



ixio
ANALYTICS

TURNING DATA
INTO
DECISIONS



“WITHOUT DATA ANALYTICS, COMPANIES ARE BLIND AND DEAF,
WANDERING OUT ONTO THE WEB LIKE DEER ON A FREEWAY”

GEOFFREY MOORE

YOUR CUSTOMERS WANT MORE

*...more choice... more relevance ...much
faster... and at less cost*

The interconnectedness of today's world has raised the expectations of customers everywhere

Your customers live increasingly online, are impatient for personalised experiences and are justifiably intolerant of poor service

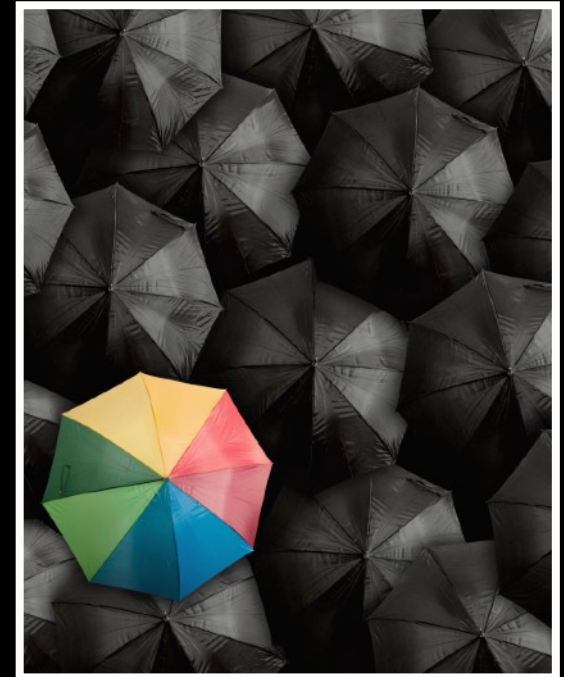


IXIO ANALYTICS



Ixio Analytics is an information, analytics and data science business serving clients since 2012. We work across a range of industries including financial services, retail, and digital media and help our clients build deep and intelligent relationships with their customers. We work with our clients to define clear and trackable benefits upfront and help them grow profitability in a sustainable manner.

WE'RE DIFFERENT



We're rigorous...

We apply objective logic without preconditions or bias. We get to root causes by persistently asking, 'Why?'

...and intensely pragmatic

We never let detailed analyses be an excuse for postponing action.

WHY IXIO?



It's your choice. There is a wide choice of commercially available software tools that offer various flavours of data analytic capability. These range from add-on modules to the major enterprise suites, to analytics visualisation tools that take flat files as input and slice up the data in configurable ways, re-presenting them in digestible format.

We do it differently. At Ixio, we take a business-led and science-driven approach to data. Problems are solved using the full weight of advanced statistical programming ecosystems, like R. We believe that R (and other appropriate) programming languages are far more powerful tools than pre-programmed toolsets, as they allow our data scientists to drill far deeper into complex problems than is possible with commercial packaged solutions.

We have a science-led solution approach. Our data team can bring to bear numerous different tools to the challenge of excavating insight from complex data. These include statistics, machine learning, unstructured and NoSQL data mining, pattern recognition, iterative solution engines, and heuristic techniques. This multi-faceted toolset, enabled by agile code development, far outstrips the capabilities of packaged software.

We are not afraid. Our data team revels in complexity, thrives on challenge, does not fear data quantity, dirty data, poor classification or opaque relationships. We will find novel correlations and ultimately expose actionable insights that are hidden from your competitors - and from yourselves.

SOCIAL MEDIA ANALYTICS



Do you know how people really feel about your products and service?

We provide an advanced web application for real time analyses of what people are saying online about your brand and your offering

Key Product Features:

- Multiple social and text data platforms
- Real time sentiment and mood analyses
- Analyses by product, geography and customer journey
- Performance tracking of service levels
- Campaign tracking
- Competitor analysis
- Real-time alerts to flag specific content
- Secure cloud storage

WE'RE PASSIONATE ABOUT DATA

We believe fervently in the power of data, analytics and prediction to provide your customers with highly contextual and timely offers and service and thereby deepen the customer relationship



INFORMATION MANAGEMENT:

We understand, architect and manage your data infrastructure to enable agile reporting, advanced analytics and data science. This allows for the generation of powerful new insights that improve performance, reduce risk and enhance efficiency.

Our team of cross-functional and multi-skilled Data Engineers work alongside your internal resources to drive performance at relatively lower costs for your business and with a much reduced time to market.



Compelling data visualisation

ADVANCED ANALYTICS AND MACHINE LEARNING

We routinely work on cloud infrastructure for processing large, complex data sets, deploying advanced algorithms that unearth hidden insights and support reliable decisions.

We make data-led predictions that help you save costs and increase revenue.

We help you interact with your customers in a highly contextual and relevant manner and thereby grow customer lifetime value.



Smart prediction enables smarter planning

CAPACITY BUILDING:

We pride ourselves on combining advanced skills in data science with a deep and empathetic understanding of business issues. We invest heavily in helping our clients gain the confidence and capability to navigate the analytics maturity curve on their own.

