



# **Data Mining and Exploration**

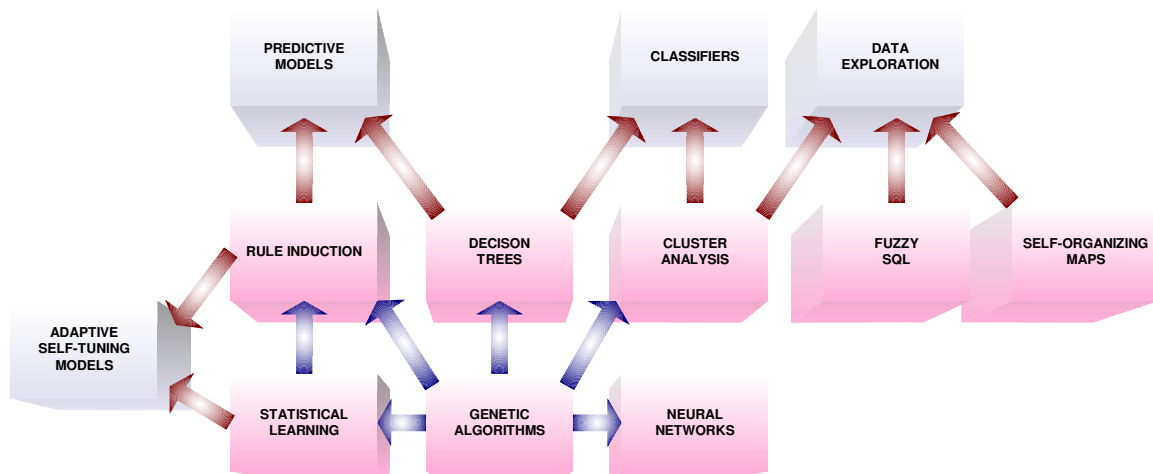
**Scianta Capabilities**



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# Data Mining and Exploration



## The Scianta Data Mining Advantage

Too often managers and analysts view data mining as a static, generally one-time effort to pry deep insights out of large enterprise databases. While this is an important use of data mining and data exploration, it obscures a larger and much more powerful benefit— constructing powerful adaptive models that can be connected to an enterprises application frameworks to drive day to day production through intelligent, flexible, and highly resilient models that adjust to changes in both enterprise policy as well changes in the underlying data.

## The Nature Of Data Mining

Data mining (or knowledge discovery) is about collecting the right data, analyzing the data for deep insights, and using these insights to recognize unique marketing or strategic positioning opportunities. Effective data mining gives managers and senior executives the ability to make faster and better decisions. These deep insights into the operation and performance of an enterprise are made by building behavior models of various flavors (such as prediction and classification). Behavior models tell managers and analysts what is happening now and will most likely happen in the future based on both history and current business processes.

Scianta provides, as an integrated part of the Adaptive Intelligence Suite, a suite of high performance knowledge discovery solutions targeted to help business improve and enrich their business decision making, optimize performance, and remain highly competitive and agile in an uncertain world. The Adaptive Intelligence Platform increases profitability, efficiency, resiliency, and productivity in all parts of a enterprise. Through its powerful modeling and knowledge discovery capabilities it allows an organization to,

- Expand and solidify opportunities in current lines of business
- Enter new lines of business and gain significant market share
- Maintain its customer base and attract new customers
- Optimize business performance to reduce costs and increase profits

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- Explore alternate models of business
- Quickly adapt business operations to future changes in supply or demand
- Integrate enterprise's strategic and tactical goals across all its divisions
- Build applications that are fault tolerant and adapt to changing conditions

Thus, through a large and integrated collection of data mining and data exploration tools, businesses and government agencies of all levels can discover the affects of their policies, anticipate changes in the outside world, exploit new markets, and build resilient software systems that can be delivered faster, provided increased benefits, and require fewer modifications.

## Features and Applications

Deep Insight Data Mining  
Automatic Principal Component Discovery  
Adaptive and Feedback Models  
Self-Tuning and Self-Correcting Models  
Powerful Time-Series Predictive Models  
Fuzzy Rules and Relationships

New Line of Business Discovery  
Exploration and Exploitation  
Data Exploration Tools  
Information and Knowledge Fusion  
Intellectual Property Commercialization  
Knowledge Harvesting and Management

Risk Assessment and Mitigation  
Anomaly Root Cause Discovery  
Supply Change Management  
Customer Relationship Management  
Inventory Optimization  
Fraud Detection  
Capacity Planning  
Capital Effectiveness and Budgeting  
Investment Safety and Suitability

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For more information or to schedule a presentation call (919) 678-0477 or visit [www.scianta.com](http://www.scianta.com)



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