



Syntelli Solutions Inc.

Data : Digital : Analytics

Gold
**Microsoft
Partner**

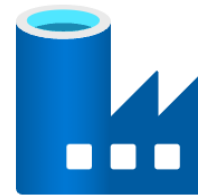


Syntelli Solutions – At a Glance

- **Syntelli Solutions Inc.**, is a Data, Digital and Analytics consulting company helping customers solve their business problems using
 - **Data Solutions:** MDM, DQ, DG and data platforms on cloud, BI
 - **Digital Solutions:** Microservices, IoT, Cloud adoption, app modernization
 - **Analytics Solutions:** Deep expertise in Marketing Analytics, Pricing Analytics, Customer Analytics, AI, ML Ops

- Founded in 2005
- Headquartered in Charlotte, NC and has offices in Birmingham, AL and Jacksonville, FL.
- Primary Industry Focus:
 - Banking and Financial Services
 - Insurance
 - Manufacturing
 - Oil & Gas
 - Retail
 - Business Services

Syntelli's Microsoft Expertise



Azure Data Factory



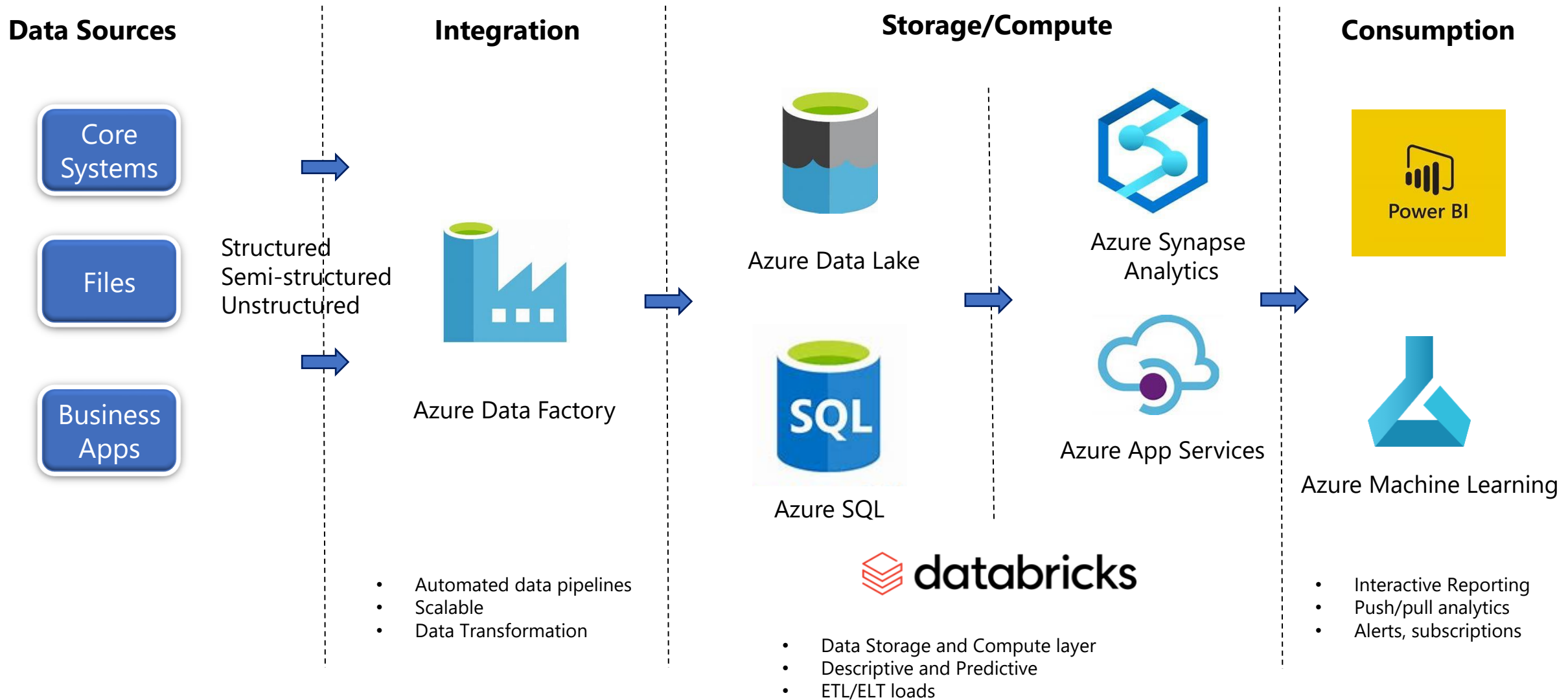
Azure ML



Azure Synapse Analytics



Reference Data Lake Architecture on Azure



Marketing Analytics

1. Marketing Mix Modeling

- a. Understanding Advertising Effectiveness, Media Efficiency, Marketing Mix and Channel-to-Sales correlation using data from multiple data sources. Optimize marketing spending across channels and product lines using the insights from the data science models

2. Attribution Modeling

