# add.BI

**add** BUSINESS SOLUTIONS

## Operational & Business Analytics

# ADD Ltd - Business Solutions Department

**add** BUSINESS SOLUTIONS

21 years in BI/CPM area

60+ Employees

160+ Successfully finished BI/CPM projects

26+ Countries with our solutions

Microsoft Country Partner of the Year 2016 and 2021

Winner FLP 2015 Award for Big Data in EMEA region (Microsoft & HP)

9 Microsoft Gold Competencies 3 Advanced Specializations in progress

4 IP Co-Sell 3 Co-Sell Ready Solutions

Premier Pyramid Analytics Partner

Regional Kepion Partner

Cloudera Bronze Partner

Iris Carbon Partner

# Cross Industry & Technology Experience
## Selected References & Best Practices



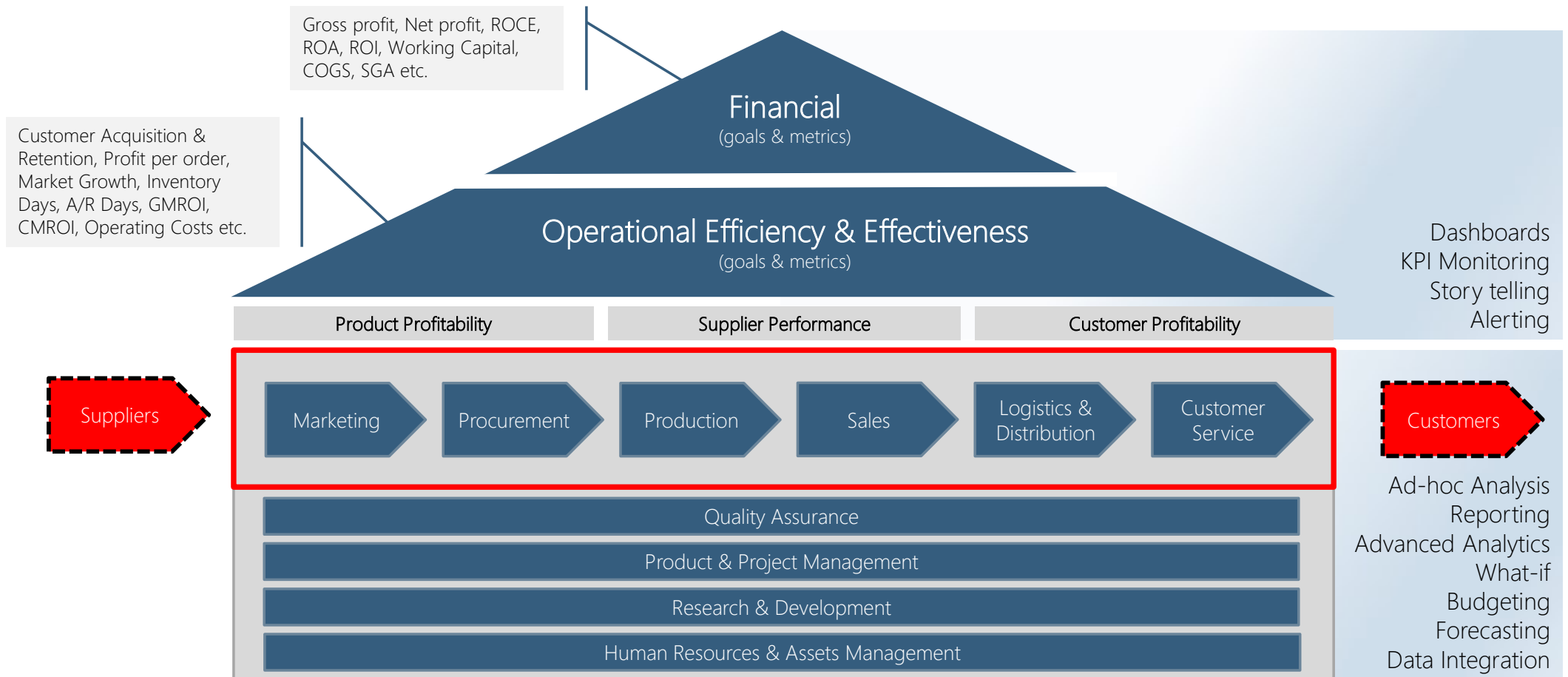| Manufacturing | Power & Utilities | Retail / Wholesale / Omni-channel | Knowledge Mining | Data & Analytics Platform Modernization | Best Practices & GAP-FIT Models | Business Consultants & Technology Experts |

# Integrated Value Chain Based GAP-FIT Models

**add** BUSINESS SOLUTIONS

Gross profit, Net profit, ROCE, ROA, ROI, Working Capital, COGS, SGA etc.

### Financial
(goals & metrics)

Customer Acquisition & Retention, Profit per order, Market Growth, Inventory Days, A/R Days, GMROI, CMROI, Operating Costs etc.

### Operational Efficiency & Effectiveness
(goals & metrics)

| Product Profitability | Supplier Performance | Customer Profitability |
|---|---|---|

Dashboards
KPI Monitoring
Story telling
Alerting

**Suppliers**

| Marketing | Procurement | Production | Sales | Logistics & Distribution | Customer Service |
|---|---|---|---|---|---|

**Customers**

Quality Assurance

Product & Project Management

Research & Development

Human Resources & Assets Management

Ad-hoc Analysis
Reporting
Advanced Analytics
What-if
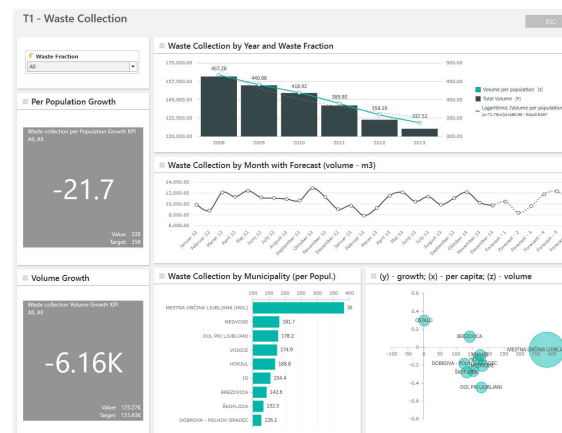Budgeting
Forecasting
Data Integration

# Who Would Not Like to ...

## Keep focus



Ability to have core information available true KPI's to get necessary information on **how are we doing? Where do we need to improve?**
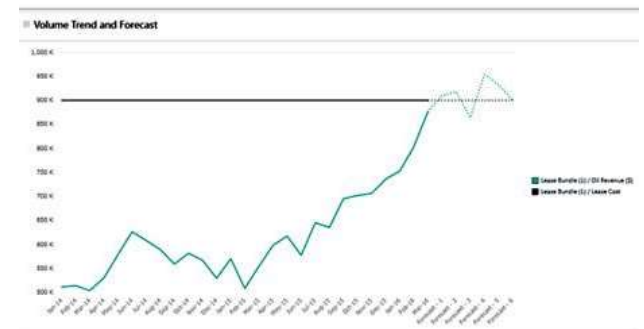
## Get to the bottom



Ability to dynamically slice and dice data to get useful business insights and answered **what happened and why?**

## Know what to do next



Ability to **Predict future** events and movements and get **recommendations** on **what to do next?**