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**SOMMERLINK:
YOUR BIG DATA
MANAGEMENT
CONSULTANTS**

The art of management consulting has traditionally been to integrate large amounts of information into a set of strategic decisions. Yet, over the last half-decade, the amount of data held by corporations has exploded exponentially, and traditional management consulting firms have not kept up. Adopting simple approaches to complex data problems misses the key insights needed to make strong decisions. At Sommerlink, we can do better. Our approach understands that the future of management consulting relies on two key ideas:

1. Future strategies will, more than ever, rely on the proper analysis of Big Data
2. What an overworked analyst can do in a week, a proper machine learning algorithm can do in a fraction of a second.

We believe that to compete in the future, companies will have to rely on data instead of intuition to make the best choices. By using cutting edge data analytics technology, startling insights can be discovered, and new strategies can be applied to solve complex problems.

Ultimately, our goal is to help turn data into insight, insight into strategy, and strategy into action. We take three approaches to this:

1. Internal discovery – By analyzing your database information through machine learning algorithms, we can discover the insights you didn't know you had
2. Persuasion modeling – When big problems pose big questions, we will create hypothesis-driven experiments to gather information on your customer base to determine the answer
3. Intuitive technologies – We build visual systems that allow you to deal with the constant influx of new information



CASE EXAMPLE

- Large publishing company looking to grow stagnant profits
- They believed they needed to diversify offerings, enter new markets
- Sommerlink collected internal data and combined it with hypothesis modeling to discover which existing products should be advertised to which existing customers
- Profit margins rose 43%!

INTERNAL DISCOVERY

"If only HP knew what HP knows, we would be three times more productive."

Lew Platt, CEO, Hewlett-Packard

Data is best seen as a raw resource, the building blocks of a great many tools. Or, think of Data as a soya bean. The bean itself has no intrinsic value, the richness and quality of the bean will be refined and processed many times before it takes a form that is valuable for human use and application. Data is the knowledge necessary to apply intelligence to, and most organizations have a treasure chest of information without realizing it.

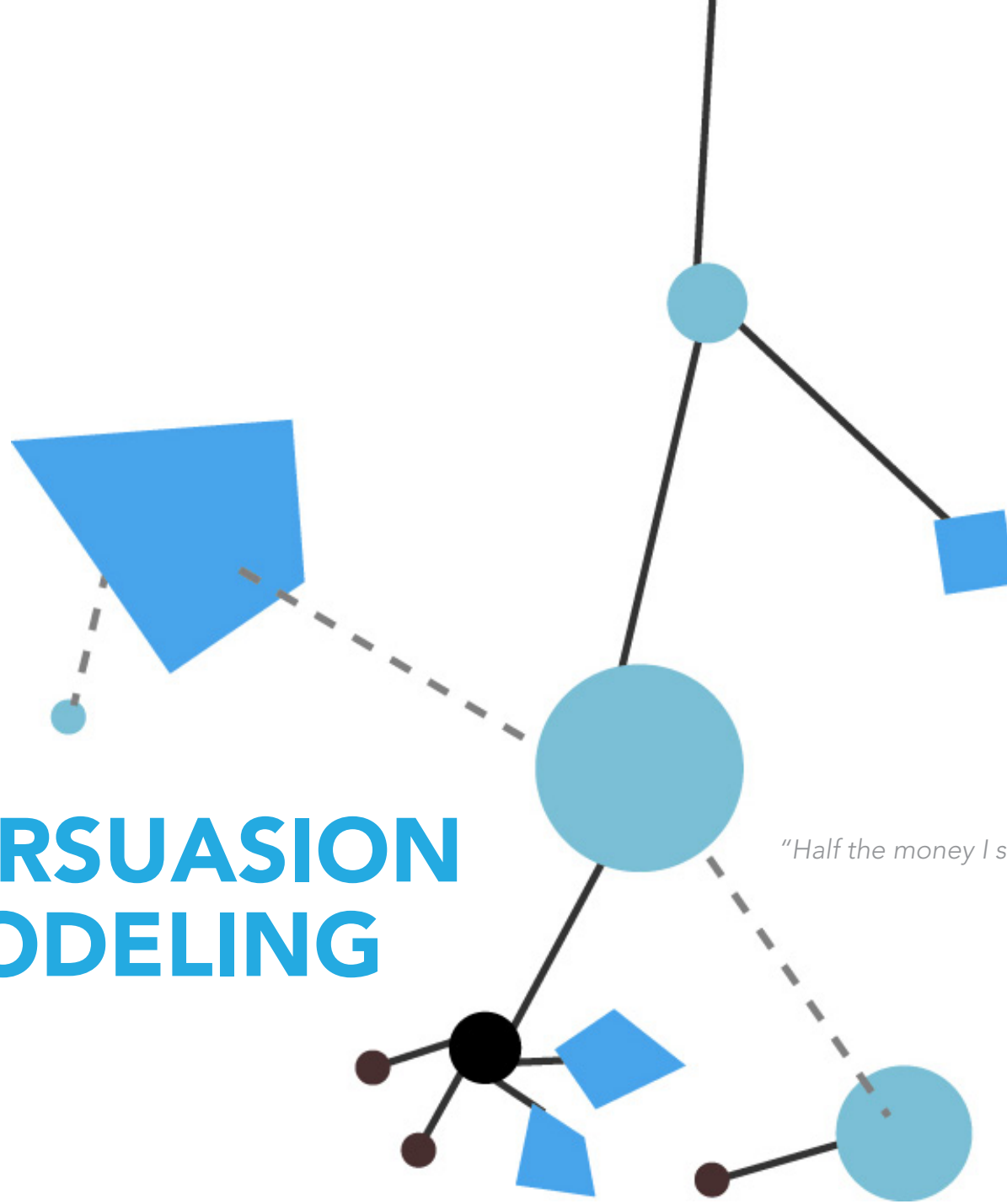
Once the discovery process has concluded, techniques are introduced (both quantified and qualified) to create insights from the information. Systems can be engineered to best drive business sophistication, and with the correct execution can create possibilities that were not thought of before. Finding new opportunities in existing or emerging markets, forecasting, understanding historical context and its extend effects are now all possible.

