

ANALYTICS & AI SERVICES

Assemble. Analyse. Achieve Your Data and Analytics Aspirations.
This is Analytics Transformation Done Right.

Organizations that prioritize data and make operationalizing dark data a top IT priority stand to gain significant benefits across various facets of their operations, including decision-making, customer insights, operational efficiency, revenue growth, innovation and many more.

50%

improvement of decision quality when organizations systematically use data for decision-making

- Gartner Report

15-20%

estimation of increase in operational efficiency through data-driven optimization for organizations

- McKinsey

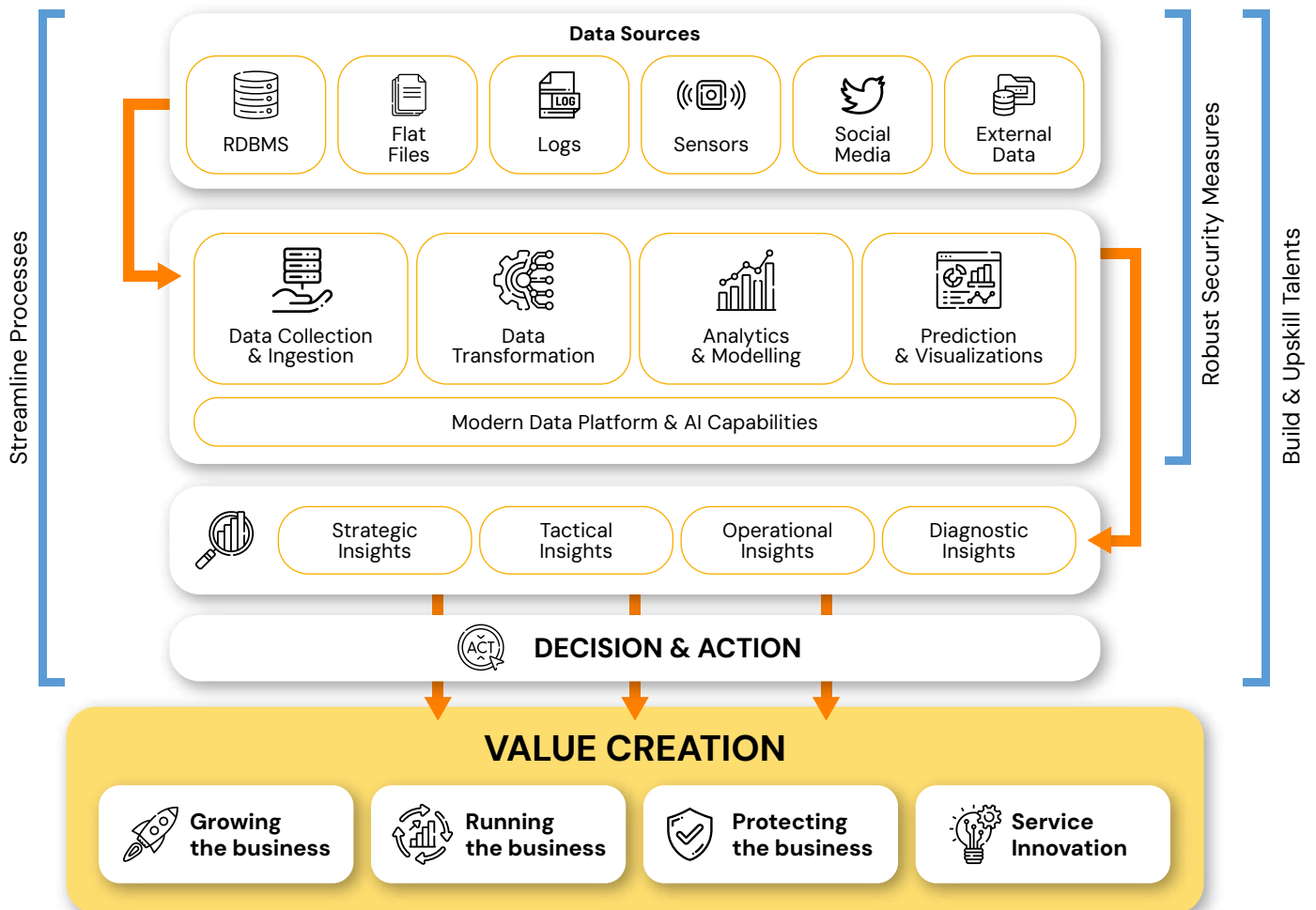
2.2x

more likely to outperform their peers in terms of revenue growth for companies that adopt data analytics

- Aberdeen Group

Maximise the Value of Your Data

Businesses that prioritize proper data collection and effective transformation on modern platforms unlock analytics' full potential, leading to improved decision-making.



Credence Analytics solution portfolio offers data and analytics expertise and services, modern data platforms and AI solutions, and technology partnerships to help your business adopt and scale data, analytics and AI initiatives quickly and easily.

