

## antares Predictive Analytics

[ We no longer just look back

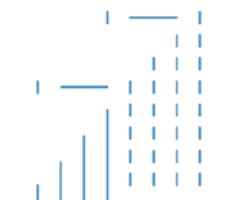
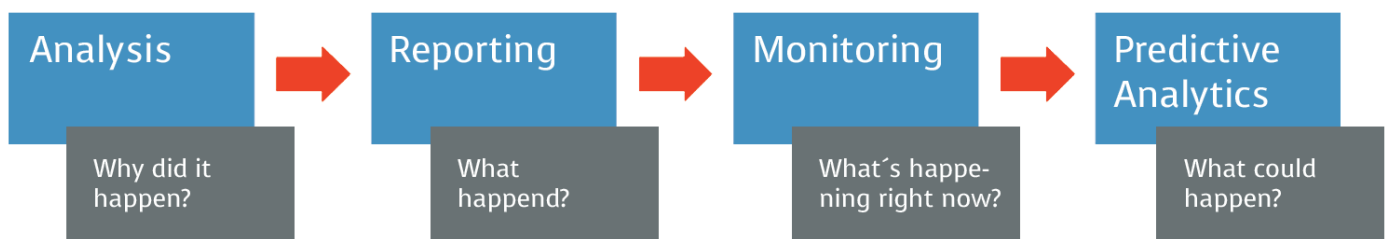
## [ We no longer just look back!

Digitization confronts companies of all sizes and from all industries with a wide range of new challenges. These include, in particular, the analysis and evaluation of constantly growing volumes of data.

In order to continue to make sound and secure business decisions based on accurate information, the demand for business intelligence solutions is growing continuously.

Our BI software solution can be used in controlling as well as in marketing, sales or strategic management to extract valuable information from large amounts of data.

We no longer just look back, but enable future-oriented predictions and pattern recognition with antares Predictive Analytics. The common process of analysis, reporting and monitoring is thus extended by a forecast.



## [ What is predictive analytics?

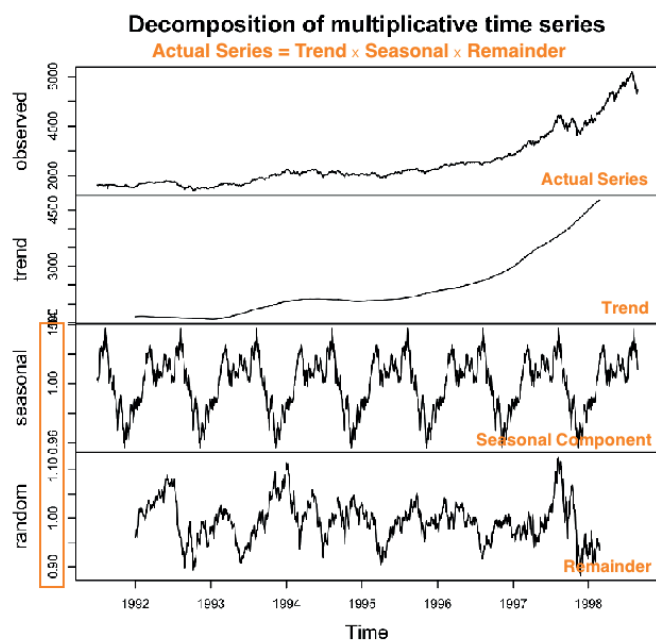
Predictive analytics is a subarea of business intelligence and deals primarily with expected and possible events. It answers the question of what will or should happen under which conditions. The forecast results are usually visualized with additional software, discussed interactively in teams, forwarded and processed.

Looking into the near future gives companies an enormous competitive advantage. It enables a better basis for planning and decision-making in order to derive promising measures.

