
**IDENTIFY ANOMALIES.
MITIGATE RISKS.
DISCOVER OPPORTUNITIES.**

INTRODUCTION

Rapid digitalization across industries today has led to a massive explosion of data volumes. Years' worth of data in the last decade is now being generated in the matter of a few hours, and organizations are doing reasonably well to capture and store this data. However, when we delve deeper into what is being accomplished with this data, we notice that mechanisms to make use of such huge volumes of data aren't quite there. Indeed, there are sophisticated BI tools that help in converting data into meaningful information, but what they enable is a post-occurrence analysis of your data - and at the volumes and velocity at which data is generated today, this is just not enough.

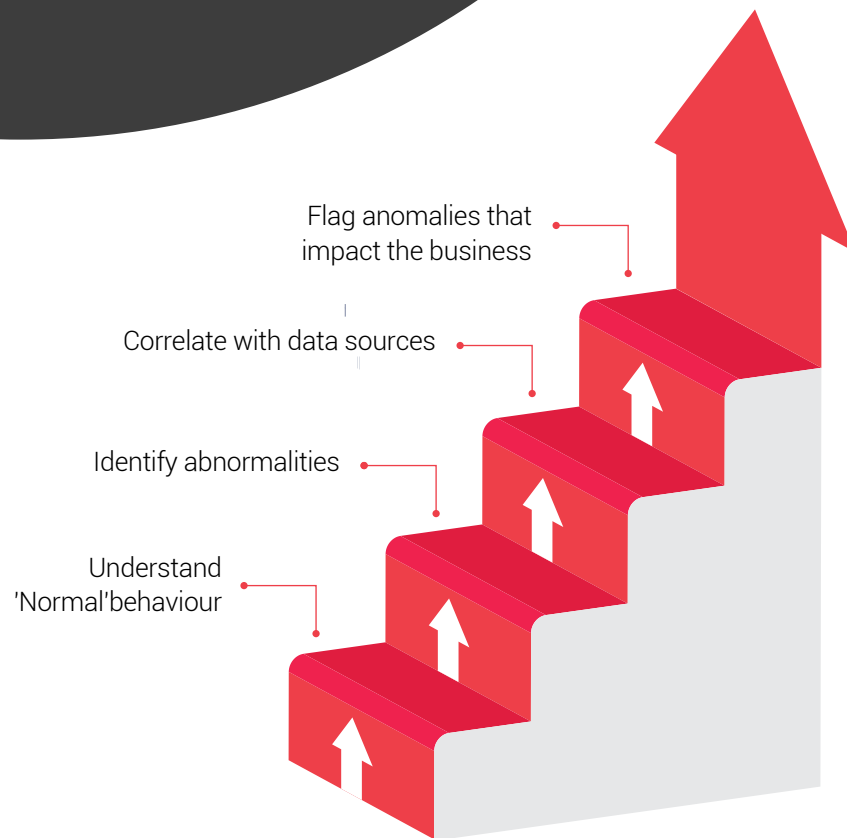
Conventional methods based on a reactive approach of responding to alarms triggered by static thresholds fail to suffice the needs of modern day organizations. What organizations need is a solution that can automatically look through billions of records, identify unusual patterns, intelligently correlate these patterns with their context of occurrence, and flag outliers that can cause business impact – all in real-time.

SOLUTION

CrunchMetrics is a SaaS platform that enables 'Business Opportunity Discovery' through Anomaly Detection powered by Artificial Intelligence and Machine Learning. It delivers business insights and helps precisely spot business opportunities that are otherwise nearly impossible to identify. CrunchMetrics learns from historical data to understand and establish what is 'normal' behavior, and then constantly monitors data streams to single out 'abnormal' patterns, known as anomalies.

Further it analyses these anomalies in a contextual manner and correlates them with different data signals in the enterprise to understand if it is indeed a business-critical incident. Identified incidents are flagged in real-time, enabling stakeholders to act instantly, and thereby minimizing the potential impact on the business.

SOLUTION



Automated, real-time detection

CrunchMetrics brings fully automated anomaly detection that enables error-free handling of large and complex data sets, and real-time detection and alerting.

