics for Financial Services

- Sales and sales network analytics
- Marketing and customer profiling analytics
- Cross-sell and up-sell analytics
- Profitability analytics
- Segmentation analytics, statistical behavior analytics, identify highly-profitable customer segments and avoid costly campaigns and low returns
- Product analytics
- Fraud and compliance analytics
- Predictive analytics



Analytics for Financial Services - Insurance - additional analytics

- Claims management analytics
- Solvency II analytics: Integrate actuarial models to calculate solvency capital requirement (SCR) and produce an accurate balance sheet that is reflective of all risk taken at product, subsidiary and corporate levels
- Customer Retention analytics, policy pricing analysis, policy holder behavior analysis: proactively identifying customer segments that are prone to switching and reduce customer churn, recognize patterns that indicate customers are starting to shop, identify and drive innovation on ways to retain these customers, particularly those that are high-value





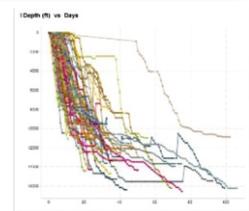
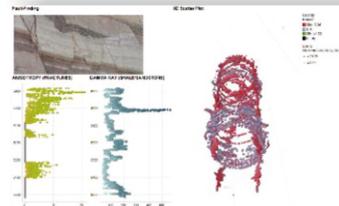
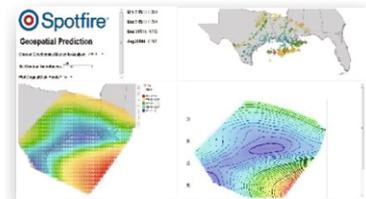
- Predictive Analytics

Predictive Analytics enables proactive decision making by analyzing patterns in historical and current transactional data including attitudinal survey data to predict future outcomes by asking the following questions: Is this customer likely to leave? If so, why? What offer is most likely persuade them to stay? Based on the customer's profitability and risk profile, which retention effort is justified?



2. Analytics for Energy

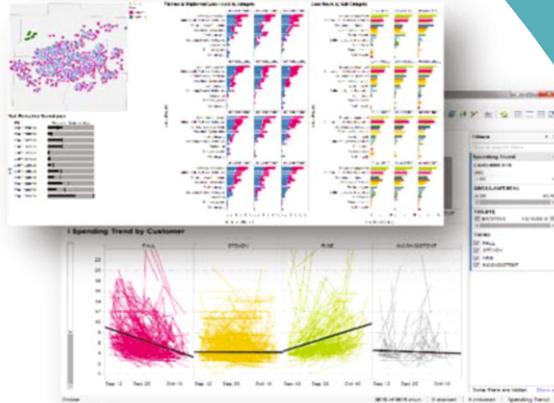
- Upstream: Completion Optimization, leverage advanced analytics to model completion operations and rapidly evaluate “what-if” scenarios
- Upstream: Drilling Analysis, optimize drilling productivity, reveal performance to any level of detail with dimension-free data exploration to reduce downtime & optimizing penetration rates
- Upstream: Production History & Optimization
- Upstream: Recovery Prediction
- Upstream: Spatial Mapping of Reserves
- Upstream: EUR Analysis & Reporting
- Financial Planning & Analysis: Currency Hedging & Tax Liability
- Financial Planning & Analysis: Profitability analytics
 - Downstream: Retail Analytics
 - Downstream: Campaign Planning & Execution
 - Downstream: Marketing Operations
 - Downstream: Price Forecasting
 - Fraud and compliance analytics





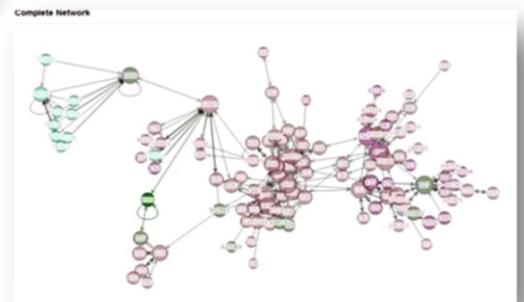
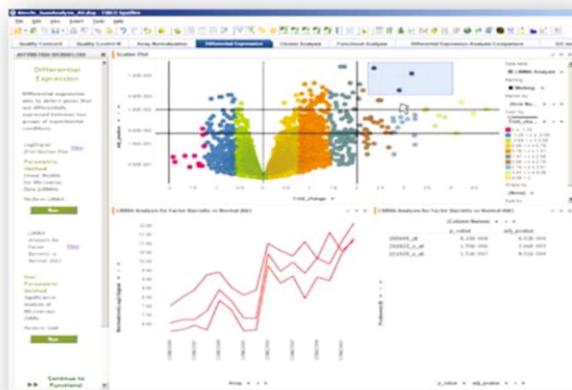
3. Analytics for Retail

