Hindsight, Foresight and Insight

combined: that’s the Power of AllSight

The Tool to Tackle Big Data

*AllSight Enables Organizations to Extract Actionable Insights from Big Data*

Leveraging over 15 years of data management expertise, the InfoTrellis Big Data Insights Engine was built from the ground up to manage and overcome the challenges associated with collecting, cleaning, matching and analyzing Big Data.

The data management experts at InfoTrellis understand that companies already work hard to maintain the quality of their current in-house data; adding Big Data to the mix without the right process can cause a sharp spike in data quality problems. Any business decisions made using data with quality issues can cause more damage than good.

We provide the transparency needed to ensure and track quality throughout the process of gathering data, eliminating noise and duplicates, and preparing the data for analytics, employing dashboards and quality metrics.

What makes our Big Data approach unique?

Our **patent-pending contextual identity resolution and**

**machine learning technology** is the key component

of the powerful engine empowering your analytics

Our **unparalleled experience** in the data

management industry provides a deep understanding of

the real business needs of our clients

Our **data governance best practices** save our clients time,

money and heartache by building quality assurance

into the technology itself

A typical use-case supported by InfoTrellis AllSight:

**Hindsight:** Analyze the past to understand what

has worked and what has not, by combining

traditional (internal and external) and nontraditional

data sources.

**Foresight:** Predict your customer's future behavior

(for example, a customer’s growing inclination

towards your competitor) by combining

traditional and non-traditional data sources (from

internal call records to social media competitor

mentions).

**Insight:** Conduct a comprehensive web analysis of

your customer's experience, which includes

purchase history and social media activities, allowing you to

offer the optimal product in real-time.

Platform Capabilities

**Big Data Hub**

* Centralize your Big Data into holistic records.
* Match and merge external data with your internal data.
* Measure the quality of your Big Data.
* Feed your Big Data into many analytical processes.
* Use your Big Data in real-time operational processes.
* Comply with privacy and security requirements.

**Big Data Governance Dashboard**

* Understand how your Big Data is changing.
* Visualize the quality of your Big Data.
* Report on metrics to support Data Governance.

Industry Applications

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