



## PYTHIAN DATA SCIENCE

### 360° INTELLIGENCE

#### HIGHLIGHTS

- Drive a higher level of customer engagement across all channels
- Create responsive systems that do the work for you
- Easily create dynamic 1-1 experiences for each of your users
- Blend data science with agile development for faster time to market

Becoming a market leader starts with data. Used effectively, data can help you create dynamic customer experiences, improve return on investment, reduce time to market, and boost market share.

The key to success is making data intelligent, and the companies that are currently outperforming their competition are doing just that—using data science to create actionable data. They are extracting critical insights from raw data to help them make data-driven decisions that support key business objectives.

#### END-TO-END INTELLIGENCE

Pythian's Data Science team brings the best engineering and data science skills to focus on your business problems. We work collaboratively with your team to understand your business needs and create models to help you unlock the real value of your data. The result is a custom data science solution tailored to your specific intelligence needs, data sets, and application environment.

At Pythian, we combine advanced algorithms with the best minds in the business and automation tools to explore and uncover insights in your existing data. From there, we help you incorporate and analyze new, unstructured data for deeper user insights. Those insights become real features that change as your users' preferences evolve, enabling real-time, predictive analytics, and a 360-degree view of your customers.

#### BENEFITS

- Identify insights, opportunities, and value from all your data sources.
- Deliver engaging experiences through the entire buyer's journey to build brand loyalty.
- Establish an end-to-end total view of your customer for better product development.
- Track user behaviors and update products and services in real time.

## DISCOVER. DEVELOP. DEPLOY

### DISCOVER

Our team works collaboratively with your key business and technology stakeholders to define your business requirements and explore which datasets will support these goals. During this discovery workshop, we will:

- Define goals
- Analyze data
- Build a prototype

The result is a clear understanding of how your data supports your strategic goals and a roadmap for next steps.

### DEVELOP

During this phase, we explore patterns and insights that will help you achieve your goals. From there, we will develop models, test hypotheses, and validate performance to ensure this is the best way to meet your needs and determine if we need to gather and analyse new data to meet your objectives.

### DEPLOY

At the deployment stage, we integrate functioning prototypes into your production system, and ensure it is scalable, secure, maintainable, and high performing.

## WHY WORK WITH PYTHIAN

- Our data scientists bring deep experience in statistical modeling, big data, new tools, and approaches to every problem.
- Our team consists of highly qualified PhDs in Data Science and Machine Learning—all with proven track records.
- We believe in delivering tangible results quickly, taking you from prototype to full-stack deployment using an agile framework.
- We work with market-leading organizations across multiple verticals helping them solve high-impact business problems.

### ABOUT PYTHIAN

Pythian is a global leader in data consulting and managed services. Since 1997, we have specialized in planning, deploying, and managing business-critical data systems for large and mid-market enterprises. Learn more about Pythian and its elite teams of data experts at [www.pythian.com](http://www.pythian.com).

#### HEAD OFFICE

Ottawa, Canada

#### REGIONAL OFFICES

New York City, USA

San Francisco, USA

London, England

Sydney, Australia

Hyderabad, India

## NOT YOUR ORDINARY OUTSOURCING PARTNER

### UNPARALLELED EXPERTISE

We only hire the top 5 percent—so you can be confident that your critical data resources are being managed by the industry's best.

### FLEXIBLE CONTRACTS

Flexible, month-to-month contracts so you are not locked in long-term. Increase, reduce, or cancel your contract with only 30 days' notice.

### DEDICATED TEAM

Your team is available to you 24x7x365, assuring you quick, easy access to a senior resource at any time, for any reason.

### COMPLETE TRANSPARENCY

Transparent processes and up-to-the-minute reporting ensure you are kept informed about your systems' health at all times.

### SECURE FRAMEWORK

Our expertise combined with best practices, ongoing monitoring, and security reviews of your infrastructure help us proactively identify and fix weak spots.