- Pricing Optimization Analytics
- Product Recommendation Analytics
- Product Co-movement Analytics
- Integrated Forecasting Analytics
- Fraud Detection and Prevention Analytics
- Product Cannibalization Analytics



4. Analytics for Telecommunication

- Customer Retention / Churn analytics
- Marketing, customer profiling and segmentation analytics
- Profitability analytics
- Operations: Capacity Planning and Forecasting
- Operations: Network Operations Recovery
- Product Cannibalization Analytics





Why us?

- ✓ Highest quality analytics development
- ✓ Highest caliber people that are easy to work with
- ✓ Proven expertise

Completed projects - analytics

Leading Multinational Financial Services Company

- Sales and sales network analytics
 - Customer and customer profiling analytics
 - Profitability analytics
 - Several other custom analytics
-

Leading Multinational Financial Services Company

- Sales and sales network analytics
 - Customer profiling analytics
 - Similarity and clustering analytics
 - Cross-sell and up-sell analytics
-

Leading Transportation Company

- Business planning analytics



Use cases and value creation – Financial Services

Spotfire For Financial Services

Key Segments & Use Cases



Executive Insight

- > Corporate Dashboard
- > Market Share & Profitability Analysis
- > Capital Budgeting



Customer Insight

- > Customer Acquisition & Retention
- > Growth: Cross-sell & Up-sell
- > Credit Scoring
- > Customer Relationship Mgt.



Fraud Detection & Prevention

- > Anti-Money Laundering
- > Credit Card Fraud
- > Fraud Detection in Investment Banking



Portfolio Management

- > Efficient Frontier Optimization
- > Portfolio Performance & Attribution



Risk & Compliance Management

- > Enterprise Risk Aggregation & Mgmt.
- > Credit & Counterparty Risk
- > Market Risk
- > Operational Risk & Modeling
- > Regulatory Capital & Stress Testing
- > Loan Pooling and Valuation
- > Asset and Liability Management



Trading

- > Equity Trading Analytics
- > Fixed Income Trading Analytics
- > Trading Compliance and Fraud



Financial Planning & Analysis

- > Insight Throughout the Value Chain
- > Enterprise View of Budgets vs. Actuals
- > Sales & Revenue Pipeline
- > Performance & Productivity
- > Currency Hedging & Tax Liability



Human Resources

- > Workforce Budgeting & Planning
- > Talent & Performance Management
- > Retention Modeling



Insurance

- > Pricing for Property & Casualty Insurance



Spotfire Value Drives

FSI: Cross-Sell & Up-Sell

Economies of Scale	Strategic Business Transformation
Universal Adaptability	Visibility into the Unknown
<ul style="list-style-type: none"> • Leverage single platform for development and distribution of customer-based reports and dashboards, improving collaboration to make more data driven strategic business decisions <p><i>Dimension Free, Collaboration, Enterprise Class</i></p>	<ul style="list-style-type: none"> • Increase focused marketing cross-sell & up-sell campaigns per year impacting overall business profitability and bottom line results <p><i>Dimension Free, Data Mashup, Predictive</i></p>
Lower Total Cost of Ownership	Higher Business Agility & Scale
Self-service Discovery	Fastest to Actionable Insight
<ul style="list-style-type: none"> • Improved campaign efficiency through integration with Spotfire statistics server and visualizations / data engine • Improves efficiency through direct data access, quicker dashboard creation, and publishing to the web <p><i>Dimension Free, Enterprise Class</i></p>	<ul style="list-style-type: none"> • Real time monitoring of customer service scores to improve customer satisfaction and growth • Identify highly profitable customers for inspection, resulting in larger share of wallet <p><i>Predictive, Collaboration</i></p>

