

EdgeWare™

Overview

AnalysEdge™

Surveying the *EdgeHost*™ database, *AnalysEdge*™ provides the framework to help you understand who your customers and program users are and the best and most effective methods to build relationships, attract and retain new clients, cross-market, and maximize and measure program results.

Quality



Reliability



Security

Delivering meaningful benefits to clients is a core business challenge today. Consumers are savvy and value conscious; competition is fierce; program members demand speed, efficiency and reliability.

AnalysEdge™ features include:

- Cost effective open architecture
- An ultra-fast database engine with seamless high-speed query and extensive, flexible web-reporting
- ‘@nytime / @nywhere access’
- Evaluate transactions by products / services, period, value, liability, location, program, company
- Build accurate consumer / user attribute and behaviour profiles
- Monitor preferences, patterns, trends
- Track repeat users ... buy-once customers
- Identify new opportunities and strategies
- A full complement of robust data mining, analysis, evaluation and reporting tools

Information access securely managed through user authentication and password controls. Secure Socket Layer (SSL) protocol optionally available to achieve enhanced data security.

Mine the knowledge value from your data by identifying individual client needs and expectations and then creating decisive, personalized customer benefits using multi-lingual *AnalysEdge*™.

Bring your customers into focus ~ *AnalysEdge*™