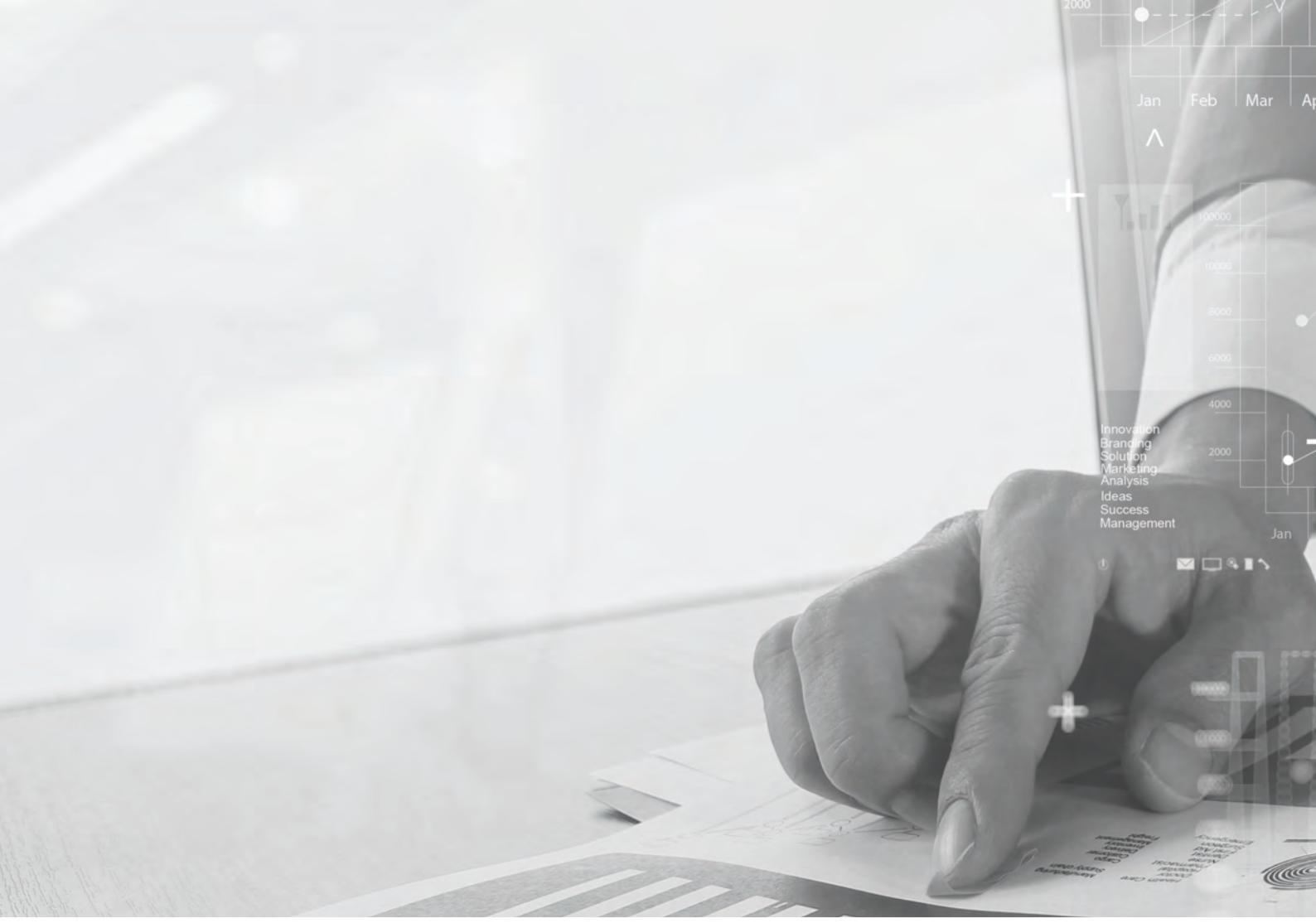


# OLRAC SPS



## PREDICTIVE ANALYTIC SOLUTIONS





## OUR SERVICE OFFERING

OLRAC SPS is an award-winning Predictive Analytics specialist. As the legacy partner of SPSS, we have been implementing customised predictive solutions for over 15 years, and have a number of success stories in widely-varied industries, including:

Insurance  
Retail  
Financial Services  
Healthcare  
Telecommunications  
Agriculture

In the age of technology, data is becoming the commodity of choice amongst leading

organisations. However, the process of leveraging data for effective decision-making has become increasingly complex. Advanced data utilisation cannot be achieved through the use of software alone; specialist analytical skill is required as well.

