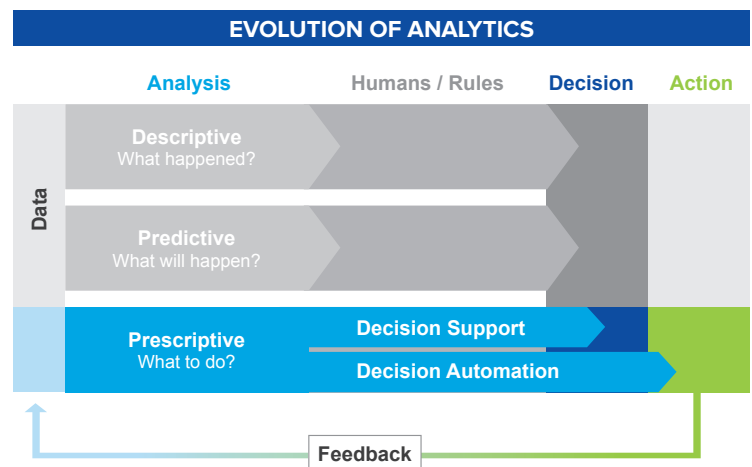## Samsung SDS America: Prescriptive Analytics
Maximizing Your Business Outcomes

By 2020, 50% of all business analytics software will include prescriptive analytics
— IDC, 2015

Prescriptive Analytics allows businesses to make more informed decisions by combining big data, machine learning, and business rules to generate outcomes that drive the most effective business decisions. Engage with the Samsung SDS Advanced Analytics team to access leading data scientists to solve your most complex business challenges.

Samsung SDS works with advanced analytics to bring techniques, such as reinforcement learning, to enterprises. Our prescriptive analytics platform implements algorithms to optimize business decisions over growing data sets. This ensures that the system is responding to changes in user behavior and its environment.

EVOLUTION OF ANALYTICS

Analysis	Humans / Rules	Decision	Action

Data

Descriptive
What happened?

Predictive
What will happen?

Prescriptive
What to do?

Decision Support

Decision Automation

Feedback

Gartner, Understanding the Spectrum of Analytics Capabilities

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Types of Problems Solved by Prescriptive Analytics
Interaction-based learning enables real-time, scalable, adaptable, and accurate analytics.

PRESCRIPTIVE ANALYTICS UNIQUENESS	IMPLICATIONS
Adapt to **unanticipated** behavioral / environmental changes	Shift tone and message content in **real time** in response to change in customer behavior
Sequential decisions that account for behavior over long decision timeframes	Optimize **customer lifetime value,** not incremental response
Update and keep current by **learning** over time through feedback loops	Go beyond crude A/B testing and segmentation into the world of **optimization**

CASE STUDY:
TARGETED
ADVERTISING

WHAT:

Personalized ads displayed to shoppers walking past large digital displays in mall

PRESCRIPTIVE ANALYTICS:

Video Analytics identifies shopper profiles, continuously learning multiple external variables and recognizes the right ads to serve to the right people*

BENEFIT:

3.7x higher click-through rate

INNOVATING FOR THE FUTURE

Samsung SDS seeks to work with businesses looking to develop, evolve and monetize their digital operations using our prescriptive framework and best-of-breed algorithms. Innovate & iterate quickly through co-development with the industry's leading data scientists and engineers.

Come visit us at 2016 NAB Show in North Hall, Tavant Technologies (Booth N626) or email us at bd.sdsa@samsung.com for more information on our analytics solution today!

*Real-time adaption to seasons, time of day, and new trends through feedback look between shoppers and interactive touch screen

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