



# Introduction to prophes.ee





# The challenge today



## Poor Data

Data stored by businesses is either out of date or unreliable, so how can they rely on the analysis. The old adage '*garbage in, garbage out*' is used to justify maintaining the status quo



## Poor Decisions

Decision making has never been harder, with the amount of data out there today. Businesses fail because managers can't make decisions as KPIs are out dated and non contextual. Information overload.



## Poor Planning

Forecasting today is a cumbersome process that is still based on Intuition rather than fact. More often than not, they are wrong and result in self fulfilling prophecies rather than helping manager and plan and deliver excellence.



# What we offer



## Adaptive Learning

Machine learning is used to build algorithms that model KPIs to identify clusters, correlations and micro trends. These KPIs are used to extrapolate multi dimensional customer, product etc behaviour upon which forecasts are built



## Simplified Complexity

Connecting the dots through our Insights Automation Engine™ allows prophes.ee to capture the way decisions are made currently to help users by advising them of industry best practices through contextual natural language insights



## Connected Knowledge

Linking all the relevant knowledge present in the organization (and beyond) to cross functional KPIs and decision making structures. This connectivity drives an understanding of decision causality and consequence.

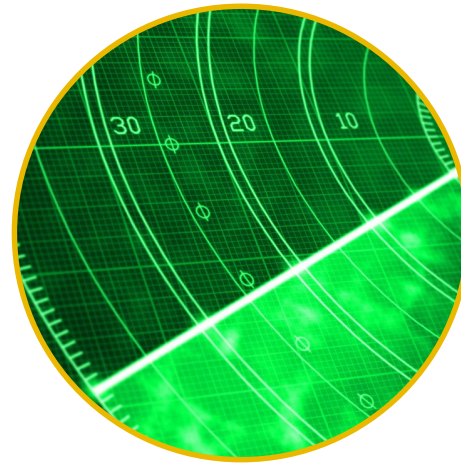


# How we help



## Improved Data

Reduced data complexity through defined thresholds for each meaningful cluster of information, benchmark data quality early on and have a clear improvement mechanism by identify human behaviours that result in data being captured incorrectly



## Improved Decisions

All decisions captured and insights derived from those decision automated, to accurately preserve collective knowledge and avoid human error and effort duplication, understand the causality and consequence of decisions, automated decision workflows present a single version of truth



## Improved Planning

Forecasts at the maximum available level of accuracy, automatically evolving as data quality improves, forecasts based on extrapolated behaviour of customer, products etc, track planning and re-planning initiatives to understand where you are in real time.

# prophes.ee

plan. track. deliver.

