

Entrigna's RTES prescriptive analytics software  
provides you with the tools you need to  
**MAKE THE RIGHT DECISIONS**





**Entrigna** is a prescriptive analytics company that provides both consulting support and its own licensed product to allow you the ultimate flexibility in solving your real-time analytics problems.



### WHAT IS RTES?

The Real-Time Expert System (RTES) is a software platform that facilitates informed decisions in real time. Our software combines structured data, like how many clients opened your company's last email, and unstructured data, like social media posts, to interpret trends and behaviors and provide you with options that change your business.

### HOW IT'S DIFFERENT

RTES is the only platform that combines all major decision-making frameworks into a single solution. This design ensures a streamlined solution, free of compatibility issues, for a fraction of the cost of licensing any major competitor's specific product or independently creating all of the functionality delivered by Entrigna's platform.

What's more, because RTES employs a number of decision-making methodologies, it can grow with your business and change with your needs. In short, it's a smarter way to do things.

### CONSISTENT RESULTS

- Customers use RTES to:
- Enhance Customer Relationships
  - Increase Customer Satisfaction Levels
  - Create Actionable Insights
  - Increase Operational Efficiency
  - Make Complex Decisions Faster

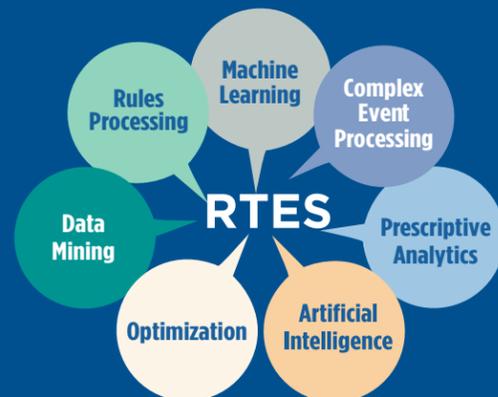
### WHY RTES?

In today's market, companies are inundated with massive quantities of data. Many companies collect this data, but fail to take away significant actionable insights that make a difference in their business. RTES solves the problem of directionless data by not only collecting and sorting information, but interpreting it to provide a road map of where you want to go.

## Solutions that Change with You

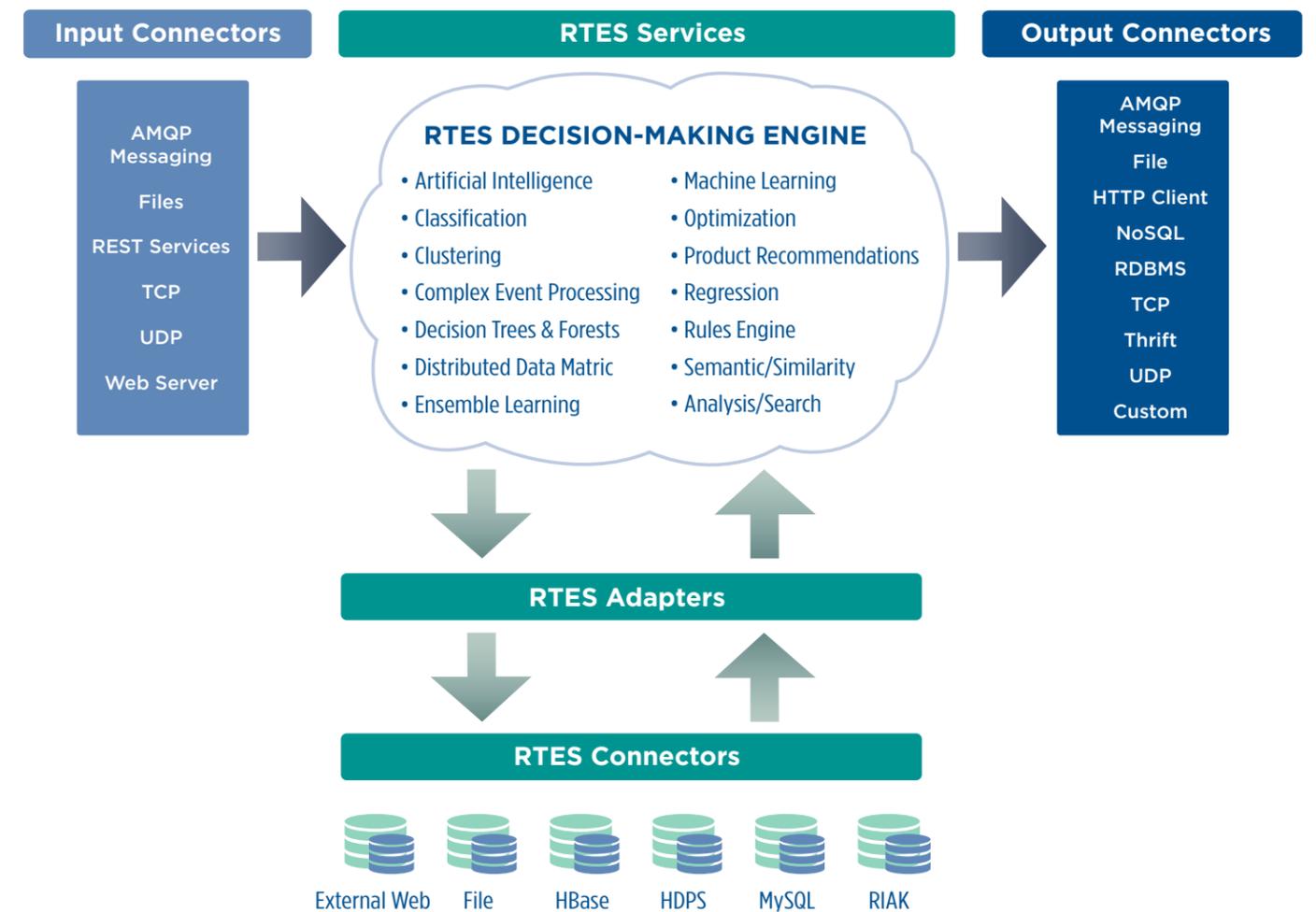
Entrigna's RTES platform is scalable, employing multiple decision methodologies that combine in ways that grow and develop solutions alongside your business in real time. This ability to join and alter methodologies is critical because problems vary over time and require diverse analytical approaches.

