

Armeta is a Dallas-based professional services and outsourcing firm that helps you capitalize on your information to enable profitable decision making. We specialize in using data analytics and reporting to enhance the effectiveness of marketing and sales. Our services ensure accessible, on-demand information that enables deeper customer knowledge and creates or sustains your company's competitive advantage.

Our proven methodologies coupled with our technical expertise enable you to conduct customer segmentation and analysis to identify, recommend, and focus on profitable and differentiated customer segments. Armeta integrates business processes, information technology, and sales and marketing data to execute projects that result in positive ROI. We help you transform your company into a customer-focused, information-driven business.

The Armeta Advantage

We Know How to Drive Knowledge and Value from Data

At Armeta, our business is information, and our team is world-class. With an average of more than 10 years experience directing and implementing data-centric solutions, we know how to drive actionable information and value from your data. Our proven and successful track record spans all aspects of data intensive systems, from data source and operational systems to analytics and reporting.

We Bridge the Gap between Strategy and Details

Smart business initiatives often fail because the strategic decision makers do not comprehend the complex nature of tactical implementation, and the implementation team gets lost in the details, unable to focus on the big picture that drives business results. At Armeta, we bridge that gap. We make it our business to manage the detailed tasks of strategic initiatives, without losing sight of the big picture.

We Focus on Getting You a Return for Your Investment

The Armeta team is interested in working with you only in those initiatives that will bring you value. Our principals have many years of management experience on the client side; therefore, we understand the importance of budgets, top and bottom line performance. We focus on developing a quantitative and qualitative understanding of your customers' behavior, market behavior and trends to drive improvement that will bring you the most return in the shortest timeframe.

Proven Results

Knowledge Drives ROI

- Enabled a Fortune 500 company to realize \$150 million net present value by implementing a campaign management solution that focused on improving targeting efforts and retaining a loyal customer base.
- Analyzed trends in sales history, demographic characteristics, and customer evaluations to develop models to forecast future sales and predict success at individual store locations.

Attention to Detail Yields Profits

- Discovered and recaptured several million dollars of unbilled customer accounts, totaling 30% of a business unit's total profits at a Fortune 500 client.
- Optimized marketing channels within specific regions based on customer segmentation, calculation of trade area potential, and analysis of transactions across channels, segments and groupings.

Expertise Fosters Efficiency

- Implemented a Siebel solution at a Fortune 500 company in two months - five times faster than a leading competitor.
- Deployed MicroStrategy desktop reporting to dozens of users at a Fortune 500 client in the timeframe a leading competitor quoted for "Requirements and Assessment" phase to be completed.

Analytic Capabilities

Descriptive Analysis

Forecasting and Time-Series Analysis

Logistic and Linear Regression Modeling

Neural Network Analysis

Cluster Analysis

Statistical Sampling

Model Scoring

Predictive Modeling



Analytic Results

Customer Segmentation

Customer Acquisition

Customer Retention/Churn

Lifetime Value

Consumer Behavior

Cross-Sell/Up-Sell Analysis

Pricing Analysis

Demand Forecasting

Campaign Management

Promotion Performance

Customer Relationship Management

Marketing Analysis

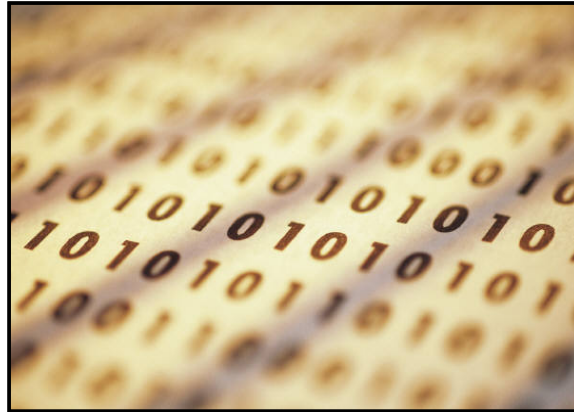
- Customer Data Integration (CDI)
- Customer Segmentation, Profiling and Targeting
- Customer Life-Time Value Ranking
- Database Marketing
- Pricing Tools
- Territory Analysis
- Analytics and Reporting

Product and Marketplace Analysis

- Behavioral Trending
- New Product Analysis
- Marketplace Analysis

Customer Relationship Management

- Campaign Management
- Sales Force Automation
- Call Center Optimization
- Lead List Management



Business Intelligence

Data Analytics

- Customer Scoring and Analytics
- Key Performance Indicators
- Market Research and Analysis
- Statistical Modeling

Reporting and Data Management

- On Demand Reporting
- Distributed / Desktop (OLAP) Reporting
- Executive Dashboards
- Ad-Hoc and Pre-Built Queries
- Knowledge Management

Data Warehousing

Data Warehousing and Marts

- Database Extraction, Migration, and Optimization
- Demographic and Third Party Data Overlays
- Data Modeling

Data Mining

- Customer Householding
- Data Cleansing, Preparation & ETL
- Database Marketing



Management Consulting and Systems Integration

Business Process Outsourcing

- Analytic Outsourcing
- Lead Generation and List Management Outsourcing
- Business Process Design and Documentation

Consulting Services

- Competitive Intelligence
- Systems Integration
- Application Development
- Software Tool Assessment and Evaluation
- Transaction Management
- Training
- Project Management

Technical Expertise

Business Intelligence

- MicroStrategy
- Business Objects
- Hyperion
- ProClarity
- SAS
- Cognos
- Microsoft

Application/Web Development

- C, C++, C#
- Java, JavaScript
- Visual Basic
- XML/XSLT
- ASP/ASP.NET
- VB.NET

Database

- Oracle
- Microsoft SQL Server
- Teradata
- Informix
- DB2

ETL

- Informatica

CRM / SFA

- Siebel
- Salesforce.com



Industry Expertise

- Energy / Utilities
- Telecom
- Retail
- Automotive
- E-Commerce
- Financial Services
- Travel and Transportation



5001 Spring Valley Road, S-1130E
 Dallas, TX 75244
 Tel: (214) 752-2755
 Fax: (214) 752-2787
www.armeta.com