



act[™]
**Data
Journey**

Shaping the future, inspired by people.



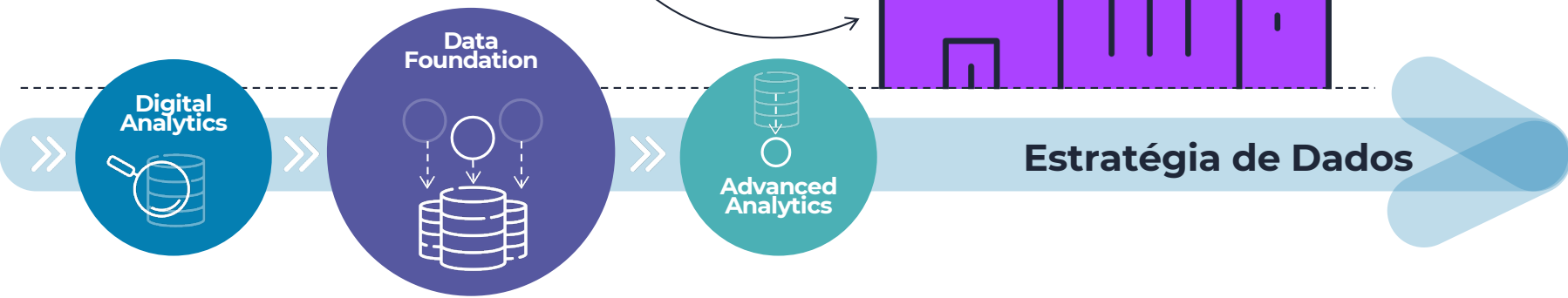
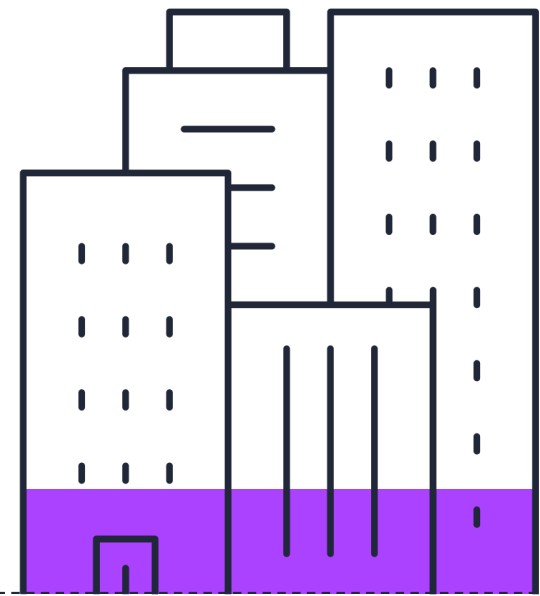
Oferta

Jornada de Dados

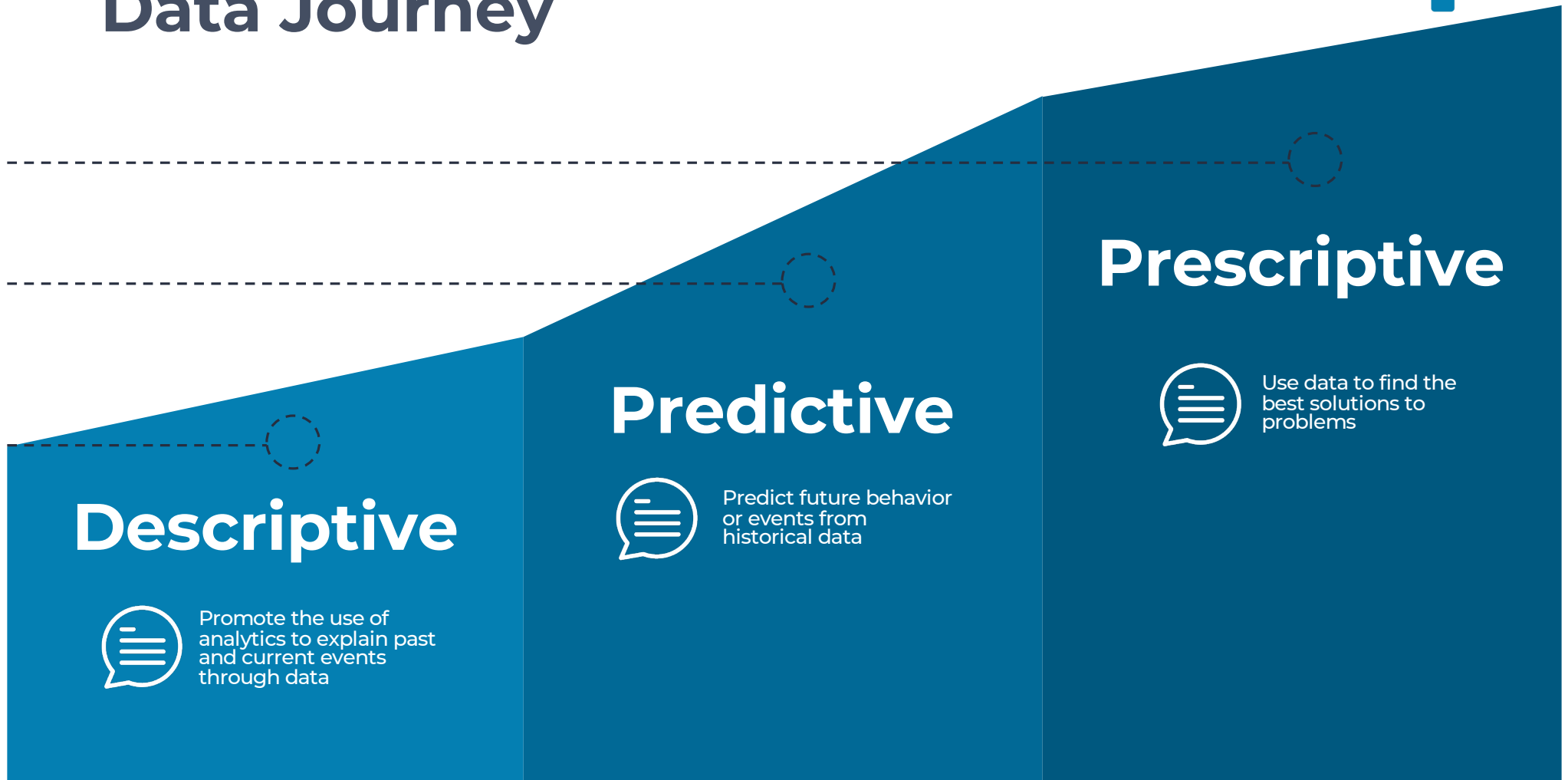


Apenas **17%** das organizações estão **maximizando o valor dos seus dados**

Fonte: pesquisa KPMG com CIOs.



Data Journey



Descriptive



Promote the use of analytics to explain past and current events through data

Predictive



Predict future behavior or events from historical data

Prescriptive



Use data to find the best solutions to problems