For example, today optimization to schedule your business activities may be your concern, but in the future you may need a rules engine to recognize a customer milestone and complex event processing to compute a customer's value. Regardless of the scenario, RTES can take your data, process the event, and return the information in real-time to make on-the-spot decisions. Furthermore, Entrigna's consulting services are available to help every step of the way.



METHODOLOGIES SUPPORTED BY RTES

## THE RTES PLATFORM



### HOW THE RTES PLATFORM WORKS

The RTES platform is made up of three unique elements:

- Pre-Built Adapters
- Decision Methodologies
- A Real-Time Decision Engine

### ADAPTORS

RTES collects data from structured and unstructured sources regardless of formatting or scale. The data is then cleaned, combined, and ready for use. Entrigna's library of pre-built adaptors can be incorporated into any solution to reduce time and cost.

### METHODOLOGIES

The RTES platform includes artificial intelligence, clustering, complex event processing, data mining, machine learning, optimization, prescriptive analytics, regressions, and rules processing decision-making algorithms. Algorithms included in specific data models vary depending on the business problem.

### A DECISION-MAKING ENGINE

When a new event occurs, generated data is joined with outside or historical information involved in decision methodology. This combination determines whether the real-time event is significant. The engine processes data in real-time and executes the required algorithms in series or parallel. Output of the RTES engine is connected to a variety of connectors that can be linked to any customer system.

# RTES Implementation Options to Meet Your Needs

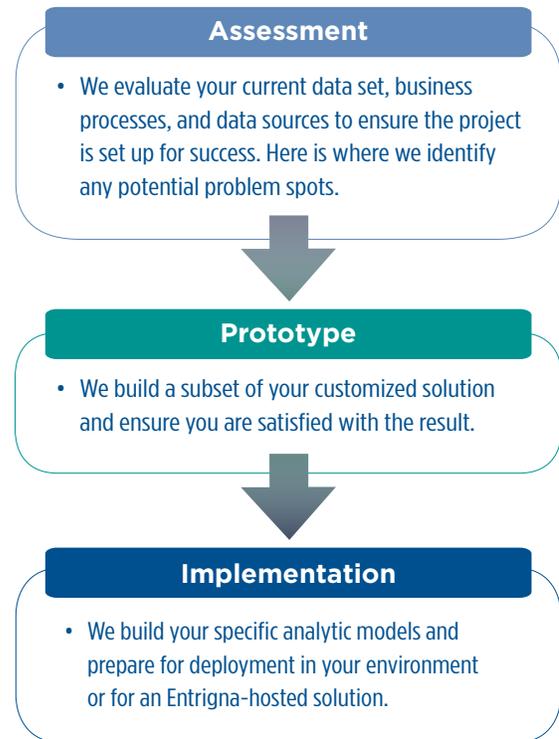
## LICENSING TO SUPPORT YOUR BUSINESS

RTES can be licensed and supported by your analytics team and is ideal for customers who have the resources to utilize RTES independently and customize the RTES platform to their business needs.

## CONSULTING TO IMPLEMENT CHANGE

Entrigna also provides consulting services, acting as your analytics and support team to drive solutions. This is ideal for customers without the IT or data science resources to implement their desired impact.

Entrigna's consulting team prides itself on its smooth end-to-end process. In most cases, our business analysis team meets with you to perform a thorough evaluation of your current systems, business processes, data sources, and how existing information is structured and stored. Entrigna also works with you to discover the insights you'd like to generate and the output specifications you require. After the initial assessment is completed, a prototype is created so that you see the value of the complete solution. After the full-scale data models are built, we validate and deploy.



## ENTRIGNA'S END-TO-END APPROACH



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