IT Contributes

Business Contributes



Spotfire Analytics adapts to my way of thinking. I think to myself 'wouldn't it be nice if I could analyze something very specific,' and it turns out I can – in real-time. The user interface is tailored to how an analyst thinks."

business Analyst, Treasury reporting Division, Large Global Financial Institution

Treasury reporting department of global bank performs balance sheet risk assessment 85-90% faster using Tibco Spotfire Analytics

The treasury reporting division of a large U.S. bank with global operations performs balance sheet risk assessment for worldwide locations. Currently, there are more than 100 business analyst and reporting specialists across the globe that alter a series of Excel spreadsheets to show balance sheet risk for the company worldwide. There is no single point of reference or report for all users that clearly show the risk by continent and country therein.

Hundreds of individual spreadsheets need to be opened and updated from a SharePoint site. On the Y axis data values include exposures, risk measurements such as value at risk, expected shortfall, concentration, liquidity measures, and net longs and shorts (by volume and amount). X axis data includes time, product asset type, geographic location, line of business, economic capital and hedged transactions by department and by trader.

Challenge

Performing the balance sheet risk assessment was a long, tedious, time-consuming process, given that these complex spreadsheets are assessed daily for hundreds of countries and currency types.

Solution

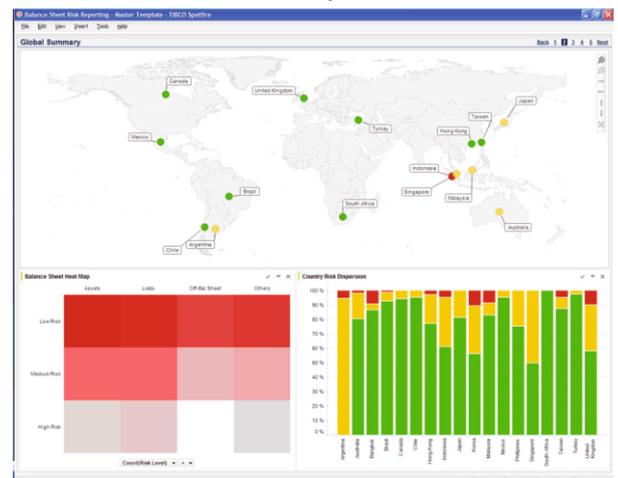
To expedite the analysis, the bank's treasury reporting division decided to do a pilot with TIBCO Spotfire® visual analytics solution. Users across the world access a single, consolidated Spotfire report based on multiple flat files which are modified by users. This type of reporting did not exist in a consolidated form before, and users had to manually open each spreadsheet to get an idea of the risk from country to country, entity to entity.

The Spotfire Web Player provides a collaborative, zero footprint, dynamic, one-stop reporting platform. Visualizations such as the map chart, as well as dynamic color, instantly convey overall risk for countries and regions. Users can quickly drill

down into a more detailed view of each area and investigate the data. "Spotfire Analytics adapts to my way of thinking," said one user. "I think to myself 'wouldn't it be nice I could analyze something very specific,' and it turns out I can – in real-time. The user interface is tailored to how an analyst thinks."

Results

Users estimate they are performing the balance sheet risk assessment 85 – 90% more quickly with Spotfire. The project has been so successful that the vice president of treasury reporting and operations took an interest and has requested that its release be expedited. The department expects Spotfire Analytics to be used for other risk management applications in the future.





Case study and value creation – Energy – Oil & Gas

Value Creation Spotfire® TIBCO Software



Gartner provides a set of classifications for BI Value. See - Gartner Research Document: ID Number: G00218934
 Gartner Examples of Defining Business Value for BI and Analytics Initiatives, Bill Hostmann, 26 September 2011
 © Copyright 2000-2013 TIBCO Software Inc. All rights reserved. TIBCO Confidential & Proprietary Information.

“The more you use Spotfire, the more value you get.”

“We can see patterns that we haven't seen before.”

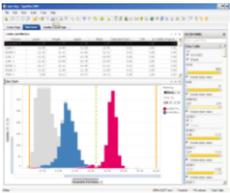
“We can answer questions on the fly.”

“We are making discoveries we hadn't been able to make before, and that's exciting!”

