

# BI BENEFITS WITHOUT THE INVESTMENT

## **AS A SERVICE...**

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“We understand how important it is to ensure each link in the information chain is integrated - Providing more intelligence as data matures through the system to support business decisions and activities.”

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## All About Perfection

**aap3** are experts in the field of providing hosted services - From your client, reseller/distributor or third-party, **aap3** can host and manage the data you supply to enable better decision making in your organisation, whether it be financials, operations, marketing or sales, we can give you that capability by using our industry leading SAS Software-as-a-Service unified data platform.

Not only will you notice the expansion in the amount and quality of data you can access through our cleansing, de-duping and merging multiple sources, we also provide business intelligence and advanced analytics, to help your company to better understand its customer base.

## Service & Support

Data can be brokered from numerous sources, such as resellers, partners and distributors on behalf of the client for use in the required analysis (i.e. to solve the business problem).

Data will be automatically cleansed and de-duped using DataFlux upon entry to the **aap3** hosted platform; anomalies will be quarantined for manual processing by **aap3** data cleansing specialists. Cleansing and de-duping rules will be business specific and tuned to ensure overmatching does not occur.

## Using The Best

At the high end 'Analytics' side of the model, **aap3** uses SAS, the world's leading analytics software. Together we not only provide the data cleansing and reporting, but are leading the way when it comes to predictive modelling and optimisation.

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## What can we offer?

No massive purchase outlay 'Rent' your software as a service

Higher confidence in your data quality

Marketing campaign success improvement

No data entry duplication – more control over the quality of data entered

Receiving the real value from your purchased data

A reporting tool that you can trust

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## aap<sup>3</sup> as your partner

aap<sup>3</sup> have a strong and successful recruitment history

A higher concentration and range of up-to-date IT and Business skills

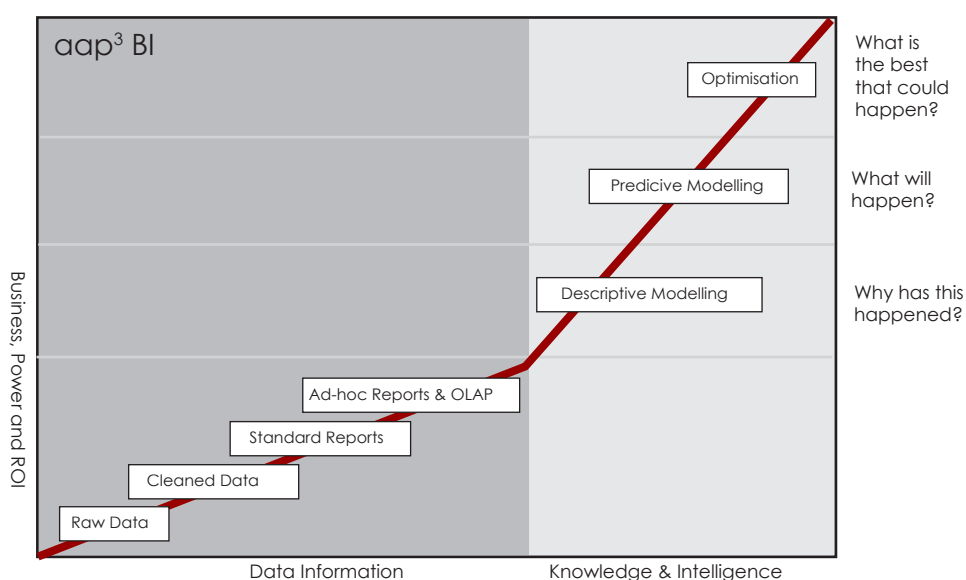
Excellence in Project Management, with Prince 2 certified staff

The capacity to meet fluctuating demands for skills and resources

# Managing Your Data

In order to get the most out of data stored within the aap<sup>3</sup> hosted system, an open data management methodology can be used where clients would be encouraged to work with aap<sup>3</sup> to improve the quality of their data.

By utilising VPN connections to access client data, the hosted service will be able to automatically extract and download data for overnight cleansing, enhancing and modelling. Enriched data including advanced analytical scores can then be written back to the Source environment automatically as part of overnight batch processes. This means enhanced data will be available to subscribers in their source systems for immediate use. It also means that enriched information, e.g. from marketing responses, can be uploaded into the hosted service, reciprocating the data enhancement process, magnifying the benefits to subscribers.



For more information, please get in touch:

### aap<sup>3</sup> UK

**T:** +44 (0)845 2300 189

**W:** [www.aap3.com](http://www.aap3.com)

3 Benham Campus, Benham Road,  
Southampton Science Park  
Chilworth, Hampshire, SO16 7QJ, UK

### aap<sup>3</sup> US

**T:** +1 (408) 876-4866

**W:** [www.aap3.com](http://www.aap3.com)

2107 N.First Street, Suite 550  
San Jose, CA 95131  
USA