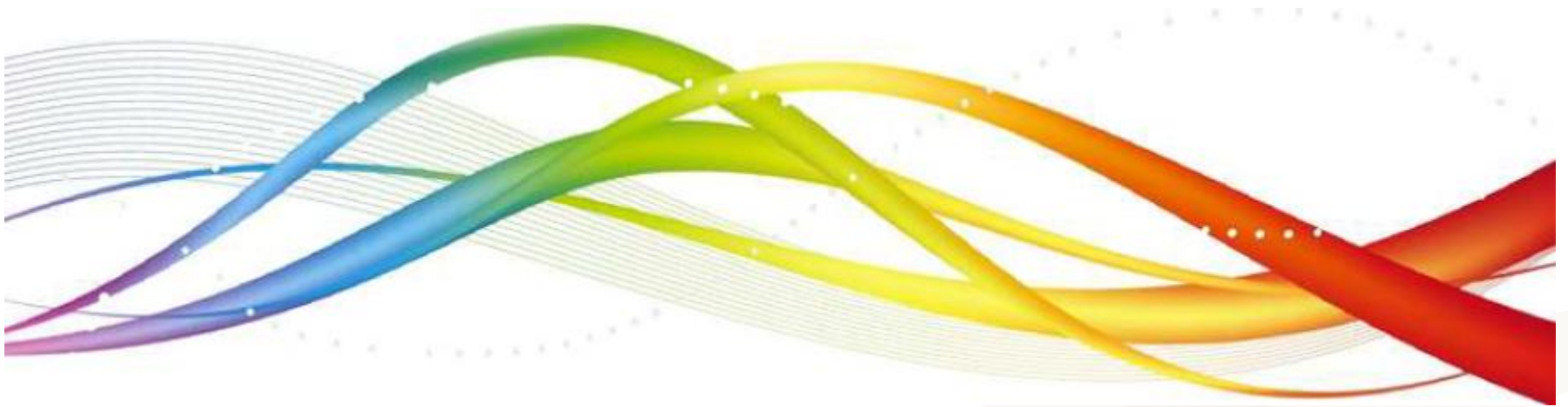




A Specialized Analytics Firm





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- Case Studies
 - Cost Savings

Case Study 1 – Cost Savings

Scenario

- A Mckinsey analysis indicates a shortage of up to 190,000 skilled analytics professionals and around 1.5 million managers and analysts by 2018 in the US alone
- If this were to be extrapolated to the global context, there could be a total shortage of over 500,000 analysts
- The average cost of an analytics resource continues to increase rapidly and at a significantly faster pace than the industry.
- Organizations face increased attrition as better analysts seek more skilled modeling activities rather than the mundane reporting analysis

Analyst Compensation Trends In Asia



Analysis

Country	Analyst Compensation ¹	Increment over last year	Expected increment next year	Industry Increment over last year
USA	\$90,000	6%	7-8%	2.7%
India	\$24,000	15%	15-20%	10%
China	\$45,000	-5%	6-8%	8.8%
Philippines	\$16,000	9%	10%	6.9%
Gulf	\$50,600	7-8%	10%	4.5%

¹ Typical compensation of statistical data analyst with around 3 years of experience

Sources: Various including Robert Walters, Hay Group, Robert Half, Deloitte Human Capital, Kelly Services, PayScale

Manual Process vs WINNOW™

Asia Median Analyst Cost*

Case Example: Median	Yr 1	Yr 2	Yr 3	Yr 4	Yr 5	Yr 6
Average annual cost of 1 analyst for reporting	\$31,500	\$34,650	\$38,115	\$41,927	\$46,119	\$50,731
No. of analysts required to generate reports for 4 products	12	12	12	12	12	12
Total annual cost of analysts	\$378,000	\$415,800	\$457,380	\$503,124	\$553,428	\$608,772
SAS Software	\$35,000	\$35,000	\$35,000	\$35,000	\$35,000	\$35,000
Annual Cost	\$413,000	\$450,800	\$492,380	\$538,124	\$588,428	\$643,772
Cumulative cost (from 2014)	--	\$450,800	\$943,180	\$1,481,304	\$2,069,732	\$2,713,504

Discounted Pricing	Yr 1	Yr 2	Yr 3	Yr 4	Yr 5	Yr 6
WINNOW™ Licence Cost (4 modules)		\$320,000	\$320,000	\$300,000	\$300,000	\$300,000
Integration / Customization Cost		\$140,000				
T & E for onsite work		\$60,000				
Hardware Server Cost		\$15,000				
Cognos Licence Cost		\$45,000	\$9,000	\$9,000	\$9,000	\$9,000
Annual Cost		\$580,000	\$329,000	\$309,000	\$309,000	\$309,000
Cumulative Cost		\$560,000	\$889,000	\$1,218,000	\$1,527,000	\$1,836,000

- Cumulative cost of implementing WINNOW™ breaks even in the 2nd year, and gives a 22% savings in the 3rd year in the median case

* **Cost Benefit Analysis does not take into account benefits of business performance improvements accruing from Winnow's Early Warning Alert Capability (EWAC)**



Thank You!