

BLUEOCEAN

# 360 DISCOVERY

DRIVING BUSINESS IMPACT  
THROUGH TRANSFORMATIVE ANALYTICS AND INSIGHTS

# MODERN DISCOVERY AND INSIGHTS

Usage of techniques such as predictive analytics, customer path to purchase analytics, and artificial intelligence will double over the next two years, to **59%**, **54%** and **43%** respectively

**KPMG**

By 2018, **67% of the CEOs** of Global 2000 enterprises will have **digital transformation** at the centre of their corporate strategy

**Forbes**



Recognised globally for our 360 Discovery methods, **Blueocean Market Intelligence is a global analytics and insights provider.** We help corporations realise a 360-degree view of customers through data integration and a multi-disciplinary approach to enable sound, data-driven business decisions.

**Are you leapfrogging your competition?  
Some key ingredients to do so:**



Understand your markets & key opportunities better



Understand your customers & their specific selection processes better



Assess and optimise the performance of your marketing mix and other critical leading indicators

**Data Driven Digital transformation helps organisations with:**



Enhanced connectivity throughout the customer lifecycle

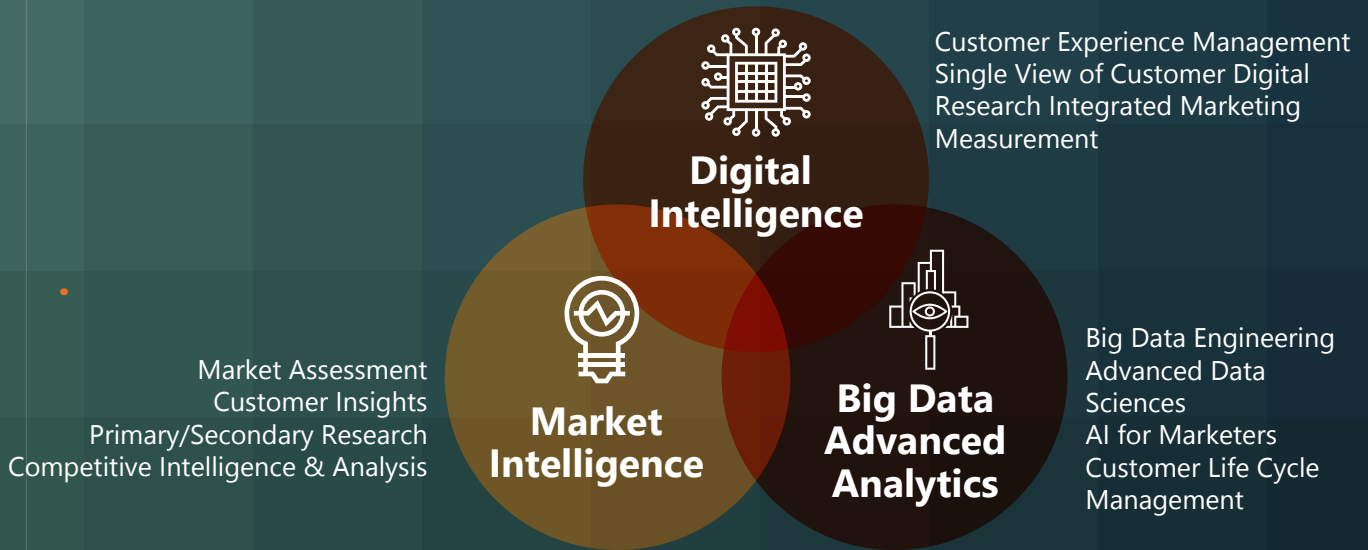


Improved productivity through automation




Better Informed decision making and opportunities for Innovation

# BLUEOCEAN MARKET INTELLIGENCE SOLUTION PORTFOLIO




Over the years, we have partnered with clients in different sectors – consumer goods and services, information technology, retail, financial services, telecommunications, life sciences, and utilities.

Leveraging this experience and expertise, we have additionally designed cost-effective software applications that help customers drive greater automation, derive deep insights and transform business imperatives. Blueocean solutions enable customers to:

  
Cross sell analytics,  
yielding **20% increase** in sales

  
**30%+ cost savings** in  
ML investments;  
through process re-engineering,  
technology & right sourcing

  
Through realtime  
marketing **drove product usage up by 10%+**

  
Delivered over **10X**  
**ROI** on  
ecommerce conversions

  
With **predictive scorecards**, we reduced **customer attrition by 25%**

# BLUEOCEAN MARKET INTELLIGENCE SOFTWARE PRODUCTS



A cloud based platform to manage and Link all your primary and syndicated market research data

Persona undertakes digital research, B2B profiling & predictive lead scoring for your sales teams



Minerva provides in-depth 4P insights & analysis on competitors for a strong competitive response

A text analytics platform to provide a granular understanding of customer sentiments and pain points



There is no other company in this world that can do this type of amazing work in this time frame with this kind of depth

**Ozzie Diaz, Intel**

On a scale of 1 to 10, a 10 for exceptional performance and high satisfaction. not only have you interpreted the requests from a high level of abstraction but turned around all the requests quickly and with high quality

**Tom Crawford, Microsoft**

Our clients LOVED the flow charts. Loved them!!! Thank you to the visualization team - we will definitely reach out more to them if we can. I can't tell you what those slides did for our credibility and the end result.

**— Senior Vice President,  
Leading Pharmaceutical Market Research Firm**

They are very adaptive and understand exactly what we are looking for when it comes to competitive information, fire drills or insights that require them to dig deeper

**Director market and Competitive Intelligence T-Mobile US**

# BLUEOCEAN MARKET INTELLIGENCE GLOBAL FOOTPRINT

**US alone faces shortage of 140,000 to 190,000 people with analytical expertise** 1.5 million managers and analysts with the skills to understand & drive decisions with big data

McKinsey

The need for data scientists growing at about **3x those for statisticians and BI analysts**, and an anticipated **100,000+ person analytic talent shortage through 2020**

Forbes



Active in over 60 countries, including North America, Latin America, Europe, Middle East, Asia, Africa (META) regions. Our blended delivery models combine the talent, speed and cost benefit of a flat world to deliver a unique strategy that is always board room ready.

Partnerships & Alliances – to view this expanding network of meaningful relationships, kindly visit: <https://www.blueoceanmi.com/partnerships-and-alliances>

Industry & Innovation awards – to view these meaningful recognitions, kindly visit: <https://www.blueoceanmi.com/global-recognition>



To discover more about our solutions, technology products, engagement models, and success stories, visit our website <https://www.blueoceanmi.com/> you can also connect with us on LinkedIn, Twitter, Facebook, Google+ and Slideshare.

For any questions you wish to discuss, drop us an email to [info@blueoceanmi.com](mailto:info@blueoceanmi.com)  
We would love to hear from you.

