



## Company Introduction

## About us

Peritus Knowledge Services Corporation was established in 2015 by two senior telecom and consulting executives as a boutique consulting company, with a sharp focus on two key areas:

- Cloud-based big data analytics
- Development and execution of data-driven business programs.

The driving force for the company is the observation that big data and analytics programs get slowed down in internal technical conversations and execution delays.

Our approach focuses on quickly proving and providing business value in a cost-effective manner. We achieve this by combining open source cloud based analytical solutions/advanced data science techniques and strong program management. This helps

you to quickly analyze and monetize the data and the information that you have access to.

We go beyond providing only a statistical model, but support you with the full execution of your analytics program. Insights are valuable, but execution is the key to success!

Our team is mainly based in the Philippines and services customers worldwide. We tailor our solutions to your specific requirements such as security and privacy regulation.

We are looking forward to discussing your requirements and how we can support you!



**Jovan Barac**  
Co-Founder & CEO



**Jan von Gramatzki**  
Co-Founder & COO



**Drew Guttadore**  
Chief Officer Advisor

## Why big data analytics is critical

Today's management decisions are taken in a very complex environment. A typical telecom service provider has a huge amount of current and historical data about its network, its customers, its products, and its channels. More recently, the proliferation of internet data combined with the low cost high capacity analytical environments has made it possible to add clickstream, machine-to machine and social media data to obtain a much more accurate customer picture.

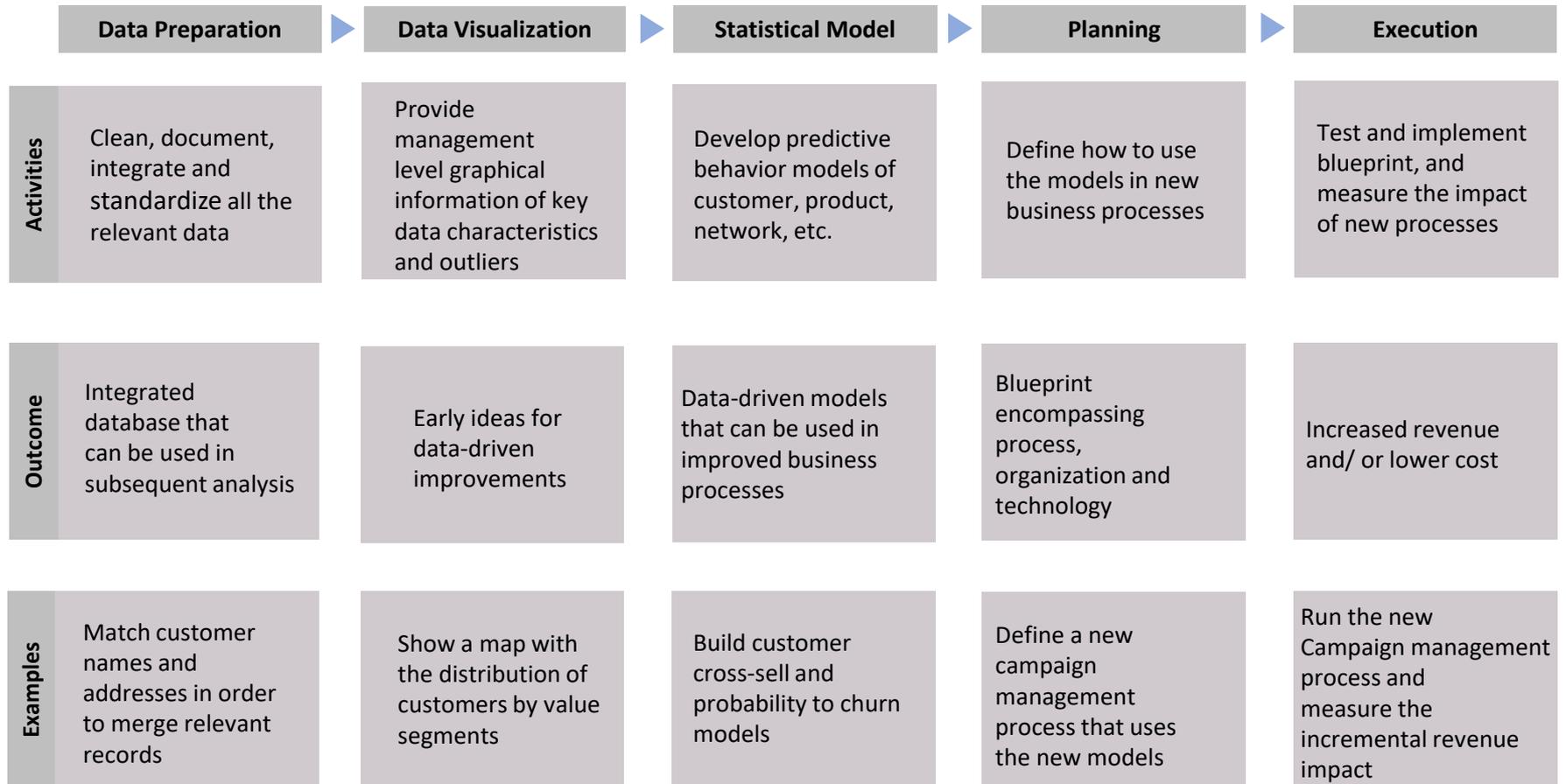
To come up with fact-based accurate decisions, telecom service providers have to integrate, filter and analyze this augmented pool of data to find the nuggets of insights that will give them the competitive edge.