The depth and interconnectivity of your information should not sit dormant.

CASE EXAMPLE

- Worked for traffic control arm of municipal government agency
- Had huge database of data from red light cameras which had been ignored
- Sommerlink helped decide which intersections should have red light cameras (and, interestingly enough, which bus route affected infractions)
- Average travel time cut by 2-3 minutes on certain routes, revenue generated by cameras increased 15%

PERSUASION MODELING



"Half the money I spend on advertising is wasted; the trouble is I don't know which half."

John Wanamaker

Persuasion modeling is built around the notion that if the information doesn't yet exist, we can go out and get it. In persuasion modeling, people are categorized into three groups:

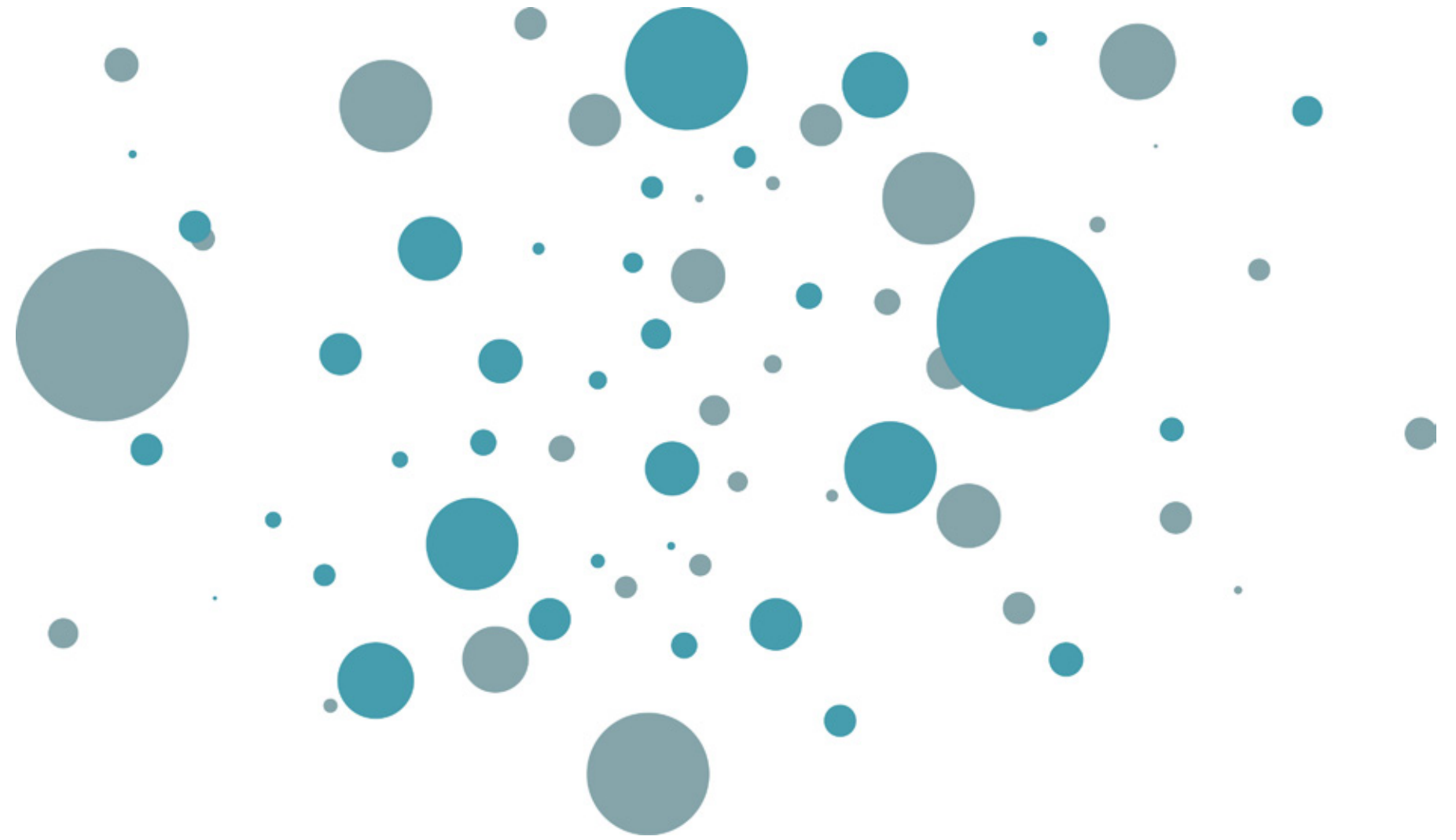
1. People who will purchase the products / services without any additional advertising
2. People who will not purchase the products / services no matter how much you spend on them
3. People who could be persuaded to buy the products if targeted with proper advertising

At Sommerlink, we will conduct the necessary experiments to figure out who makes up the third group and how said person should be targeted (be it Facebook, Google, letter campaigns, or a phone call). This enables companies to develop smarter marketing campaigns (it also helped Barack Obama win the 2012 election).

CASE EXAMPLE

