

DECISION CLOUD®

Modularised Software Platform



Internal Data



External Data



Larry, the Digital Analyst®

Customer Opportunity Profiler (COP)

Order Management System (OMS)

Intelligent E-commerce Engine

Promotional Campaign Manager (PCM)

Touchless CRM

What-if Simulator & Optimiser

Supply Chain Optimisation & Planning Environment (SCOPE)

Sales Optimisation

- Sales Enablement & Retail Execution
- Intelligent Quotes & Orders
- Sales Territory Mapping
- Dynamic Pricing
- Cross-Selling and Up-Selling
- CRM Automation

Marketing Optimisation

- Promotional Planning & Trade Spend Optimisation
- Digital Enablement & Portals
- Predictive Customer Churn
- Personalisation
- Marketing Mix Modelling & Media Spend Optimisation

Supply Chain Optimisation

- Predictive Demand Planning
- Inventory & Replenishment
- Planning & Scheduling