Enterprise AI Programme

Analytics Starter Programme

Analytics Growth Programme

Analytics Advanced Programme

Analytics Solutions

- ✓ Big Data Analytics
- ✓ Business Intelligence
- ✓ Enterprise Analytics
- ✓ Cloud Data Warehouse
- ✓ Enterprise Data Lake
- ✓ Real-time Analytics
- ✓ Embedded Analytics
- ✓ Self-service Analytics

Analytics Services

Consulting

- Discovery Workshop
- Big Data Blueprint
- Data Quality Assessment
- Data Governance Policy
- Cloud Scale Analytics

Customer Training

- Power BI Development
- Azure Fundamentals Training
- Azure Data Engineer Training
- Azure Data Analyst Training
- Azure Data Scientist Training

Professional Services

- AI/ML Development
- Data Transformation
- Data Mart Development
- Data Integration
- Data Visualization
- Data Processing

Managed Services

- 24 x 7 Service Desk
- 24 x 7 Security Operations
- 8 x 5 Data & AI Operations
- Curated Insights

Powered By



Unlock the Power of Data and AI

Tap into Credence's Skilled Expertise to Develop & Deliver Actionable Analytics Insights for Your Business

Sales Analytics

Sales analytics involves the application of analytical tools and techniques to examine sales data and derive actionable insights. Businesses can harness sales analytics to gain a deep understanding of sales performance, customer behaviors, and market dynamics.

Use-cases

- ✓ Sales Performance Analysis
- ✓ Sales Forecast
- ✓ Churn Analysis
- ✓ Competitive Analysis
- ✓ Customer Segmentation
- ✓ Sales Pipeline Analysis
- ✓ Product Performance Analysis



Performance Tracking
Improvement

Product Strategy
Optimization

Proactive Churn
Prevention

Procurement Analytics

Procurement analytics entails the utilization of tools and methodologies to analyze and decipher data related to procurement processes. Enterprises can leverage procurement analytics to gain invaluable insights into supplier behavior, market trends, and cost-saving opportunities, enhancing strategic decision-making and optimizing procurement strategies.

Use-cases

- ✓ Spend Analysis
- ✓ Supplier Performance Evaluation
- ✓ Vendor Analysis
- ✓ GR Performance
- ✓ Price Benchmarking
- ✓ Contract Compliance



Savings Opportunities
Identification

Supply Chain Risk
Reduction

Transparency and
Governance

Social Media Analytics

Social media analytics involves the use of tools and techniques to analyze and interpret data from social media platforms. Organizations can benefit from social media analytics by gaining valuable insights into consumer behavior, preferences, and trends.

Use-cases

- ✓ Brand Monitoring
- ✓ Campaign Effectiveness
- ✓ Competitor Analysis
- ✓ Audience Segmentation
- ✓ Customer Experience
- ✓ Lead Generation
- ✓ Customer Acquisition Reach



**Brand Awareness
Enhancement**

**Marketing Strategies
Optimization**

**Target Audience
Improvement**

Business Finance Analytics

Business finance analytics is a strategic approach that entails analyzing financial data to reveal insights about performance, risk management and market trends. By leveraging business finance analytics, organizations can make informed decisions, optimize resource allocation, and adapt to changing financial environments, fostering sustainable growth and maximizing financial efficiency.

Use-cases

- ✓ Financial Performance Analysis
- ✓ Budgeting and Forecasting
- ✓ Cost Analysis
- ✓ Cash Flow Analysis
- ✓ Balance Sheet
- ✓ Profit & Loss

**Financial Strategy
Improvement**

**Resource Allocation
Enhancement**

**Profitability
Optimization**



Why Credence ?

Powered by the TM Group and strategic partnerships with the world's leading technology companies and coupled with a global talent pool of domain and technology experts, Credence offers a host of benefits to enable your business outcomes.



World-Class Infrastructure

Credence Analytics offering is anchored by our robust, world-class cloud infrastructure, which is hosted in a highly secure data center within Malaysia. This setup ensures that data resides locally, meeting data sovereignty requirements for our customers.



Powered by a Strategic Partner Ecosystem

Supported by strategic partnerships with the world's leading technology companies, Credence offers a host of benefits to enable your business outcomes.



Credence's Infrastructure to Insight Product Suite to Meet All Your Needs

Credence offers end-to-end solutions, spanning from infrastructure set up to delivering actionable insights. Benefit from our talented pool of professional services team to fulfill all your business needs.



Adherence to Industry Best Practices

Credence's team of Analytics and AI professionals manages petabytes of network and customer data, adhering to rigorous standards in data governance and security to uphold data quality and safeguard against leaks.



AI DevOps & Managed Services

By leveraging the expertise and capabilities of Credence AI DevOps team, you can experience high quality customized solutions to meet your business needs. Credence helps organisations adopt managed services with ease by providing a range of services — across IaaS, SaaS, PaaS, and security — with committed contracts 24x7 & 8x5 SLAs and operational best practices that are tailored to your specific environment.



Credence, a subsidiary of TM, is a digital and cloud-services company that helps enterprises and the public sector understand the ever-changing technology landscape and embark on a meaningful digital transformation journey.

Credence offers comprehensive solutions from infrastructure setup to Agnostic Cloud strategies, IT Migration, SaaS, Managed Services, Business Analytics, and Data Insights, Cloud. By working strategically with its technology partners who are leaders of specific solutions and technology, Credence offers the right choice of specialised solutions and niche SaaS offering that best suit customer needs.

Credence is powered by experienced professionals and industry leaders. Along with the presence and strength of TM, Credence is positioned to offer customers the best returns on their technology investment.



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