

# DST APPLIED ANALYTICS PROFESSIONAL SERVICES

## Create Value from Data

Data has the power to transform business decisions, enhance customer relationships, and create new opportunities – but only if it is accurate and you know how to make sense of it.

### The Challenge

- **Rapidly changing customer focus**  
Advances in technology and communication, combined with the explosive growth in data and information, have given rise to a more empowered global consumer. To be successful you must understand how consumers view the world and the most important attributes for their purchasing decisions.
- **Expanding universes of data**  
Think of all the different places you're pulling data from today. How do you make sure those platforms, repositories and databases are managed? Are they secure and working at maximum efficiency? Is the data organized, available to be analyzed and acted on by business users?
- **Organizations are unprepared to harvest insights that lie within their data**  
Whether it is a business, technology or operations challenge, we leverage domain expertise and data science to help you align business objectives with a strategic data analytics roadmap – outlining the key steps and resources that are needed to transform your business' use of data.

### The Solution

Let DST Applied Analytics Professional Services elevate and differentiate your strategic direction from your competitors.

DST's Applied Analytics Professional Services leverages deep industry experience across technology, data, analytics, marketing, and sales to design solutions that inform strategy through action.

**Our proven methodologies may help you quickly and accurately realize results that deliver superior ROI.**

### Our Approach



Strategy



Getting Data Ready



Insight



Execution



**Learn More**

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## The Result

A cost-effective approach to increasing sales results

- Better Prospecting through data mining and predictive solutions
- Maximized ROI
- Growth in customer base and retention
- Optimize marketing communications

## Data and domain expertise you can have confidence in

With associates located globally, DST Applied Analytics Professional Services brings together industry-specific and analytical organizational knowledge. Our growing team of professional services includes data scientists, analysts, technologists, marketers, communications professionals, behavioral practitioners, consultants and agency creative talent.

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**Learn More**

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AA-ProfServServices-012/16-01