Just staying in the descriptive world and producing reports from that data is not sufficient. The sheer volume of data and the analytical tools provide a unique opportunity to be predictive with customer behavior ("what they are likely to do") and prescriptive with the business processes ("how to leverage the insights from analytics"). Without the execution step, analytics essentially becomes an intellectual exercise with no impact on the bottom line.

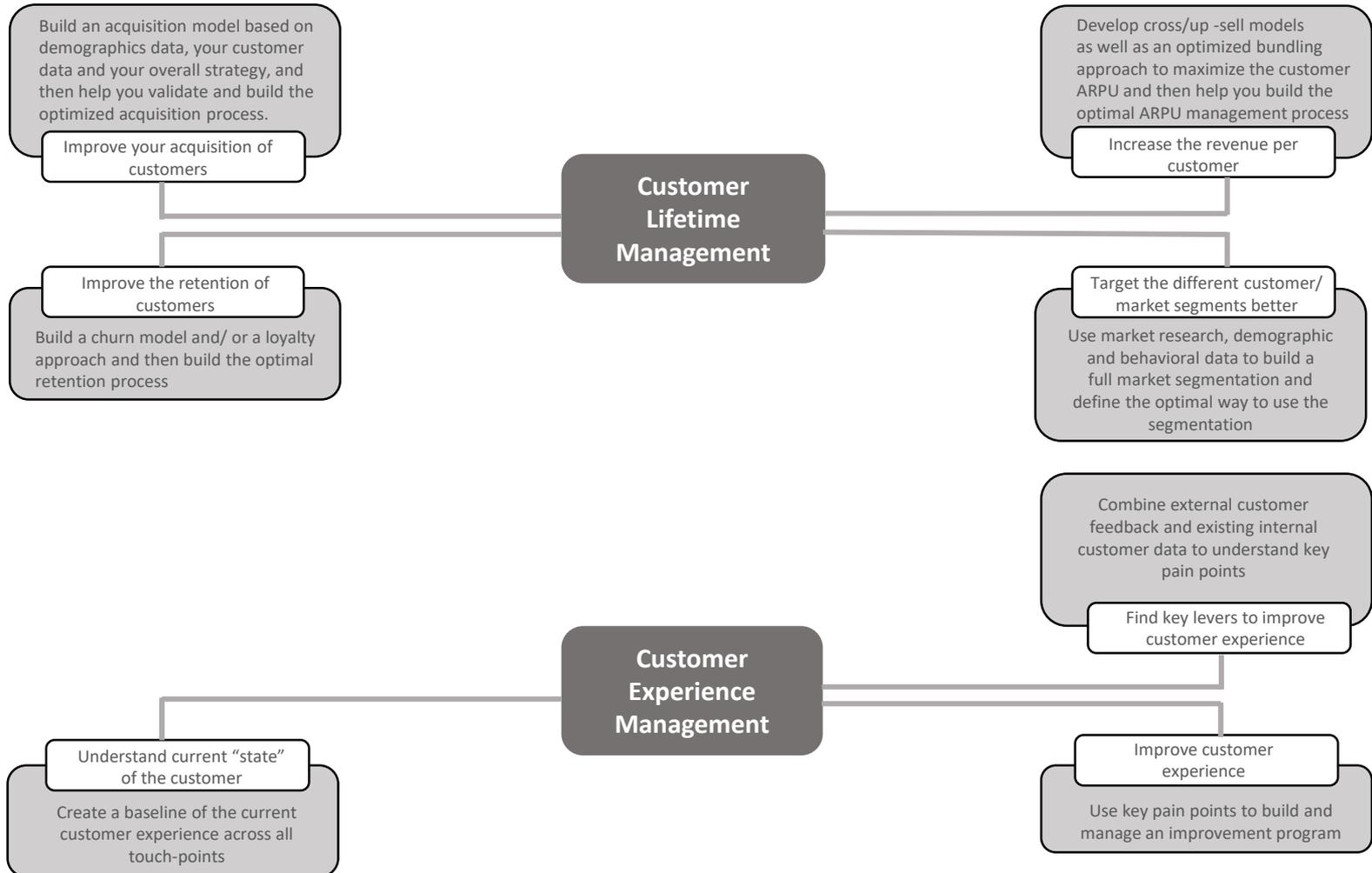
Big data opens doors to benefits such as 50+% higher campaign response rates (given the right segmentation and models), 20+% savings on network infrastructure (through better demand forecasting) and 30+% lower churn rates (through better customer experience and targeted retention programs).

Where are you on your Data Analytics journey? Let us run a Maturity Audit to help you understand how to optimize the value you get from your Data Analytics Program.

