



Introduction to the Data Science in Entytle Insyghts:

Moving beyond a simple report to true insights for installed-base revenue growth.

Introduction

Entytle Insyghts is the first enterprise SaaS application dedicated to managing and growing installed base revenue.

It assembles and processes massive amounts of customer data using sophisticated, purpose-written algorithms to deliver highly qualified opportunities and actionable customer insights, directly in the system that your Sales and Services professionals use daily. This in turn, enables you to dramatically increase revenue.

While this may sound simple, to move beyond multiple spreadsheets, cumbersome and conflicting reports and legacy systems that provide limited visibility requires considerable effort. You must have an understanding of data science and context that goes well beyond a report that even the most sophisticated IT department can put together. You need a way to assemble data from multiple, siloed systems, process that data to identify usage patterns and customer segments, deliver opportunities for parts and services sales, and improve the process over time.

Consider the following:

Assemble data

- Build and maintain a connector architecture to have the ability to connect to multiple systems in a secure manner.
- Connect to and aggregate data from multiple enterprise systems such as ERP, CRM, Field Service, Support Call Center, machine telemetry, inventory and legacy systems.
- Extract years to decades worth of historical data from these disparate systems.
- Build data pipes to extract changes to the data for all of the above systems on a periodic basis. In some cases, you may also need the ability to pull data from some systems, such as CRM, in real-time.
- Store large amounts of data in a High Availability (HA) environment with Data Loss Prevention (DLP) and Business Continuity Planning (BCP) capabilities.
- Secure data - perhaps using sophisticated encryption techniques - both in transit and at rest.
- Handle schema and meta-data changes across systems after initial mapping.

Process the data

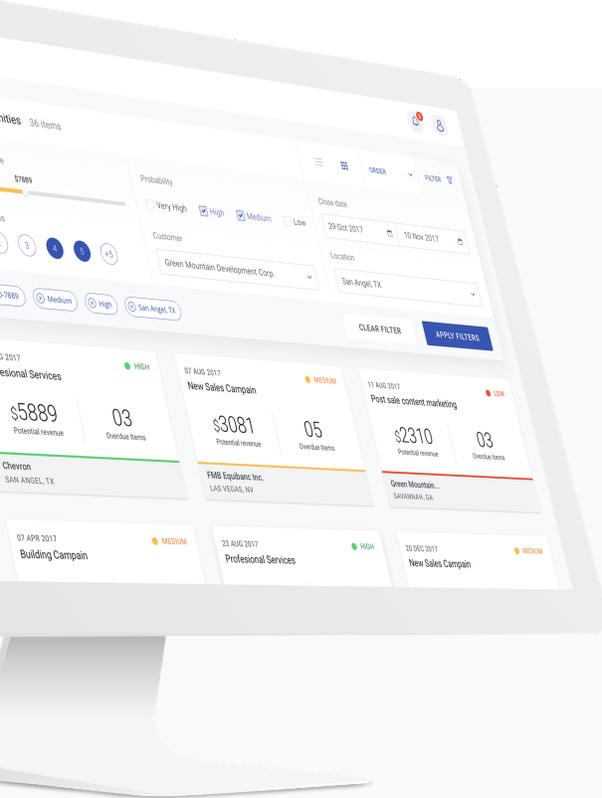
- Build or buy tools for Master Data Management (MDM) such as Dell Boomi or NetWeaver.
- Build processes and tools to automate the normalization and cleansing of data, understanding that some human intervention by a data analyst will be required.
- Build or buy tools for data deduplication such as Talend or Datameer.
- Build or buy tools for data enrichment such as Informatica or Trillium.
- Develop and maintain proprietary algorithms and tools for Item Category classification.
- Develop and maintain proprietary algorithms and tools for Product-Part classification.
- Build tools for customer segmentation using R or Python.
- Build tools and processes for cleansing and enriching contact information.
- Develop algorithms for purchase rate analysis using R or Python.
- Build algorithms for descriptive, predictive and prescriptive analytics to identify likely opportunities for sale.
- Develop machine learning techniques to continuously improve algorithms based on results and outcomes, that will produce increasingly better analytics and ROI the more the system is used.

Deliver the data

- Identify specific customer segments and product-lines that have the highest likelihood of opportunity conversion.
- Deliver opportunities and insights to end-users including Sales Reps, Sales Managers, Service Techs and Service Managers Provide rich, linked data to end-users.
- Integrate outcomes into existing CRM and Service systems for minimal disruption to users' workflow and to drive adoption.

Continuously improve

- Input learning from business outcomes to constantly improve core algorithms and insights.
- Update underlying data and meta-data schemas through the entire pipeline as corresponding systems change.
- Add and remove product lines, geographies, customers and users to the system.
- Update data sources as use cases expand to continuously improve insights.
- Improve core algorithms for better predictive power.



Unlike your colleagues responsible for the initial sale, none of the systems they use - CRM, Marketing Automation or ERP - provide you with a way of identifying which customers to call, when, for what products, and the reason. Building a report that will accurately identify which customers to call, when, for which products and why is not a simple task. It will require an investment in a multitude of tools and dedication of a team of people with sophisticated modeling and data science backgrounds. In reality, pulling all of this together will take resources you likely do not have.

Purpose-built by aftermarket service executives, Entlyte Insyghts is the first installed-base management system dedicated to post-installation revenue growth. Base implementation takes just eight to twelve weeks, giving you proof that the value contained in your installed base can be unlocked quickly, efficiently, and cost-effectively. In the time it would take you to just assemble the data, an Entlyte Insyghts pilot could be up and running.

About Entlyte, Inc.

Entlyte is a global provider of installed-base management systems that help BtoB manufacturers grow their business by making the complex simple. The company's flagship product, Insyghts, enables customers to assemble data from multiple, siloed

systems, process that data to identify usage patterns and customer segments, deliver opportunities for parts and services sales, and improve revenue. Entlyte is headquartered in Palo Alto, California and on the web at www.entlyte.com.

650-687-7293 · www.entlyte.com · info@entlyte.com