- a. Algorithms that govern how credit for converting traffic to sales is assigned to online touchpoints, such as an e-mail campaign, online ad, social-networking feed, or website. Those credits help marketers evaluate the relative success of different online investment activities in driving sales.

3. Campaign Analytics

- a. Implement marketing analytics solution on cloud that tracks the effectiveness of various marketing campaigns and other marketing initiatives for their members

Syntelli Proprietary Methodologies and Differentiators

- **“Art of Possible” Workshops:** Strategic, Thought leadership workshops to help customers identify ways to solve their business challenges and identify growth opportunities
- **Analytics Strategy Maps:** Our unique accelerators to quickly deliver using a transparent, proven and adaptable maps that lay out the use-cases, data requirements and data-flows and associated integration points.
- **“5-D” Methodology:** The objective here is to have a close and continuous iterations between strategic view and tactical implementation.
- **“O₂O”, Output to Outcomes:** Framework to ensure that the **‘Output’** of analytics actually impacts the **‘Business Outcomes’**. *O₂O* is more than just a way to address the ‘last mile’ problem, it addresses how to operationalize data science models and monitor them using ML Ops

The Power of Attribution Modeling in Omni-Channel Marketing

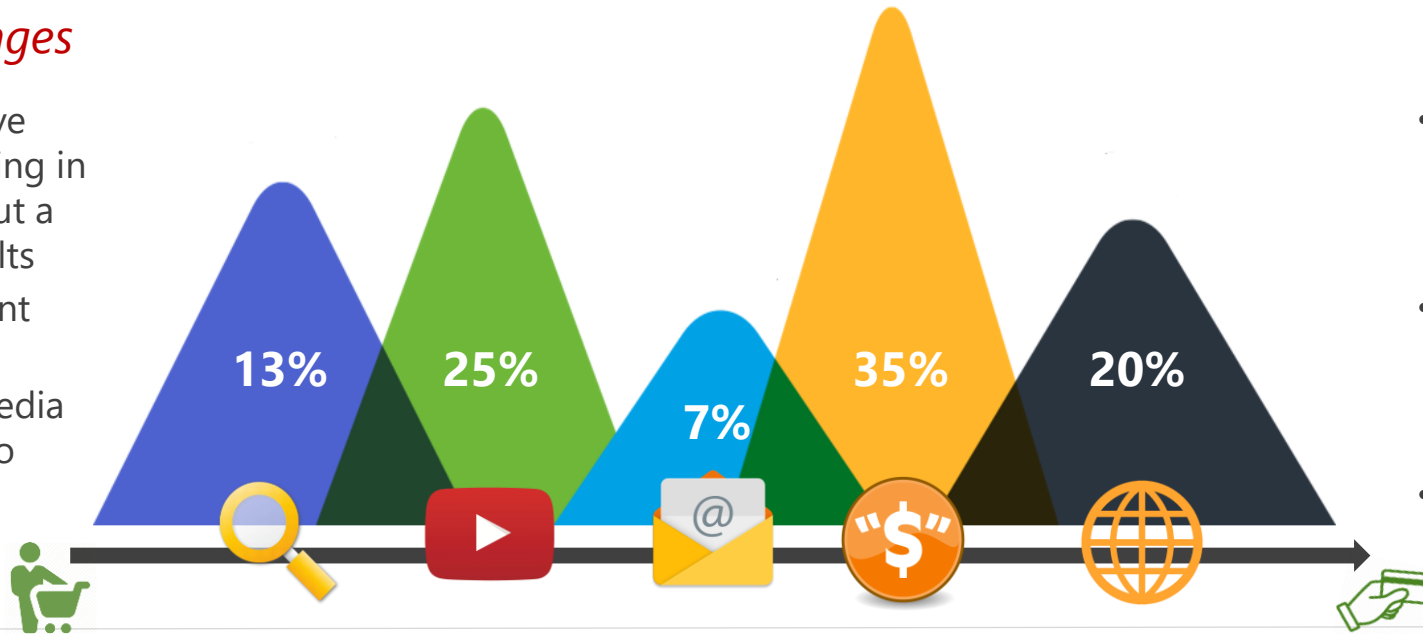
Customer - the world's second largest manufacturer of home appliances