OLRAC SPS provides both the expertise and the software to solve this problem, and our dynamic and highly-experienced team is capable of implementing solutions on any platform required.

We strive to understand our customers' needs and offer a full range of services to work with them in overcoming some of their greatest analytical challenges.

ABOUT OLRAC SPS



## CONSULTING

Our team of expert data scientists, system integrators, programmers & project managers can translate your needs into enterprise-wide solutions.



## SOFTWARE

As an IBM premier business partner, we sell the full suite of IBM analytical products as well as our in-house developed OLSOLV deployment platform.



## TRAINING

We offer training programmes in IBM SPSS software conducted by IBM certified experts. Training can be booked online at [www.olsp.com](http://www.olsp.com)



## SUPPORT

Our dedicated technical support team is on-hand to address any client issues and ensure optimal software and solution functionality.

OLRAC SPS was founded in 1989 by Drs Amos Barkai & Mike Bergh to provide support for the South African and international fishing industries. The business has since grown to become a market-leading data specialist with expertise in software development, analytical consulting and technical data analysis.



# OLSQLV

OLRAC SPS MAKES PREDICTIVE ANALYTICS  
SIMPLE. FAST. AFFORDABLE

## THE OLSOLV DEPLOYMENT PLATFORM

The OLSOLV Deployment Platform simplifies the creation and deployment of data mining solutions.

It enables less skilled users to derive all of the benefits from data mining software without the need to be data mining experts. It does this by encapsulating OLRAC SPS's extensive experience in building and deploying predictive analytics projects.

The platform works by translating the inputs from the user into actions for the data mining tool.

The data mining tool then does the calculations, using advanced modelling solutions built by the OLRAC SPS team of expert data scientists.

The output is then sent back to the front end of the deployment platform for further use or analysis by the user.

The outcome is that the user can perform data mining and create usable models without needing to be competent in the data mining software which does the actual calculations, or to understand the complex statistical models behind the solutions.

These models can then be deployed for use in the organisation directly from the deployment platform.

CONTACT OLRAC SPS

# IMPLEMENTING PREDICTIVE ANALYTIC SOLUTIONS

DIRECTLY



DATA SCIENTIST

1.  DEFINE THE BUSINESS PROBLEM & SELECT APPROPRIATE ANALYSIS
2.  COLLECT, DESCRIBE, EXPLORE & VERIFY THE RELEVANT DATA
3.  PREPARE THE DATA FOR MODEL IMPLEMENTATION
4.  RUN THE MODELS VIA DATA MINING SOFTWARE
5.  RECEIVE SOFTWARE OUTPUTS
6.  EVALUATE RESULTS

VIA OLSOLV



ANY USER

1.  SELECT DESIRED SOLUTION (PREDEFINED IN OLSOLV)
2.  FOLLOW STEP-BY-STEP WIZARD
3.  RECEIVE EVALUATED SOLUTION OUTPUT

WITH OLSOLV, YOU NO LONGER  
NEED TO BE A DATA SCIENTIST OR A  
STATISTICIAN TO CONDUCT  
ADVANCED PREDICTIVE ANALYTICS  
FOR YOUR BUSINESS

Please contact us to find out more:

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# OLRAC SPS SOLUTIONS

## CHURN

Churn models predict the likelihood of a change in customer behaviour within a given timeframe, particularly the likelihood of a client “churning”, i.e. discontinuing use of a business’ services.

Churn models can calculate the estimated financial loss to companies as a result of the potential client churn.

The output of churn models can assist businesses in designing targeted retention campaigns, aimed at preventing high value, high risk clients from churning.

Much of OLRAC SPS’ churn modelling has been implemented within the telecom industry, where customer data are abundant.

However, churn models can be applied to any sector where firms have a significant customer subscriber base.



CONTACT OLRAC SPS

# SEGMENTATION

Segmentation enables users to split a large group (of people, companies, etc.) into smaller groups defined by common traits and behavioural patterns. As a result, interactions with those smaller groups can be customised and adapted so that they are specific to each identified category.

While segmentation is primarily used to assess customers, OLRAC SPS has developed segmentation solutions targeting both customers and service providers.



# MEDICAL AID FRAUD PREDICTION

Medical aid providers expose themselves to various risks from different sources, one of the costliest of which is fraudulent claims made by pharmacies and doctors.