- One of the Big Five Canadian banks wanted to sell new products /services to existing small business clients
- Key question: who should be contacted and how should they be contacted?
- By running small experiments, we were able to determine which services to offer which clients and how to do so
- This led to a 2.4x spend in 84% of existing small business clients

**INTUITIVE
TECHNOLOGIES**



It comes as no surprise that most interactions made inside organizations involve technology, hard or soft. At Sommerlink, we recognize that although many off the counter applications achieve, at least the minimal amount of your objectives, there exist many areas where only a customizable approach will do. Creating technology must have its foundation in pragmatism. By using mining technologies and mathematical techniques to sift through information within your organizations environment, and in related public databases, applications can be developed that support current clients, staff, target future customers and to make informed decisions quickly by leaders within the organization. Our focus is on three things:

1. Intuitive Design
2. Security
3. Crisp Visualization

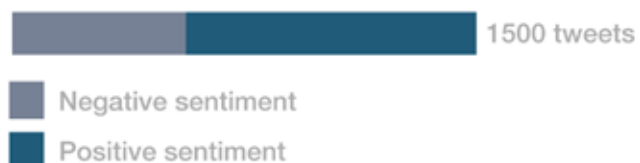
Ultimately, building the right software tool is as much an art as it is a science. As the work environment becomes more complex, and moving parts overlap, having access to the right information at the right time becomes essential. Sommerlink makes this possible, safely.