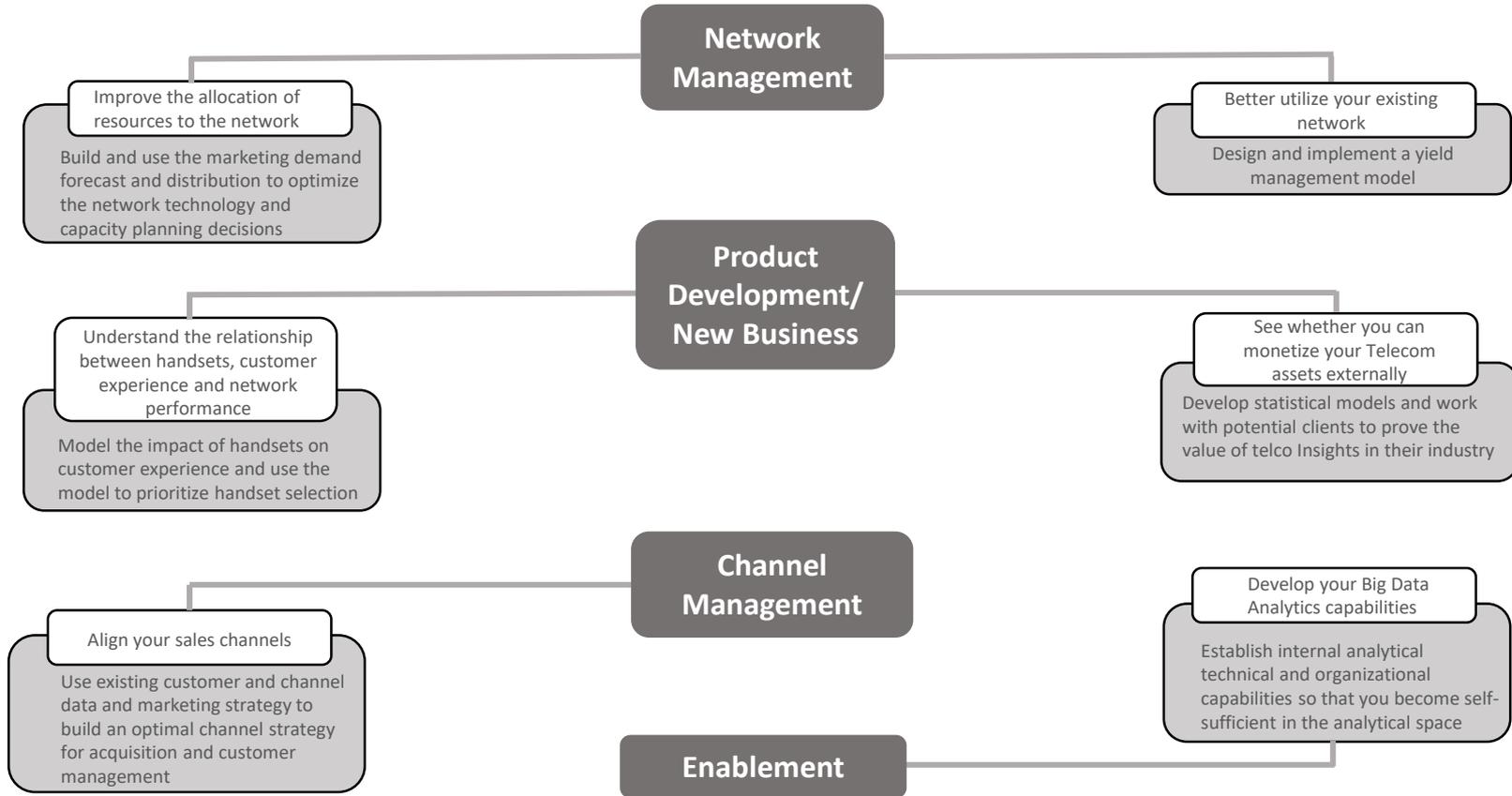
## Which projects you can source from us