OLRAC SPS has formulated a solution which identifies the propensity for doctors and pharmacies to submit fraudulent medical aid claims, and facilitates the production of a shortlist of doctors and pharmacies whose claims should be forensically investigated



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# OLRAC SPS SOLUTIONS

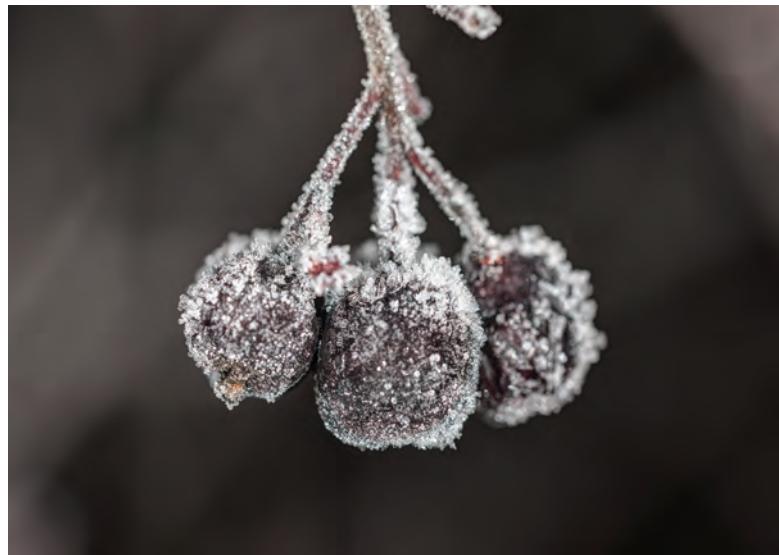


CONTACT OLRAC SPS

# FROST PREDICTION SOLUTION

In the agricultural industry, frost is a silent killer which can ruin an entire crop overnight if it catches a farmer unawares.

The OLRAC SPS Frost Solution combines weather data from both macro and micro sensors with sophisticated predictive models to determine highly accurate frost predictions well ahead of conventional weather forecasting tools.



## SCORECARD

Scorecards enable users to rank individuals relative to a target. The most common application of scorecards is to assess customer credit risk using credit history and other demographic variables as the inputs.

Scorecards can be augmented by using additional data about individual behaviour, such as recent purchase behaviour. These types of scorecards are particularly relevant to the retail sector.



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# OLRAC SPS CASE STUDIES

## PREDICTIVE CLAIMS SEGEMENTATION

OLRAC SPS developed a real time predictive claims solution primarily targeted at short term insurers which has been implemented at two leading South African insurers.

The solution analyses incoming claims and segments them based on the likelihood of fraud. Low risk claims are safely sent down a low-cost, rapid assessment segment, while higher risk claims are directed to a more expensive forensic investigation segment. This increased the chances of fraud detection and reduced overall expenditure on claims processing.

In its first four months of operations, the OLRAC SPS solution saved the client R 17 million, foiling a major crime syndicate in the process.

## CHURN MODELS

OLRAC SPS developed a plug-in churn prediction solution which has been implemented at two telecommunications enterprises.

“

Using the OLRAC SPS Solution increased the chance of identifying churning customers by a factor of 4.

”

The solution allows mobile operators to identify customers with a high likelihood of churning, and lets them view each customer in terms of their economic value.

Operators can then design a retention campaign by optimising their marketing spend with respect to both the customer's likelihood of churning and their economic value.

CONTACT OLRAC SPS

# SUPPLIER RELATIONSHIP MANAGEMENT

OLRAC SPS developed a motor body repairer selection tool which allows the selection of the most effective supplier. It does so by producing a ranking of suppliers based on actual cost thereof, location, and customer satisfaction, amongst other factors.

While the solution was designed for short term insurers, its capabilities extend to many other industries.

“

Short term insurers were able to develop smarter relationships with their suppliers, and renegotiate their contracts based on objective data.

”

## SCORE CARDS

OLRAC SPS produced a customised scorecard solution using traditional credit bureau data as inputs, which was implemented at a major South African marketing services provider.

“

The scorecard provided the retailer with rich insight into their existing customers, allowing them to target new customers exhibiting similar traits.

”

OLRAC SPS also created an enhanced scorecard solution targeted at retail companies. This solution combined the traditional credit scorecard with additional information relating to customer behaviour, such as recent purchases and loyalty programme interactions.



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