CASE EXAMPLE 1

- Large financial institution which made trade to electronic trading
- Old performance measuring techniques no longer applicable
- Sommerlink created set of complementary, interactive tools
- Immediate value of \$4mm, and allowed institution's clients to be able to see what techniques were creating most value



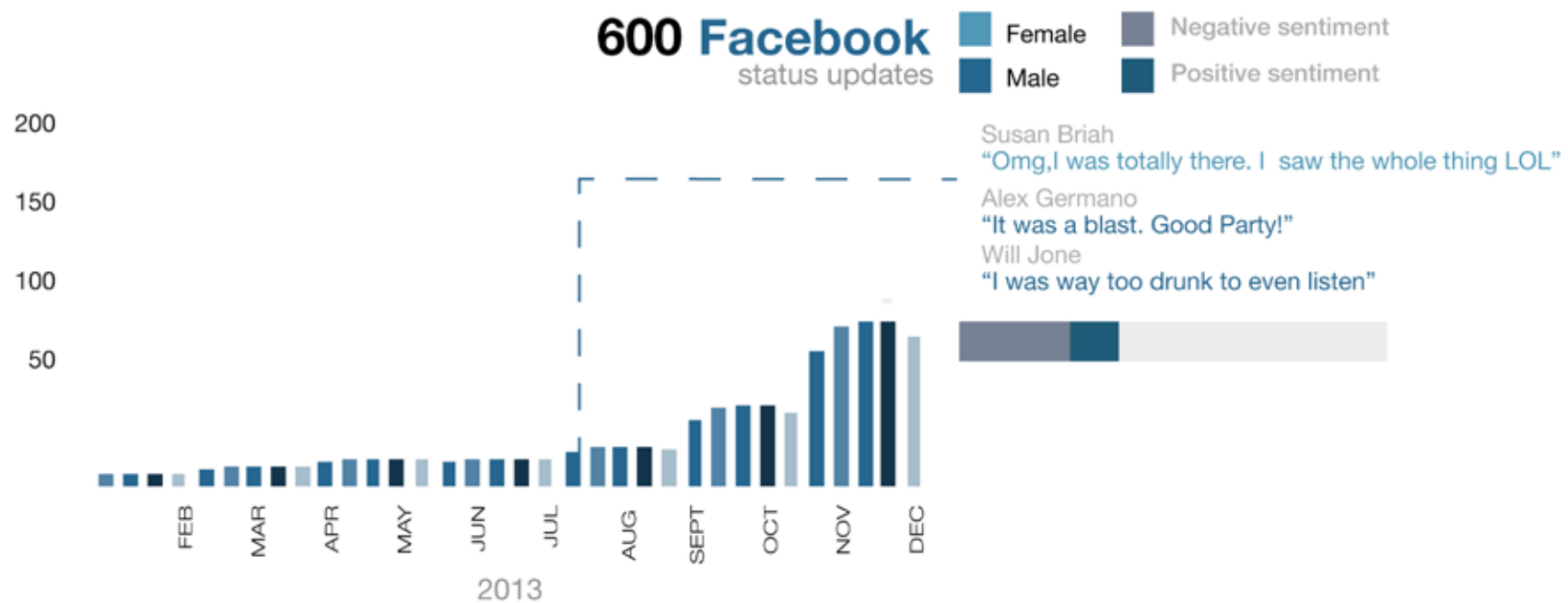
Tweets/Texts



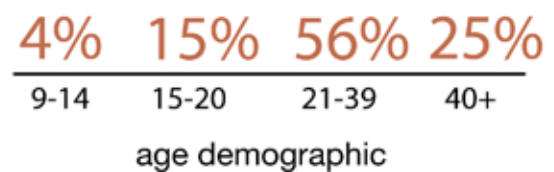
Mentioned or #hash tagged:

@Department of Finance	10%
@Company X	25%
@Company Y	6%
@Company Z	13%

600 Facebook status updates



Blogs & Comments



CASE EXAMPLE 2

- Mobile application developer which needed to better understand client needs
- Sommerlink created technology platform to visually generate terabytes of real-time mobile based data, packaging them into instant reports

