

DATA ANALYTICS SERVICES

TO HELP YOU DRIVE
RESULTS IN YOUR
BUSINESS



ATHENS TECHNOLOGY CENTER

A FULL RANGE OF DATA ANALYTICS SERVICES TO MEET YOUR BUSINESS NEEDS



Our portfolio includes industry agnostic and industry specific services, provided either on-cloud or on premise. Based on a practical, agile approach, leading to tangible results at every stage, our teams design and develop custom solutions or act as integrators for third party software.

Data management services

Easy and on time access, quality assurance, integration and harmonization are terms inextricably linked with effective data management. Our teams can help you leverage the latest tools, and develop rules and policies that ensure performance

- Data Migration
- Data Quality
- Data Analytics
- Data Modeling
- Business Intelligence
- Data Governance

Data Visualization & Dashboards

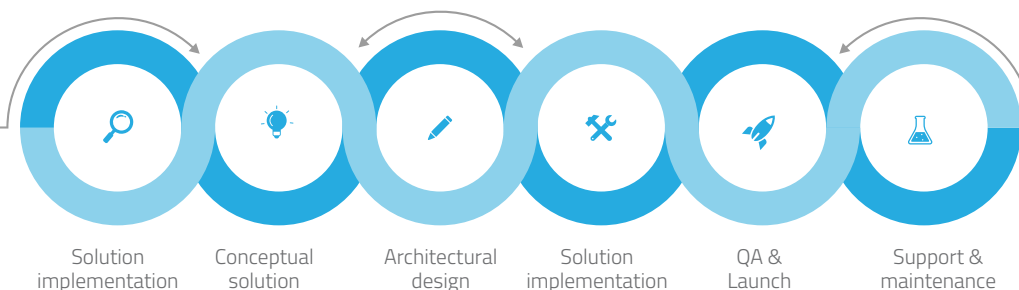
Custom dashboards and reports will allow you to monitor your key performance indicators (KPIs) easily, tracking progress and trends. In that way, you gain insights and the chance to act in advance to increase your competitive advantage.

Corporate data infrastructures

The design and implementation of data infrastructures will help your organization to combine information from various existing systems and sources, either by building data warehouses or lakes.

Predictive analytics

Forecasting or identifying an opportunity is vital for business; we use complex rule-based algorithms and machine learning to offer you with predictive and prescriptive analytics.



SECURE
EFFECTIVENESS
VIA END TO END
APPROACH



Business Performance Analytics

Well informed decisions are being facilitated by accurate, analytical insights on various business functions. In ATC, we use third party platforms or custom-developed solutions to help you have the most clear image on areas like operations, sales, finance, marketing, HR and more. Indicative KPIs include:

Operational Analytics	Customer Analytics	Risk Analytics	Marketing Analytics	HR Analytics
Warehouse efficiency	Acquisition	Price elasticity & optimization	Campaign Analytics	Risk management
Supply Chain optimization	Churn, Retention & Loyalty	Claim frequency	Cross Sell / Up Sell	Skills & Learning development plan
Inventory	Customer Behavior	Severity modeling	Customer Segmentation	Annual performance
Stock Replenishment Analysis	Customer Lifetime Value	Collection & Recovery	Channel & offer optimization	Staff turnover
				Recruiting

TURNKEY SOLUTIONS THAT WILL HELP YOUR BUSINESS THRIVE

In ATC we help organizations formulate, monitor and exploit a well-defined structure of KPIs, either in a strategic, departmental or personal level. From creating easy-to-understand, customized dashboards to turning IoT into real-time reports, your business can thrive.

Usage analytics for Scholarly Publishers

- The scholarly publishing community can exploit Inqwell, an open platform designed to count the usage of electronic resources in an easy and affordable way, based on the COUNTER standard. Inqwell helps publishers access reliable, auditable usage data, such as COUNTER-based reports
- Path analysis to measure customer engagement
- sales volume (retrievals) per item and format type, both in terms of quantity or value,
- activity alerts
- subscriptions monitoring
- RSS messaging alerts

OPTIMIZING PRODUCTIVITY AND SECURING A SHORT RETURN ON INVESTMENT PERIOD ARE OUR BUSINESS DRIVERS

Plan ahead and on time

We set up a detailed implementation roadmap, acknowledging all levels of organizational readiness and data maturity. We secure customer and user engagement, based on SMART goals setting, flexible deployment models, and time-tested project management practices.

Being agile

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Teams of experts

We commit in end to end delivery, based on teams of experts with both technical and industry expertise, incl. data scientists, design experts, architects, and software engineers.

CASE STUDIES

Integrated usage analytics for academic publishers

Implementation of Inqwell platform, deployment of the Counter application and usage analytics application in a visually appealing UI.

- Complete usage recording and analysis of the academic material distributed
- Better usage measurement and analysis of online collections to increase contract renewals with university libraries, enhance user experience and optimize product catalog
- Portal development & management services
- Visualized usage data through a user-friendly and friendly environment.
- Project Management and Quality Assurance services

Business Consulting & Custom Solution Development for Zoetis

Zoetis aimed to gain business intelligence on specific product's performance. Insights were collected via the harmonization, aggregation and analysis of transactional data coming from 50 veterinarian practices.

Indicative metrics include:

- % Dogs on specific formulation
- Compliance levels with specific formulation for a variety of patients' type/age
- Patients' Loyalty
- Clinic Revenue comparison
- Cross-selling trends
- Competition overview on pricing

BIG DATA

BI & VISUALIZATION

ADVANCED ANALYTICS

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ATC has provided solutions to Gaming, Betting, Media and Banking organizations, focusing on the fields of Data/Content Management and Analysis, Human Capital and Enterprise Management and of Mobile Computing. The company maintains an active presence in the EU, the US, Central Europe, Middle East and North Africa for over 30 years.

Following Agile methodologies, ATC creates work teams configured to your specific needs and requirements, which will seamlessly co-operate with your home-based resources. Our extended expertise in web, mobile, cloud and database areas, secure a customized service that meets your technology strategy tightly.

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