



Skytide

Corporate Overview

Skytide offers the first analytical solution that enables companies to make mission-critical business decisions based on complex data, which is not possible with data warehouses. The patent-pending Skytide® Analytical Platform provides unprecedented levels of insight by unlocking high-value, time-sensitive data from previously inaccessible sources, including structured and unstructured information. The result is timely visibility into how to improve business performance and respond quickly to ever-changing customer needs and market conditions.

Business Insight in the Internet Era

How businesses operate—and customers' expectations of how businesses should operate—are changing at an ever increasing rate. While the Internet has been a key catalyst, this change goes far beyond the Web as a source of information or new commerce channel. Customers want information, products, and services faster and more conveniently, and as a result are contacting companies in more ways than ever—over the phone, via email, websites, chat rooms, instant messaging systems, blogs, faxes, and sometimes even in person. These new sources of information about customer needs and preferences could dramatically impact how a business is managed if only decision makers could get access to it and make sense of it in a timely manner.

Critical information about customer and partner interactions, quotes, orders, requests for information, reactions to campaigns, contracts, and more flows in and out of dynamic, difficult to analyze, externally facing systems. In fact, the vast majority of data available to an enterprise consists of such “unstructured” data. In addition, business conditions continually shift, driving the need for analysis that can be created quickly and modified on the fly in response to the latest change.

Traditional business intelligence tools that rely on data warehouses cannot analyze unstructured data sources and were not designed to support such dynamic change. Attempting to use existing analytics tools in today's business environment is both extremely difficult because they don't understand unstructured data, as well as time-consuming and costly because they are hard to change and require high levels of customization. The resulting lack of visibility into business-critical operations is leaving many organizations dangerously in the dark.

Skytide: Better Decisions from Comprehensive Information

Skytide offers the industry's first and only solution specifically designed to address the business intelligence challenges inherent to doing business in today's information rich environment. The XML-based Skytide Analytical Platform is the only solution that enables you to utilize all your structured and unstructured data, regardless of the source, complexity or fluidity, to rapidly shape business decisions to meet customer demands, preferences, and behaviors.

Customer Examples

Traditional business intelligence (BI) applications can provide a picture of what happened, but they do not provide the necessary insight for a company to decide on a path of action. Here are just a few examples of the unprecedented insight provided by Skytide and how the analysis is different from BI systems.

- Only a small percentage of insurance quotes result in the issuing of a policy. Traditional BI systems can indicate which quotes result in policies, but this information doesn't help the company improve conversion rates. Using Path Analysis, Skytide can identify the sequences of events for successful versus unsuccessful quotes, providing insight into customer behavior, decision process, or other indicators than can enable a company to increase conversion rates.
- Web statistics show that 0.1% of visitors completed a business transaction, and BI systems can tell you which visitors purchased something, what they bought, and when. But what happened to the other visitors to the website? Using Skytide to understand their path and where they dropped off, including information pulled from other contact channels such as calls into your contact center or emails, will lead to insights and changes that will convert more visitors to customers.
- Contact Center IVRs have proven to save money and answer some callers' questions without the need for a live agent. Current analytics systems can tell you how many callers used the IVR and how many hung up before being connected with an agent. But do you know collectively which paths are most frequently used, your real success rate, and what to do to increase the success rate of your IVR? Skytide will tell you all of the call routes taken by people calling into a customer service center, the frequency of each, and which provided needed answers. This insight will lead to streamlining the IVR for the most frequently asked questions, improving your customers' experience and the efficiency of the call center agents.

Skytide vs. Traditional “Point Analysis” Solutions

Traditional “point analysis” applications that are built with existing business intelligence (BI) tools can only analyze structured data. While intelligence based on point analysis provides basic operational metrics (e.g. how many customers bought a certain product on a certain day within a certain price range?), Skytide offers a unique analytical capability dubbed “path analysis” as the way to understand underlying customer behavior and to explain why certain customers bought or did not buy a particular product. Point analysis focuses on answering the question, “what happened?” while path analysis focuses on answering the question, “why did it happen?” The “why” question is the ultimate objective of any analytical application, yet it cannot be fulfilled by the traditional BI solutions.

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With the Skytide Analytical Platform, you can:

- ▶ Gain new levels of insight from previously inaccessible data
- ▶ Capitalize on change with fast time-to-analysis
- ▶ Lower analytics costs while expanding the scope of analysis
- ▶ Enhance existing analytics tools by complementing them with analysis of unstructured data

Gain new levels of insight

Perhaps the most coveted information available to companies has been locked away in complex formats and hard-to-reach sources, such as website traffic logs, quotes, contracts, email, and call center records of customer interactions. Now you can perform multidimensional analysis as well as “path analysis” (see sidebar) on this valuable, time sensitive information. Skytide gives decision makers unprecedented visibility into issues and opportunities by including more data in your organization’s analytical framework. Skytide adds previously hidden goldmines of unstructured data in virtually any data format, including extensible data sources, to traditional structured information such as business transactions. The new insight enables you to perform a far more thorough analysis of the business in order to determine the best possible course of action.

Capitalize on change with faster time-to-analysis

Stay out in front in a fast-moving market by using Skytide to deliver market intelligence to key decision makers when they need it and rapidly adjust business analytics models. The Skytide analytical modeling process dramatically speeds the process of defining, deploying, and modifying business intelligence because it can be done in a single step without the need for time-consuming extraction, transformation, and loading of data into data warehouses (ETL). Skytide accesses data—including real time as well as historical information—right where it lives, without needing to normalize or model it, which is what creates many of the cost, fidelity, and latency issues of data warehouse-driven solutions.

Lower analytics costs

Skytide reduces the cost of analyzing dynamic sources of information by eliminating many of the software, programming, and data modeling costs associated with traditional business intelligence and data warehouse systems. Skytide actually expands what’s possible with new types of analysis, such as Path Analysis. Skytide achieves these cost savings through a unique modeling environment and an intuitive user interface that assists any business user with creating analysis and needed reports in minutes, without the need for specialized IT involvement.

Enhance existing analytics tools

The standards-based, platform independent Skytide Analytical Platform extends and enhances the intelligence delivered through open integration with existing data sources and reporting tools. Using the available SDK, you can easily integrate Skytide with existing reporting layers and data warehouses, allowing your company to leverage internal skills and assets, speeding time to benefit. And because the Skytide Analytical Platform insulates the intelligence from underlying data format changes, it minimizes the maintenance burden placed on IT staff.

About Skytide

Skytide delivers business analytics solutions that provide timely and unprecedented insight into the constantly changing environment in which today’s businesses operate. The XML-based Skytide Analytical Platform is the first and only solution available today that can understand complex data from virtually any source, including unstructured data such as XML and HTML, delivering the visibility necessary to make critical business decisions. Skytide customers include Fortune 1000 companies across a wide range of market segments, including manufacturing, financial services, healthcare, utilities, and retail. Founded in 2003, Skytide is a privately held, venture-backed company headquartered in California’s Silicon Valley.