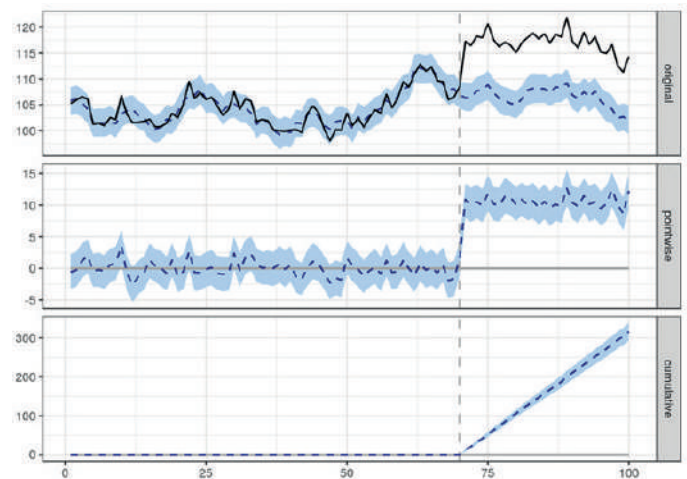
To fulfill the intended purpose, an IT architecture that supports predictive analytics efficiently brings together various types of (cleansed) historical data, real-time data from a wide variety of sources, and statistical models.

Simple statistical models are supplemented by complex methods of time series analysis, which allow events to be projected into the future. Combined scenario and Monte Carlo simulations forecast probable events of various actions. Business decisions can now be made on the basis of well-founded information.

Predictive analytics is not a vision of the future, but is already an integral part of analysis and planning tools in companies with a data-driven, automated business model that enables strategic competitive advantages.



Trend | Seasonal effect and random fluctuation



Structural breaks | Causal effects

## [ antares Predictive Analytics

With our information systems, we offer numerous options for the collection, analysis, monitoring and visualization of data. This helps users to make decisions on a sound and secure basis.

For this purpose, suitable application modes are provided for various user groups. Generalized Linear Models (GLM), Naive Bayes, Random Forest are some of the mathematical models used in our software solutions. These models can be additionally enriched with geographic data (Geo & Location Intelligence) to generate even more knowledge from data.

### Some application examples for predictive analytics

- Area and product analyses
- Analysis/prediction of the effectiveness of advertising activities
- Analysis of weather influences on product demand and raw material costs
- Statistical forensics
- Geostatistics, e. g. statistical correlations between place of residence and creditworthiness of contractual partners

## [ From practice – Optimize purchasing and sales

Quantity, characteristic, time and price are the success factors of demand!

In practice, it often happens that demand for a product (e. g., sunscreen) increases or will increase at a certain point in time when certain general conditions (e. g., warm summer days) are present. Of course, this also applies to the opposite situation, such as bad weather instead of sunshine.

### Best practice or predictive analytics?

The knowledge of exactly these probabilities leads you to the potentials of an optimized and targeted business process – exactly focused on your customers and all related contingencies.



