



modern analytics

## **Company Profile**

Modern Analytics is a leader in predictive technology and expert in data processing automation, advanced statistical analysis and computer modeling.

Its team of statisticians, analysts, marketers and software engineers not only create the automated databases and data marts that form the foundation of analytic solutions, but also create the analytical models and tools that reveal true business intelligence and business performance breakthroughs.

Modern Analytics is a SAS Alliance Partner™ and works in collaboration with NeuralWare™ and SPSS™. It has embedded NeuralWare in SAS and has developed proprietary analytic tools designed to expedite data retrieval and predictive model building.

## **Areas of Service Expertise**

Advanced Analytical Modeling (B2C, B2B, Risk, Demand, and Revenue forecasts).

Data Mart Creation and Automation

Database Marketing

Consulting

Outsourcing

## **Client Industries**

Banking (Regional, National, International).

Financial Services (Investment, Insurance, Mortgage, Stock Market Trading, Credit).

Information Technology (Hardware, Software, Services).

Manufacturing

Healthcare

Retail

Leisure

Call Center

Transportation

Automotive



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### **SAS Solutions/Customizations**

SAS Campaign Management  
SAS Credit Scoring for Banking  
SAS Marketing Automation  
SAS Marketing Optimization  
SAS Risk Dimensions (Analyst)

### **SAS Software**

SAS BI Server, SAS Enterprise Guide, SAS Enterprise Miner, SAS ETL Server, SAS High-Performance Forecasting, SAS Text Miner.  
SAS/ACCESS (R/3, DB2, MS SQL Server, ODBC, OLE DB, ORACLE, Text File Formats).  
SAS/CONNECT, SAS/ETS, SAS/GRAPH, SAS/IML, SAS/SHARE, SAS/SHARE\*NET, SAS/STAT.  
SAS/Warehouse Administrator, Scalable Performance Data Server.

### **Operating Systems**

Microsoft Windows, Microsoft Windows Servers, UNIX, Linux, AIX.

### **Programming Languages**

C, C++, Java, .Net, Visual Basic, Perl.

### **Spoken Languages**

English, German, French, Chinese (Mandarin).

### **Territories Serviced**

United States, Europe, Asia.

### **Head Office Location**

San Diego, California, USA.

### **Client Case Studies**

[www.modernanalytics.com](http://www.modernanalytics.com)

### **Competitive Advantage**

Modern Analytics is known for its quality, speed and affordable solutions.