Retail & Wholesale Analytics

Drive profitability. Stay Competitive. Know Your Customer.

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ADD GAP-FIT MODEL

for the modern data platform that fit your needs

WE speak the same language

WE ask right Business Questions

WE have reference dimensional models

WE know reference KPI's, reports, Analysis

YOUR requirements

Customization based on YOUR need

YOUR strategy fit

YOUR OWN SOLUTION

Using ADD GAP-FIT MODEL enables up to 70% faster and cost-efficient development of the data platform.

WE help you to answer business questions as:

- How to leverage data to **increase customer basket spend**?

- How to **set prices** more effectively?

- How to **understand customer behaviour**?

- How **to improve supply chain management**?

- How to adapt to **digital acceleration**?

- How to **predict future** demand?

Studio Moderna

As the pace of digitalization accelerates, being able to get insights in minutes is imperative. Be invited to discover how our customer Studio Moderna step-up its ability to make informed decisions based on **internal and external data by transforming its data platform using Azure Synapse Analytics.**

Learn more about Studio Moderna's journey as a data-driven company: **https://bit.ly/2OUdLn1**

STUDIO MODERNA

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Integrated internal and external data in one solution

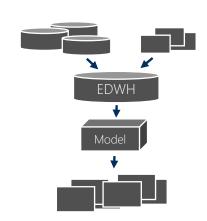| DATA SOURCES	SOLUTION	RESULT
	Building DWH & Analytical model	Visualizations and Dashboards

- CRM
- ERP
- Social media
- Google analytics
- Exponea
- Web sites
- Loyalty program
- Other data

Unlock the immense potential of your digital transformation powered by Analytics

(1)

ENVISIONING WORKSHOP

To evaluate your needs & expectations

(2)

PILOT CASE

With the possibility of (co)financing by Microsoft & ADD

(3)

IMPLEMENTATION

Done by the experienced team and benefits using ADD GAP-FIT approach

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About us

Established in 1992, ADD is a forward-looking company focused on building solutions in the area of Business Analytics (Reporting and Performance management), Data Analytics (AI and Knowledge Mining), and Data Modernization (Cloud Solutions). Over the years, we have built deep industry know-how and technology expertise in Manufacturing, Power and Utilities, Retail/Wholesale/Omni Chanel. Over 15.000 end users daily use our solutions from 3 Continents in over 24 Countries, different industries, and various organizations - from SMEs to Largest Global Corporations.

We provide industry know-how and technology expertise and help You to shine in a data-driven world.

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