## [ How does it work?

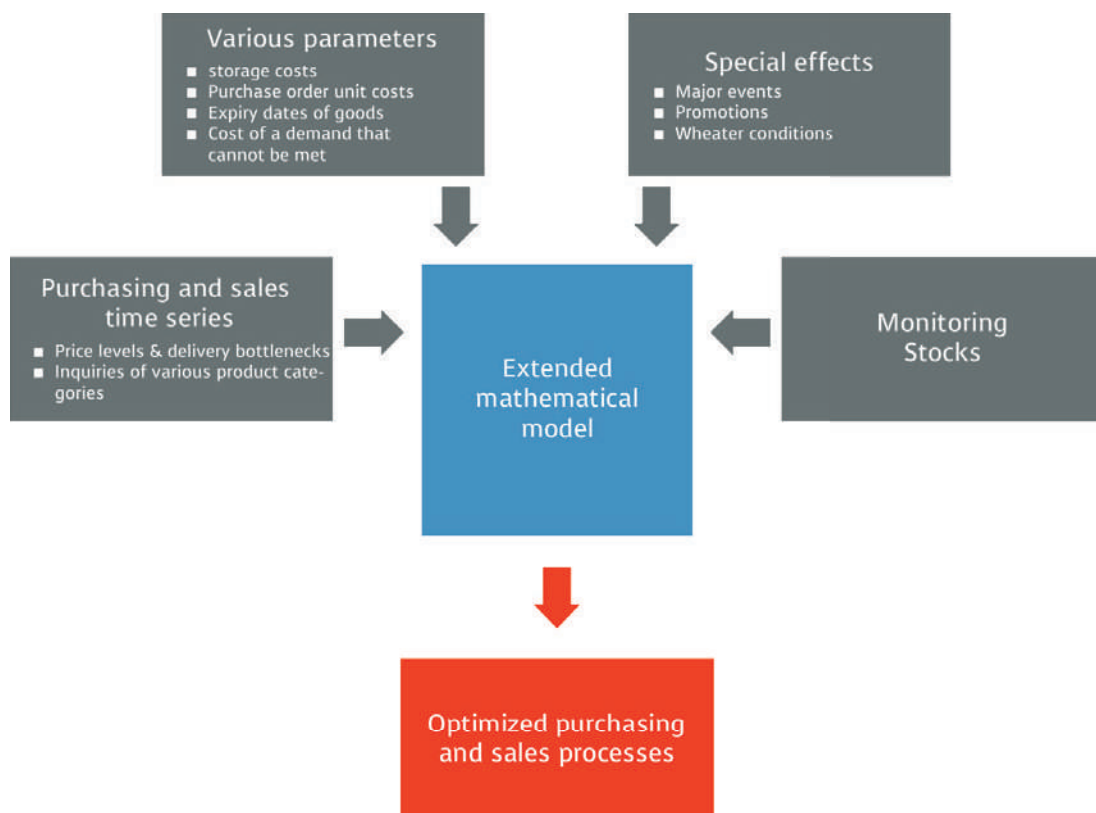
The mathematical approach of our tool uses a time series analysis of purchasing and sales data to enable the most accurate possible forecast of price level and demand development as well as their mutual effect. Other parameters such as inventory costs, expiration dates or costs of unservable demand as well as special effects ( e. g. seasonal sales or major events) are also taken into account. Based on this, recommendations for action can be derived, for example at the time of purchase with a low price level, at the optimum time for coordinated marketing and sales campaigns, or at the time of sale with high demand.

The focus is always on optimizing the entire process from purchasing through marketing and distribution to sales, reducing costs and consequently generating more profit.

In summary, predictive analytics offers the ability to generate more knowledge from your data.

### Predictive analytics functions:

- Significant key figures that are included in the mathematical model.
- Supplementing simple statistical models with complex methods of time series analysis to project events into the future.
- Enormous competitive advantage for companies by looking into the near future.
- Better planning and decision-making basis to derive promising measures.
- Analysis and planning software tailored to your needs, requirements and business processes.



Significant key figures that are included in the mathematical model.

# [ Introducing ourselves

## What we do

We are a medium-sized, independent company specializing in professional software. Since our foundation in 1994 we have been developing and marketing strategic information systems.

Many years of expertise in the areas of analysis, planning and corporate management as well as governance, risk and compliance are guarantors for the development and expansion of the advanced antares software solutions.

## Who we are

State-of-the-art technology, innovation and user-optimized solutions characterize our products. Passion, reliability and professionalism are the guidelines in dealing with our customers and partners. Competent and reliable support is our top priority. To ensure this, we work consistently on the further development of our established software solutions, provide professional project management and also offer comprehensive services - from training and webinars to coaching.

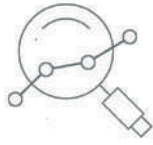
## What we offer

We now count more than 300 companies of all industries and sizes among our customers, including well-known companies from the industrial, retail and service sectors. They all benefit from an experienced BI company with flat hierarchies, professional partnership and customer proximity.

## What is our goal

Our goal is to provide our customers with a secure, user-friendly information base so that informed and confident decisions can be made.

# [ Over 25 years of experience in the development of business Intelligence software solutions



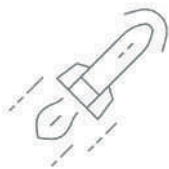
## Analyze. Plan. Control.

Integrate your data and make knowledge work for you. Gain important insights to make confident and profound decisions.



## Governance. Risk. Compliance.

With our holistic risk and opportunity management software, you systematically identify, analyze, assess, monitor and control risks to seize business opportunities.



## Individual BI software

We've been implementing BI software solutions for over 25 years, helping you make better decisions across your business. Perfectly tailored to your needs and processes.



## Software consulting

We offer a comprehensive portfolio of services, ranging from the compilation of your software requirements, implementation and accompanying user training to maintenance after completion of the project.

antares



[Software for reliable decisions

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