



Objective Arts



**PREDIGO**

You've done the research. You've built the models. Big data is giving you answers. Your crack analytics experts have it figured out.

Now what?

Turn your predictive models into real-time actions, at scale.

#### ABOUT OBJECTIVE ARTS

Objective Arts makes amazing software. We specialize in highly scalable, ultra secure web applications powered by our partnership with Amazon Web Services. The largest healthcare jurisdictions in the country have been using our software with confidence for years. Now the power of our mission-critical healthcare engine is available for your business.

"All of my experiences with Objective Arts have been outstanding in terms of technical output. I have always found their team to be exceptionally strong. I typically find the output from one of their developers equivalent to two developers from another firm. They are worth every penny of investment."

- Internet Executive

What you do with the answers often matters more than the answers themselves. Organizations that can leverage their investments in Big Data into smart actions will out-perform their peers. How do you achieve this so-called horizontal analytics, the ability to coordinate business action across silos and to drive smarter, faster decisions?

Our software starts where your analytics team ends. We listen for a stream of real-time business inputs, be they individual transactions or individual customers. Each of these inputs is evaluated to the whole stream as it arrives, and then sorted into strata. The stratification criteria can be whatever your data modelers can dream up, from compliance risk to expected value.

Once we determine the strata to which a particular data point belongs to, we drive appropriate action in three ways. First, we can trigger communication and alerts. Your sales team lead can know via SMS text message the second a high value customer arrives. Your compliance team can receive an automated alert via phone or email immediately after a suspicious transaction occurs.

Second, we can trigger any internal or third party API. From alerting Salesforce or ExactTarget to initiating a compliance procedure using a proprietary system. With modern businesses more and more relying on software as a service vendors, our ability to act as an event-driven hub for communication and coordination becomes critical.



Third and finally, we can initiate a procedural checklist. From airline operations to surgery, checklists are the proven best-practice to ensure consistency in mission-critical tasks. We let you configure a series of mandatory actions for your organization in response to your business input. Now, you can have an audit trail and visibility into what procedures have taken place, ensuring consistent response.

Our customized dashboards and reports give your managers visibility on actions actually taken, and their results. Compare the effectiveness of staff, apples to apples. A/B test the effectiveness of different responses on outcomes directly. Enjoy the ability to rapidly iterate on data driven business decisions.

**Now, you can have consistency of response, and customization at the same time. Use our software to start reaping benefits across your organization from your existing investments in business intelligence and data analysis.**

**Contact us today to have Objective Arts turn your data models into data-driven action.**



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**PREDIGO**  
an Objective Arts Platform

