

# The Future is Today

## What is Data Mining?

Data mining is an analytic process designed to break down large amounts of data – commonly known as ‘big data’ – and find consistent patterns and/or relationships between the variables.

In a nutshell, it is a science. It is a process involving computational science methods, artificial intelligence, machine learning, statistics and database systems to dissect big data and unearth patterns, anomalies and correlations with the ultimate aim of predicting outcomes.

## Make Data Work for You

Today, data is the driving force behind every business decision, every move.

With the information derived from data mining, businesses can use the analysis for a whole range of applications, including cutting costs, improving customer relationships, predicting consumer behaviour, increasing revenue and much more.

Use data the right way and it can open the door to unlimited business opportunities and immeasurable value.



### Elevate Marketing Efficiencies & Increase Profits

Know customer behaviour, needs and preferences for cross-selling and upselling opportunities



### Boost Productivity

Gain insights that help uncover inefficiencies and redirect resources



### Retain Customers

Predict Customer Lifetime Value for more personalised and targeted loyalty programme



### Detect Fraud

Manage risk and prevent loss of revenue through early detection of fraudulent transactions or digital crime



### Predict Sales Cycles

Forecast or predict sales trends, opportunities and outcomes using sales analytics

## Our Solutions - Created by Experts for Experts

At Integral Solutions, we build apps powered by Artificial Intelligence (A.I.) to provide solutions that help you run your business better. We simplify the whole workflow of data mining science for you so that you can analyse faster and deliver high-value results in a shorter time. Simply put, you get more value out of the data you already hold in your hands.

Our experts spent years researching and applying A.I. solutions for businesses. In a nutshell, we help you demystify A.I. analytics. And, you don't have to be a data scientist to understand it all.

We use A.I. solutions that include three types of analysis - Descriptive, Predictive and Prescriptive.



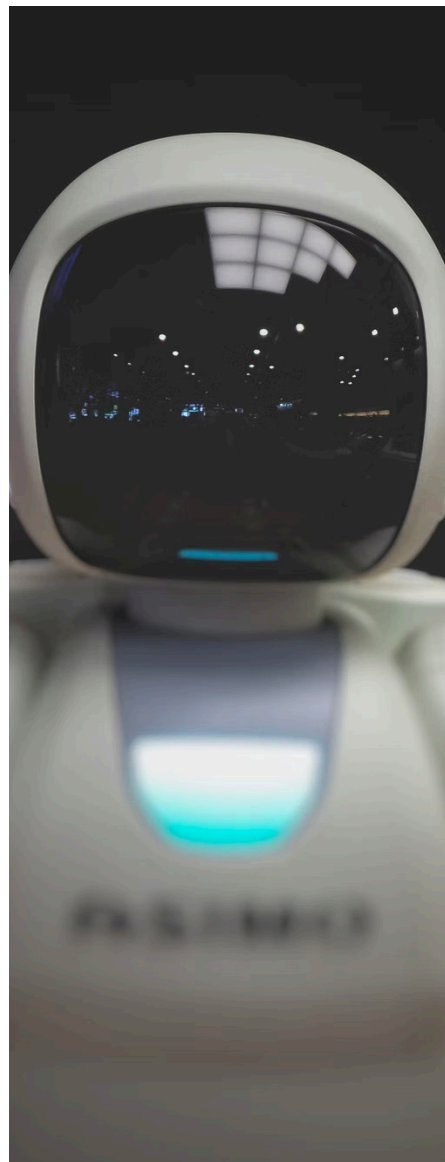
### Artificial Intelligence Consultancy

Determine the best course of action for your business from simulated possible outcomes using our Prescriptive A.I. solutions.



### Cloud-based Analytics

Get answers to your toughest business challenges with our ready-made cloud datamining solutions.



## Who is Using A.I.?

More and more businesses are adopting A.I. solutions and services. The increasing adoption of A.I. by businesses is largely driven by the growth of data-based A.I. and a need to stay relevant in the highly competitive global market.

The key market verticals in the forefront of adopting A.I. solutions and services include:

- Banking, financial services and insurance
- Healthcare and life sciences
- Retail and e-Commerce
- Government and defence
- Telecom and IT
- Energy and utilities
- Manufacturing

# Why Use Data to Transform Your Business?

## 54%

of executives believe implementing A.I. at their workplace has increased productivity

## 71%

of marketers find A.I. useful for personalisation

## 44%

The supply chain management industry witnessed the most significant cost savings from implementing A.I. technology in 2019

## Top Companies and Organisations Believe in Us

Since 1992, Integral Solutions has helped businesses across industries enable their data-driven capabilities to meet the increasing demands of the future. We have deep expertise in sectors from government to retail to aviation to banking.

Today, we continue to work with some of the world's biggest and most innovative corporations.



## Awards and Recognition



Silver  
Business  
Partner




Integrated Solutions (Asia) Pte Ltd is recognised as a Microsoft Silver Partner for demonstrating high competency and commitment in offering business solutions to our clients. The Microsoft Silver Competency is reserved for partner-companies among the top 5% of Microsoft partners worldwide.

Integrated Solutions (Asia) Pte Ltd is also an IBM Silver Business Partner and is awarded expert status in the area of "Data Analytics".

### CONTACT

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