Why Choose Complexica

COMPLEXICA

Our mission is to help companies become more effective in their sales and marketing and more competitive in the markets they serve, through optimised decision making.

Our vision is to become a world leader in the practical application of Artificial Intelligence software. As we grow and expand, our goal is to achieve a global presence and trade on the ASX stock exchange as a publicly-listed company that represents a major part of the Australian business landscape.

We are committed to delivering great products and services to our customers: Complexica scored a highly recommended 97.18% in customer satisfaction in the 2021 Australian Achiever Awards for Australia's Computer Systems, Software & Internet Services category."

Our Competitive Differentiators

Exact-fit software

We understand that the only business important to you is your business, so we've engineered our Decision Cloud® software platform to be flexible enough to ensure that the software fits your organisation by configuring each deployment to your unique business requirements, processes, and workflows.

World-class science for decision optimisation

Scientific expertise runs across all levels of Complexica and we maintain research partnerships with leading research institutions such as the University of Adelaide, RMIT, and the Polish-Japanese Institute of Information Technology. We are thought leaders and pioneers in applied Artificial Intelligence, and our staff has published over 300 peer-reviewed articles and 25 books on the subject of predictive analytics, optimisation, and self-learning systems, which have been cited by more than 70,000 authors. Our Artificial Intelligence engine, Larry, the Digital Analyst® was named the 2018 Australian Innovation of the Year, the 2019 Australian Software Innovation of the Year, and the 2020 Business Innovation and Digital Transformation of the year.

Measurable results

Our mission is to help you realise measurable improvements in areas such as revenue, margin, operational costs, forecast accuracy, asset utilisation, working capital, as well as effectiveness in sales, pricing, and promotional planning. To that end, we work with each customer to provide ongoing validation of our software and the resulting benefits.

A Unique Combination of Science, Software, and Business Process Understanding

Addressing complex business problems effectively requires a combination of science, software, and business process understanding. This is because scientific approaches such as Machine Learning have the potential to create value through better decisions. However, to realise this business value, these science-driven recommendations must be embedded and actioned within your operational workflows.

Science

Leading-edge, AI-based prediction and optimisation capabilities

Many traditional data mining and modelling methods are often less than ideal for finding non-linear relationships and counter-intuitive trends, and for analysing vast quantities of data in real-time. For these reasons and others, Complexica's Artificial Intelligence engine – Larry, the Digital Analyst® – employs both classical and non-traditional methods, including several new branches of Artificial Intelligence and Machine Learning.

Automated use of external data sets to improve performance

Through the use of advanced Artificial Intelligence algorithms and automated APIs, Complexica's Artificial Intelligence engine – Larry, the Digital Analyst® – can access a vast array of external data sources (both structured and unstructured, such as internet data scraped from relevant websites), and analyse these datasets along with internal customer data to provide superior performance and decision recommendations.

Automated use of external data sets to improve performance

Complexica's Larry, the Digital Analyst® hosts a range of pre-configured Artificial Intelligence algorithms that are tuned for specific business challenges, such as pricing, segmentation, cross-selling and up-selling, promotional planning, and demand forecasting, among others.

Software

Reduced risk

Our Decision Cloud® software platform is implemented through staged and scalable deployments, rather than "big bang" implementations to minimize risk for your organization and accelerate return on investment.

Agile delivery model

Our delivery model is based on Agile principles, and we strive to be responsive to customers at all stages of a project.

Integrability

Complexica has developed a set of standard integration APIs for our Decision Cloud® software platform for common ERP systems and platforms, as well as public data sources such as the Australian Bureau of Statistics, Bureau of Meteorology, among others.

Data security

Complexica's Decision Cloud® software platform is deployed through Amazon Web Services (AWS). Our customers benefit from the data centre and network architecture built to meet the requirements of the most security-sensitive organisations. In addition, we follow best-practice security standards aligned to the globally recognised standard ISO27001.

Ongoing support

All our software deployments include ongoing support with a service plan tailored to your needs.

Business Process Understanding

Domain knowledge

We have significant domain-specific knowledge and expertise within a number of industry verticals, including food & liquor, building materials, pharmaceuticals, wholesale & distribution, financial services, consumer goods, and retailing. We also understand the operational business challenges, processes, and workflows within these industries.

Business process and workflow mapping and re-engineering

Complexica is a customer-centric organisation that is focused on providing commercial outcomes through the use of Artificial Intelligence software. For this reason, our Business & Data Analysis team spends time with each customer to understand the operational aspects of the business and any unique elements of the challenge or business problem being addressed.

Processes and task automation

Many organisations have a large number of manual processes which take significant time and labour to manage. These processes can be automated through approval workflows, embedded recommendations, and autonomous decision-making. For example, Complexica's Touchless CRM (part of our Decision Cloud® software platform) can increase the productivity of a field sales team by automating manual tasks and reducing non-selling time.

Digitalisation

Many large organisations use a patchwork series of spreadsheets, unintegrated tools and non-standardised manual processes to execute mission-critical activities, which creates inefficiencies and hampers agility. While streamlining processes is always a significant effort, the benefits begin accruing immediately and Complexica has significant experience digitalising business processes, and creating future-state digital strategies. In 2020, Complexica was named winner of The Australian Business Awards for Business Innovation and Digital Transformation categories demonstrating the core values of business innovation, product innovation, and technological achievement.