Chevron



Analytic & Predictive Applications in Energy



E&P

- Prospect Inventory
- Portfolio Planning
- Geochem Fingerprinting
- Production Reporting
- Completion Optimization
- EUR Prediction
- Drilling NPT reduction
- Spatial Mapping
- Reserves Reporting
- Well Optimization
- Lease Operating Costs
- Permitting
- Unconventional SAGD



Operational Efficiency

- Continuous Operations & Maintenance Optimization
- Asset Integrity and Availability Modeling
- Condition Monitoring
- Root Cause Analysis of Unplanned Outages
- Failure Prediction / Reliability Analysis of Critical Equipment
- Vessel/Pipeline Fouling
- Supply Chain Optimization



Functions

- S&OR Incident Reporting
- Strategic Planning
- Energy Trading and Risk Management
- Trade Surveillance
- Talent Management
- Project Management
- Portfolio Optimization and Capital Planning
- Corporate Dashboard
- Procurement Analytics
- Currency Hedging and Tax Liability



Marketing & Other

- Retail Analytics and Outlet Management (Performance, Territory Analysis)
- Sales Volume Forecasting
- Competitive Intelligence
- Windfarm Site Optimization



DM & IT

- Data QC
- System & License Usage & Uptime Analysis
- Statistical Application Configuration, Development & Deployment
- Cyber Threat Analysis
- Unstructured and structured data analytics





Case study and value creation - Retail



Procter & Gamble's groundbreaking **Business Sphere** environment and **Business Sufficiency** analytic models enable the Company to be rapidly responsive to changes in the marketplace and uncover new opportunities to improve the lives of consumers. Business Sphere—built and powered by P&G's Global Business Services (GBS)—is a visually immersive data environment that transforms decision-making at P&G by harnessing real-time business information from around the globe.

By eliminating the delay of manually collecting and aggregating data, this patent-pending business intelligence system improves productivity and collaboration, simplifies work processes, reduces the decision-making cycle time, and enables P&G to focus on innovating for the consumer:

Business Sufficiency analytic models focus the business on exceptions and provide forward-looking projections and scenarios.

This complex data is presented visually in business processes, allowing leaders to view the data more easily, process the information faster, and quickly turn insights into actions.

GBS Analysts use the technology to help bring context to the data and identify opportunities for P&G.

This network of analysts also helps the Company save time and money by reapplying lessons learned across categories, regions, and business units.

P&G business leaders around the globe see the same business data in the same way at the same time, allowing them to collaborate more effectively.

The system is already providing business value. One supply chain example leveraged supply chain Sufficiency models to bring together multiple data points, analytics, and visualizations. This resulted in an inventory reduction of 25% and savings of tens of millions of dollars.



About GBS Business Sphere Technology:

This patent-pending integration of technology, visualization, and information enables leaders to drill-down into data to get answers in real-time.

To answer a set of questions, the program analyzes and connects as much as 200 terabytes of data (equal to the amount of information contained in 200,000 copies of Encyclopedia Britannica), allowing for unprecedented granularity and customization.

The way the data is presented uncovers insights, trends, and opportunities for the business leaders and prompts them to ask different and very focused business questions. If one question elicits a follow-up question, it can be addressed with data on-the-spot.

The visualization helps people to “see” the data in ways they would not have been able to with just numbers and spreadsheets. It challenges assumptions while simultaneously presenting the data in different ways, revealing potential solutions that previously may have not been apparent.

GBS’s strategic partnership model gave us access to the latest technology-enabled capabilities. The Business Sphere was developed in partnership with BOI, Cisco, HP, SAP, Nielsen and TIBCO Spotfire.



Availability:

This system is patent-pending. Currently, we have over 40 interconnected Business Spheres around the globe which integrate a number of technologies to deliver an immersive visualization experience.





SC DANTEWEB S.R.L.

RO 29376896

J40 / 13983 / 2011

Bd. C-tin Brancoveanu 111, Bucuresti

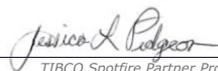
+40 37 277 1511

contact@dantesweb.ro

 **Spotfire® Partner**

DANTESWEB

is hereby a TIBCO Spotfire® partner since July 2013 and is authorized to resell, under the terms of the MPAVAR contract, until June 2016.



14 March 2014

TIBCO Spotfire Partner Program Manager Date