Powered by AI, ML

The system adopts Artificial Intelligence, Machine Learning and Deep Learning techniques to interpret the available data and derive meaningful and thematic insights from it that can be applied to multiple use cases.

Self-learning algorithms

CrunchMetrics stands out with its ability to evolve automatically based on the insights acquired from newer incidents. As the database grows bigger, the number of patterns identified also increases, leading to more accurate and consistent output.

Seamless integration

CrunchMetrics seamlessly integrates with your existing systems, be it a data warehouse, or a sophisticated BI system. What's more? It enables this through simple mechanisms such as web-services or APIs.

Flexible output channels

Use the output from CrunchMetrics in a way that suits you best. Leverage the inbuilt, intuitive, easy to use GUI, or channel the output to existing workflow management or ticketing systems, based on your need. It even allows for integration with leading fraud detection systems to enable anomaly detection as a complementary solution to fraud detection.

Vertical agnostic solutions:

Be it Telecom, Retail, FinTech, or any other leading vertical, CrunchMetrics provides you adequate use cases where anomaly detection can truly help you discover business incidents of high value.

USE CASES



TELECOM



RETAIL



FINTECH



TELECOM

Network Ops

Our ability to monitor and detect anomalies on network infrastructure enables better visibility and control, facilitating timely action by Network Operations teams to enhance efficiency and customer experience.

Customer Experience

Monitoring and detecting anomalies on Customer Experience incidents enables operators to proactively address customer concerns, thereby improving the Customer Experience quotient.

Wholesale Business

Identifying and acting on anomalies on Wholesale traffic enables the business teams to improve partner relations and proactively address wholesale fraud..

Revenue Reporting & Maximization

Our ability to monitor and detect anomalies on revenue metrics can help provide deeper visibility into Revenue trends and Business Performance beyond what traditional BI tools deliver.

Call Center Operations

Monitoring and detecting anomalies on Call Center Operation metrics can significantly improve Customer Experience, and enhance customer loyalty.



RETAIL

Price and Promotions

Our ability to monitor and detect anomalies on price of products as listed on the website enables the business teams to proactively identify and prevent revenue leakages.

Cart Abandonment

Proactively monitoring and detecting anomalies on shopping cart abandonment will help in better understanding the cause and prevent revenue loss.

Trend Prediction

Getting early visibility on emerging trends can help improve business performance along with delivering an increase in sales and margins.

Budget Deviation

Our ability to monitor and detect anomalies on Profit & Loss (P&L) KPIs will enable a better understanding of the performance factors and take corrective actions simultaneously. This will ensure that the teams can achieve the targeted P&L.

Stock Management

Our ability to monitor and detect anomalies on demand changes for rare items can significantly improve their availability and thus positively impact the customer experience.



FINTECH

Customer Experience

Our ability to monitor and detect anomalies on Customer Experience metrics enables solving customer issues proactively and there by help in increasing the loyalty of the customers.

Infrastructure Operations

Our ability to monitor and detect anomalies on Infrastructure metrics enables monitoring of day to day operations on Fintech

Incidence Management

Our ability to monitor and detect anomalies on multiple metrics across application, infrastructure enables monitoring of day to day operations in fintech



BENEFITS

Reduce decision
making latency

Discover
new business
opportunities

Mitigate risks
arising due to
undetected trends

Focus on incidents
that matter



We help you discover business opportunities. Advanced data analytics is in our DNA and AI is our weapon of choice. With an experience of over two decades in handling tons of data on a daily basis, we truly understand what matters to you the most. We help you identify anomalies, facilitate timely action, and ensure you succeed. We are CrunchMetrics.

CrunchMetrics is a division of Subex Digital LLP, a wholly owned subsidiary of Subex Limited. Our journey in the space of AI driven analytics began a few years ago when we started helping our customers find answers to questions that had no obvious answers. Today, we stand strong in three key verticals – Telecom, Retail and Fintech, and with strong focus and commitment, we are scaling up at a phenomenal pace to create an impact in the space.

Our offices in India, U.S, U.K, Dubai and Singapore all have experts who can thoroughly understand your needs, and help you get onboarded in a way that suits you the best. Get in touch with us today!