

## Our Client Services

### Readiness Assessment

- Technical Infrastructure
- Procurement
- Recruitment
- Deployment
- Training
- Application Support

### Business Analysis

- Forecasting
- Pricing
- Supply & Demand

### Marketing Optimization

- Activation
- Response
- Cross/Up-Sell

### Data Management

- Data Extract
- Data Clean Up
- Data transformation
- Outlier Analysis

### CRM Analytics

- Acquisition
- Profitable Profiling
- Segmentation

### Customer Insight

- Retention
- Lifetime & Net Present Value
- Loyalty

### Risk Management

- Attrition
- Risk Analysis
- Credit Scoring
- Fraud

## Our Engagements

**Strategic Projects:** We help our clients gain a competitive advantage in their industry by tailoring unique solutions to address critical business challenges. *Project duration ranges from 9 to 14 weeks.*

**Software as a Service (SaaS):** To help our clients achieve their business objectives in a cost efficient method, we offer sophisticated pay-per-use software options. *Outputs delivered within 5 weeks.*

**Scoring Engine Deployment:** We help our clients process and understand their analytic models quickly, easily, and affordably using cloud computing solutions. *Outputs delivered in 3 to 14 days.*

**Staff Augmentation:** Our skilled professionals work as a part of our clients' analytics team to generate quick and effective results without large contract structures. *Project duration ranges from 3 to 12 months.*

**Affiliated Partner Offerings:** We have developed a network of strategic partner institutions to offer additional turnkey solutions that demonstrate a true enterprise analytics approach. *Deliverable varies based on solution.*

## About Us

Ergonomics was founded in 2008 to deliver enterprise level solutions in the areas of analytics and technology services. With Wall Street's emphasis that organizations institutionalize custom analytical technologies, Ergonomics constructed a versatile, boutique-style resource network of highly skilled professionals and affiliate partners. Our team consists of economists, predictive analytics specialists, and senior level business executives that deliver tailored enterprise solutions in the areas of forecasting, retention, cross/up-sell, attrition, risk management, profitability profiling, value enhancement, activation, marketing optimization, and loyalty. Headquartered in Minneapolis, with strategic partners in San Diego, Chicago, New York, Washington DC, Atlanta, Detroit, London, Dubai, Mumbai and Istanbul.

## Our Vision

Be a leading global consulting firm entrusted with directing our clients enterprise analytical strategy.

## Our Mission

Educate business leaders about internal drivers and major bottom-line economic indicators.

## Our Approach

We utilize our clients' business knowledge and experience, and assist executives in identifying relevant information to make the best possible enterprise decisions. Our comprehension of the observed data and changes in the company and economy are cornerstone. Our solutions are built with client-owned technology or technology recommended by us. Our unique business model places an economist at the center of the solution process, complimented with business executives, data analysts, project managers, business analysts, solution architects and analytic directors experienced in enterprise analytics. We work with a network of 10 PhD economists and up to 30 highly talented support professionals.

## The Blueprint of Enterprise Analytics

*Business Process ► Data ► Analytics*