



Unleashing the Power of Analytics using our Big Data Capabilities

In modern businesses, data is seen as a powerful asset. Businesses collect data along the customers' journey so that they can use it to identify new opportunities. According to The Economist Intelligence Unit, "Global companies experienced a 26% performance improvement over the last three years with a forecasted 41% improvement over the next three years as a result of analytical insights." Kellton Tech provides business analytics and embedded machine learning solutions to help clients gain real-time and actionable insights and implement new processes and applications based on it.

Changing Times

- Analytics is helping businesses harness data and identify new opportunities
- Decision-making is becoming more successful and predictable as insights are incorporated into the decision-making process
- Domain expertise and analytical data are used as key assets when competing with rivals

Challenges

- Choosing areas of business from where data is to be derived
- Selecting tools that can integrate analytics into the business eco-system
- Creating Key Performance Indicators (KPIs) that will be used in identifying areas of concern
- Building trust with customers and providing a high-level of data security

Our Solution

Kellton Tech provides end-to-end analytical solutions to help businesses improve their big data capabilities. Our experts drive innovation and increase data migration effectiveness by extracting business value from big data swiftly and efficiently.

Our solutions include:

- Business Intelligence and Advanced Analytics
- Business Performance Management
- Real-time Reporting
- Predictive Maintenance Analytics

Our Experience

Big Data is especially effective in the retail industry where technologies are used to integrate large volumes of data without disturbing the reporting structure. Kellton Tech helps retailers' seamlessly structure data in the following four steps:

- Data is collected from multiple sources
- It is stored securely on selected servers
- Collected data is then processed to gain insights
- Insights are extracted and inputted into the data visualisation technologies to improve business reporting

Business Benefits

Customer Behaviour

Customers share their data with the expectation of receiving a richer user experience. With this knowledge, businesses can create detailed customer ID's to understand their behaviour. As many businesses operate through multi-channels, centralised and condensed data is more beneficial when understanding customer behaviour.

Security

Security analytics protect all physical and digital assets from misuse. The use of networks, paths, and big data methodologies ensure that timely responses are triggered by real-time threat detecting processes.

Product Development

The product development team can use insights to recognise trends and create a strategic roadmap for innovation, new features, and services. Collecting data from third-party sources and combining it with analytics helps companies anticipate future market trends.

Customer Experience

Advanced analytical techniques can improve field productivity and efficiency as well as optimise an organisational workforce according to the business needs and customer demands.

The Kellton Tech Advantage

- 20+ years of experience
- Trusted technology partner of SAP, IBM, and Microsoft
- Ensure faster time-to-market
- Fully process oriented

Clients



General Inquiries:

ask@kelltontech.com | www.kelltontech.com

Kellton Tech is a “Born Digital” technology consulting and services company with operations across the US, Europe, and Asia. Its team of 1,500 plus dedicated Kelltonites takes a technology agnostic approach to deliver innovative solutions that drive exceptional business value, empowering ...

"Infinite Possibilities with Technology"

North America: +1.844.469.8900 | Asia: +91. 124.469.8900 | Europe: +353.76.604.2716