Business Need

Mapping the consumer experience to identify behaviors that occur at targeted points, to developing insights in order to positively influence the process and drive consumer behaviors.

Customer Challenges

- Lack of insights on effective customer targeting, resulting in increased ad spend without a direct link to revenue results
- Understanding web content that drives sales
- Determining marketing media channels that contribute to sales



Solution Provided

- Built a marketing science practice with net present value, forecasting, record matching and data lake
- Built models to estimate historical contribution of all marketing media channels and pricing strategy to sales
- Calculated value of customer throughout product ownership

Value Addition

- Created relationship graph of inbound consumer web activity
- Linked "Where to Buy" web searches & sales activity
- Identified web content, product pages & search activity that are sales predictors
- Customer Life Time Value (CLTV) model for better marketing spend allocation

Technology Used



Marketing Mix Modeling to Optimize Marketing Spend

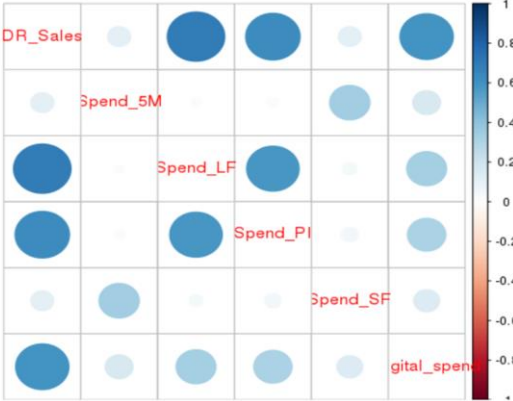
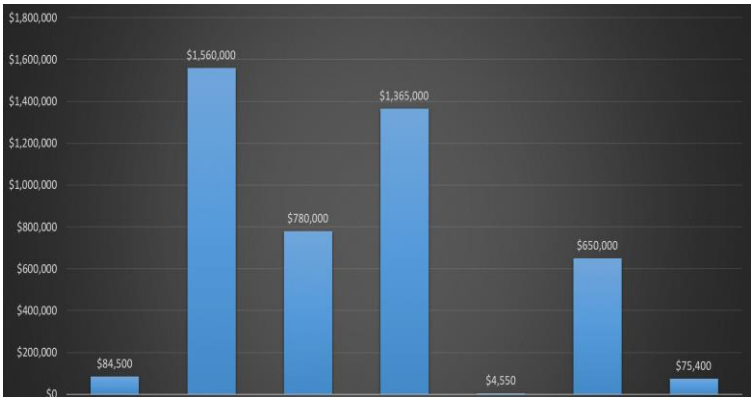
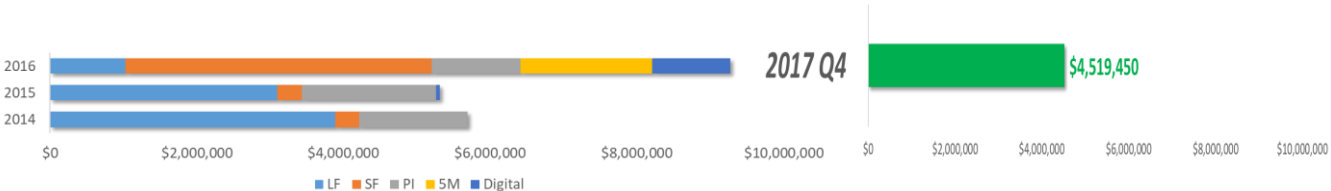
Customer – a global tool manufacturer

