CIO
Advisor

honors

SIFT Analytics Group

with

TOP 10 APAC
DATA ANALYTICS
SOLUTION PROVIDERS - 2018

For exhibiting excellence in delivering Data Analytics solutions
for the Asia-Pacific region

CIO

Selena James
Managing Editor

Company:

SIFT Analytics Group

Key Person:

Gerald Tan
Managing Director
Edwina Hun
Sales Director

Description:

Delivers comprehensive
solutions that include
Predictive Analytics, Business
Intelligence, Enterprise
Planning and Budgeting,
Enterprise Marketing
Management and Enterprise
Content Management

Website:

sift-ag.com

Top 10 APAC Data Analytics Solution Providers - 2018

Today, the data analytics landscape is witnessing a transition from automatic analytics platforms to a more sophisticated set of data discovery tools. Data discovery involves automatic extraction and collection of data from various sources to help the business professionals with reducing the time and intricacies involved in arranging data for analysis. Also, artificial intelligence (AI) and automation are also emerging as an element of advanced analytics solutions portfolio, as they steer customer-centricity and help organizations improve their decision-making capabilities.

In 2018, companies are looking for ways to adopt innovative analytics trends to intensify the significance of web experience in day-to-day lives. Small and medium-sized enterprises are more excited about receiving the benefits of data analytics and are eager to outsource their analytics prerequisite to data-driven companies. Also, the commencement of EU General Data Protection Regulation (GDPR) from this year will offer new prospects for data scientists to explore.

Currently, the data analytics domain is flooded with innumerable solutions and focusing on the right solution remains a difficult task for the CIOs. To stride on the right path, CIOAdvisor APAC Magazine has become the torchbearer in the data analytics arena. Our jury, consisting of CEOs, CIOs, industry analysts, VCs, and the editorial board of CIOAdvisor APAC Magazine brings in the exceptional providers that exhibit extensive capabilities in delivering data analytics solutions.

We have observed the vendor's ability in building solutions and services that can efficiently account for advanced and effective data analytics offerings, keeping in mind the time-frame. We present to you CIOAdvisor APAC's "Top 10 APAC Data Analytics Solution Providers - 2018."

SIFT Analytics Group:
On the Path to Analytical Nirvana

> We are committed to enable, engage and journey with any organisation at any stage of their analytics path

Gerald Tan, Managing Director

"We have proven solutions and multiple enterprise-ready products that will suit the needs of an organization at any stage of their analytics journey," says Gerald Tan, Managing Director, Sift Analytics Group (SIFT).

With highly experienced teams to cater to customers at every step, SIFT foresaw the importance of data in planning and decision making processes for today's firms. The result was the dedicated effort towards designing analytical solutions to help organizations gain insights into their data, and share timely information to stakeholders and users for real-time decision-making purposes. Since 1999, SIFT has been providing 'enterprise analytics solutions,' enabling organizations a quick turnaround into organisation wide information and proficient means to process large volumes of data.

Whether an organization is starting their analytics journey commencing on visual analytics, or inculcating a big data strategy or employing enterprise-wide predictive analytics, SIFT's solutions give immediate and actionable insights into current performance and predicting future outcomes. "The proven and differentiating ability of SIFT is to advise, to kickstart and to journey along with customers on the path to analytical nirvana," states Edwina Hun, Sales Director, SIFT.

Focusing on areas of data relevance and governance, advanced insights, and distributed information channels delivery, SIFT addresses numerous challenges organizations face. Their experienced teams help organisations identify relevant data for specific tasks and extracts accurate information, and create a governed environment for efficient management and access of data, coupled with the application of visual and advanced analytics --enabling organizations to drive maximum ROI from data insights, and also leveraging existing data asset investments.

From predictive analytics and decision optimization to visual analytics, financial planning/budgeting to enterprise marketing and content management, the firm offers end-to-end specialized solutions across the analytics spectrum. SIFT's predictive analytics solutions across business operations help organizations achieve various strategic objectives. Their visual and advanced analytics solutions enable the easy consumption of consolidated information quickly, yet detecting market changes and product sales and movement in real-time. This approach ensures dramatic improvements in business performances and user efficiency. Besides, the firm's financial planning/budgeting application enables timely development, reliability, and personalized forecasting, assuring complete enterprise planning solutions.

With an extensive repertoire of technology and a team of experts, SIFT has assisted over 500 clients, working with them at different stages of their analytics journey. One such has been with an international apparel brand who wanted to tap on their existing data to determine the strategic and inventory planning of their apparel collection. The delivered solution also had to allow them to develop appropriate promotional activities and marketing campaigns to enhance the shopping experience of customers; and monitor products and performance of brands via the numerous distribution channels. Since data was coming in from multiple and disparate sources, and items were changing every quarter, they needed a system that allowed flexible changes and permitted ad-hoc modifications to be automated into transformation processes, hence reducing the manual effort to maintain a data dictionary.

SIFT took to developing a solution that monitored key sales performance indicators – revenue, cost, sales targets, and profit margins to enable profitability; and provided granularity down to the lowest measurement unit, giving distribution channels the granularity to perform forecast and inventory planning down to individual SKU items and at store levels. The in-depth learning analytics enabled the creation of models to identify when the seasons and styles could create an understock or overstock situation; at the same time, provide information of which store and time span it was happening in. Also, brand marketing and customer analytics teams were able to maintain a consistent and dynamic overview of the brand performance and identify loyal and frequent customers.

With the belief that an analytics engagement should never be a "one-off encounter," Gerald concludes, "It is a challenging yet rewarding journey as organizations and solutions providers like ourselves engage in strategic planning, mutual advisement, effective collaboration, and long-term commitment." CA