# Typical programs we can help you address

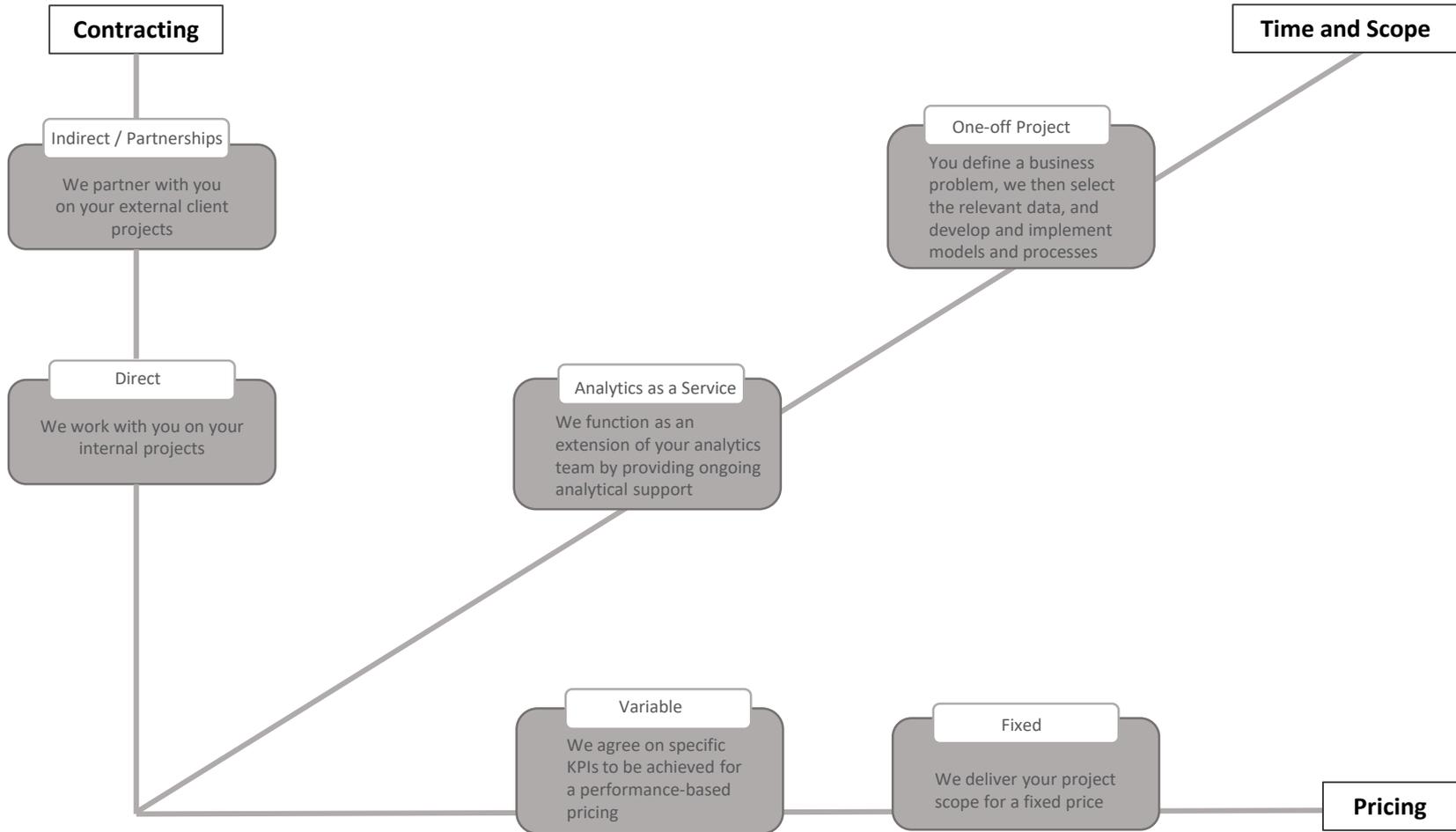


# Typical programs we can help you address



Which business opportunity do you want to address? Contact us today to discuss how we can support you.

# How you can engage us



Do you have a different preferred engagement model? Let us know and let's explore your ideas.

## Why we are the right partner for you

We provide independent expert advice that addresses typical key client concerns:



**Speed:** We use remote access and cloud-based solutions to access the data, process the data and deploy the models/solutions very quickly.



**Security:** We always follow your data protection rules and security protocols. Depending on your needs, we can process the information either through remote access to your premises or on our own premises.



**Cost-effectiveness:** We use open-source platforms and analytical tools which have a lower cost structure. Our offshore approach further enables us to keep the costs competitive.



**Proven Impact:** We don't just develop statistical models as an abstract concept. We work with you to implement the models in your day-to-day operations, so that the benefits are tangible, measured and monetized.



**Low-risk:** Our people have a strong track record in monetized analytics with blue-chip telecommunication companies across Europe, USA, Asia and Australia.

Interested? Get in touch with us, let us help you improve your business.

## Contact information

### **Peritus Knowledge Services Corporation**

3<sup>rd</sup> Floor Corinthian Plaza

121 Paseo De Roxas, Makati City 1223, Philippines

 +63 (2) 697 4982

 [info@peritus-services.com](mailto:info@peritus-services.com)  [www.peritus-services.com](http://www.peritus-services.com)