 **Business Need**

Understanding Advertising Effectiveness, Media Efficiency, Marketing Mix and Channel-to-Sales correlation using data from multiple data sources. Optimize marketing spending across channels and product lines using the insights from the data science models

 **Customer Challenges**

- Lack of insights into effective marketing models, resulting in increased ad spend without a direct link to revenue results
- Determining marketing media channels that contribute to sales
- Determining the marketing spend by product line



 **Solution Provided**

- Built a data platform to consolidate the data from multiple data sources
- Built models to estimate historical contribution of all marketing media channels to sales
- Calculated channel contribution to sales by product line and predicted quarterly marketing spend per product line

 **Value Addition**

- Predicted # of Units Sold in each quarter to provide a realistic goal for the Product Line
- Predicted general trend for Marketing Profit and Units Sold with Weekly Spend by Product Line
- Predicted the effect of individual media channels on # of units sold for the Product Line to help understand the most efficient marketing channels for that Product Line

 **Technology Used**



Campaign Analytics to find effectiveness

Customer – A Leading National Educators Association



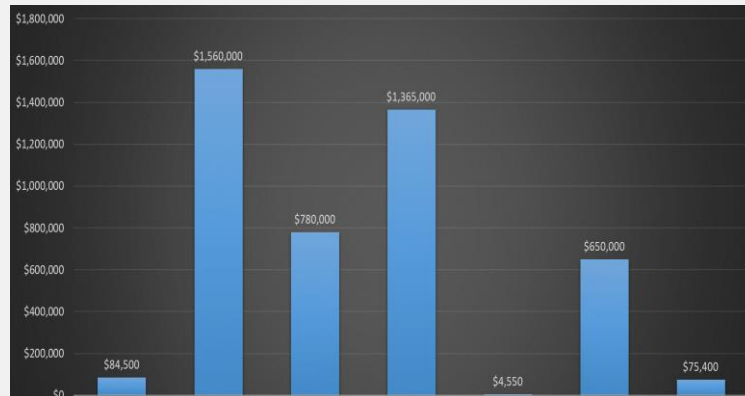
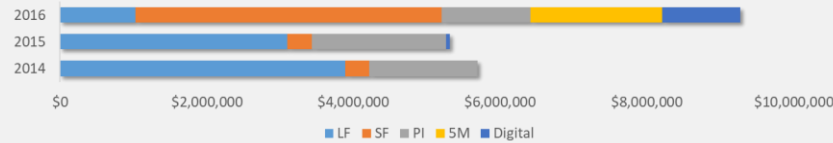
Business Need

Implement marketing analytics solution on cloud that tracks the effectiveness of various marketing campaigns and other marketing initiatives for their members



Customer Challenges

- Company was having difficulties in tracking the effectiveness of various marketing initiatives they run throughout the year for their members.
- There is no good way of storing the data to use to analytics
- Challenges to integrate Spotfire with data from other analytics tools like Google Analytics



Solution Provided

- Company has engaged Syntelli team on a 3-year contract to help them with their data analytics needs and support & enhance Spotfire environment
- Created Interactive dashboards that monitor and track marketing efficiency
- Host dashboards on company website for internal use
- Automated data loads that are refreshed to the dashboards
- Store the data in a data warehouse in the cloud where the data loads and refreshes can be automatic
- Created custom python and java scripts to complement and extend Spotfire applications
- Used third party connectors to pull in the data from Google Analytics and integrated it with Spotfire dashboards
- Syntelli team supports and maintains Data store and Spotfire environment on cloud on an ongoing basis



Value Addition

- One source of truth for marketing efficiency
- Easy to use dashboards
- Fully integrated with company website
- Cost savings on the infrastructure and data storage

Contact Us

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