In retail, where companies can go quickly from rags to riches – or riches to rags – the customer’s perception of, and experience with, your brand is critical not only to staying in business, but growing your business as well. Qualex can enable retailers across all segments – apparel, grocery, specialty, general merchandise, online and hardlines...

More

Qualex delivers sports and entertainment -specific BI, CRM and mobile solutions that define IT strategies drive systems selections and target business process and IT infrastructure review. Qualex’s enterprise solutions include Enterprise Intelligence Platforms that integrate individual technology components into a single, unified system. This results in an information flow that transcends organizational silos, diverse computing platforms and niche tools, while also delivering new insights to drive increased value for any organization. With our iQ-Sports Data Model we provide consistent reporting and analytical platform for predictive analytics.

Operational source systems populating the iQ-Sports data model include:

* Ticketing (NBA, WNBA & events)
* CRM Contacts
* Corporate Partnerships
* Financials

**Some of our clients include:**



**Qualex projects with the NBA’s Phoenix Suns and Orlando Magic:**

* Ticketing dashboard in a report type format built at the client’s request.
* Ticketing dashboard levering visualizations and dynamic prompts
* Marketing Partnerships dashboard
* Arena map showing sales performance by section
* Profit & Loss summary built using dynamic prompts
* Traditional Consolidated P&L summary

**Optimizing Sports Business Operations with iQ-Sports**  
iQ-Sports analytics provides an integrated environment for predictive and descriptive modeling, data mining, text analytics, forecasting, optimization, simulation, experimental design and more. From predictive analytics to model deployment and process optimization, QLX provides a range of techniques and processes for the collection, classification, analysis and interpretation of data to reveal patterns, anomalies, attributes and relationships, leading to new insights and faster, better answers.

To deliver results, QLX offers capabilities in four categories:

* [**Fan intelligence**](http://www.sas.com/solutions/crm/index.html). Predictive modeling, segmentation, marketing automation and real-time decision making help maximize each fan's total value and an increase in attendance, which is why QLX will deliver targeted, personalized marketing campaigns that drive profitability.
* [**Performance management**](http://www.sas.com/solutions/pm/index.html). Cost and profitability analysis shows where it is most profitable to increase venue revenue while containing costs. Dashboards and scorecards show how each department's efforts contribute to strategic objectives and KPIs. Financial consolidation and reporting help ensure timely and accurate reporting of financial information.
* **Venue intelligence**. [Forecasting](http://www.sas.com/technologies/analytics/forecasting/index.html), pricing analysis and optimization solutions help venue operator’s better stock, price and staff their event-day operations. [Analytics](http://www.sas.com/technologies/analytics/index.html) and [BI reporting](http://www.sas.com/technologies/bi/index.html) allow retail operations to predict demand and understand the value of customers and promotions.
* **Golden Record.** Clean up and consolidate all data to understand the total fan value and eliminate duplicate records in multiple operational systems. SAS offers a complete portfolio of data integration capabilities, including: data cleansing and enrichment; extraction, transformation and loading; data federation; master data management; and more.

**Qualex Solutions Include: iQ-Support™**

**Qualex** **iQ-Support™** is an internet-driven solution for organizations that, after implementing software solutions, need additional support to maintain their system's operation. Qualex offers bundles of consulting hours from its specialized consultants in Data Integration, Data Warehousing Construction, Business Intelligence Reporting and Sophisticated Analysis. All these services are provided at a low cost, with high quality and maximum accessibility.

**Service Commitment**

Once an issue concerning the use of software is reported, Qualex agrees to assign a resource to verify the issue. In critical issues (High), this resource will be assigned within specific pre-determined business hours and for regular issues (Low and Medium), the resource will be assigned within one business day.