We are passionate about building capacity and believe that it is only by sharing knowledge that we expand the boundaries of our craft and demonstrate the art of the possible.



Sustainability through Capacity Building

FINANCIAL INCLUSION

By deriving insights from multiple traditional and non-traditional data sets, we support financial inclusion and development efforts that help people improve their lives



Smart evaluation and monitoring of development progress through compelling data visualisation



OUR LEADERSHIP



Megan Yates - Chief Scientist

B.Sc. Biochemistry and Botany
University of Cape Town, South Africa

B.Sc. (Hons) Botany
University of Cape Town, South Africa

M.Sc. Evolutionary Biology
University of Cape Town, South Africa

Megan founded Ixio in 2012 after seeing a need for strong, data-led modelling and analytics in business. As Chief Scientist at Ixio Analytics, Megan leads our advanced modelling programs and coordinates the technical requirements for our clients. Her background in Evolutionary Biology allows her to bring a rigorous scientific approach to analytical problem solving. Megan is highly regarded in the industry and contributes regularly to data and analytics conferences, both locally and internationally.



Ekow Duker - Managing Director

B.Sc. Civil Engineering
University College London, UK

M.Sc. Mechanical Engineering
University of California, Santa Barbara, USA

MBA
INSEAD, France

Ekow was previously the Chief Analytics Officer for the Retail and Business Bank, Barclays Africa where he was responsible for harmonising and repurposing the bank's Management Information and Analytics functions. At Ixio Analytics, Ekow's primary responsibilities are business development, key account management and building out the Ixio Analytics' franchise. Ekow has C-suite experience in strategy consulting and private equity investing and brings a deep commercial understanding of several industries. He is passionate about data and getting things done.



Steven Sidley - Chief Strategist

B.Sc. (Hons) Computer Science
University of the Witwatersrand, South Africa

M.Sc. Computer Science
University of California, Los Angeles, USA

Steve has over 35 years' experience in diverse areas of business, technology, telecommunications, media, information management and private equity. He spent close to 20 years in California where he was involved with a wide range of new technology. Steve returned to South Africa in 1995 where he has held a number of C-level positions in blue chip companies including as the Group Chief Technology Officer for Anglo American plc. In South Africa, Steve has successfully co-founded two companies and serves on several boards of directors.

OUR TEAM



Dr. Glenn Moncrieff
Data Scientist

- B.Sc. Applied Mathematics, Botany & Zoology
 - B.Sc. (Hons) Botany
 - M.Sc. Ecology
- University of Cape Town, South Africa, with distinction
- PhD Fire Ecology
- University of Frankfurt, Germany

Glenn's PhD research resulted in several published papers and considerable recognition in the field of ecological modelling. Glenn brings with him a rigorous statistical background and expertise in cutting-edge modelling and data skills.



Eyram Adjaku
Data Scientist

- B.Sc. Computer Science
- Ashesi University College, Ghana

Eyram has considerable experience in developing tailored software solutions for organizations. At Ixio Analytics, Eyram builds advanced modelling solutions to business problems while ensuring these solutions are executable.



Phil Massie
Data Scientist

- B.Sc. Marine Biology & Oceanography
 - B.Sc. (Hons) Oceanography
 - M.Sc. Conservation Biology
- University of Cape Town, South Africa, with distinction

Phil has worked extensively in data-driven research and has outstanding analysis and data visualisation skills. He is particularly strong at helping clients build internal capacity in data analytics so they can navigate the analytics maturity curve on their own.



Stefan Froelich
Data Engineer

- B.Sc. Agricultural Technology
- University for Development Studies, Ghana,

Stefan has extensive experience providing technology support to clients, drawing on his knowledge of data infrastructure and software engineering. His passion lies in integrating software applications with innovative analytical solutions.



Sharon Botha
Finance and Administration

- Certificate Programme Principles of Business Management
- Wits Business School

A 30 year veteran of Coca-Cola (Pty) Ltd, Sharon has held various administrative roles in her career, including analyses and reporting on Sales Volumes, Direct Marketing and Operating Expenses. Her rigorous controls help ensure we meet our targets.

“THE PRICE OF LIGHT IS
LESS THAN THE COST OF
DARKNESS”

ARTHUR C. NIELSEN



OUR BOARD



Albert Essien (FCIB)
Former CEO of Ecobank Group

As CEO of Ecobank, Africa's largest multi-national bank, Albert gained significant experience in managing institutions across borders and cultures. His advice and experience is invaluable to companies that want to expand and build great businesses out of Africa. Currently, Albert serves on the board of a number of businesses, helping them with the development and execution of strategy. He is also a Senior External Advisor for McKinsey & Co.

Albert holds a degree in Economics from the University of Ghana and is an alumnus of the Executive Development Programme of INSEAD (France/Singapore). He is an honorary fellow of the Ghana Chartered Institute of Bankers and a World Fellow of the Duke of Edinburgh's International Award.



K Duker
Former CEO of OANDA Corporation

Over the past three decades, K Duker also known as 'K', has held leadership roles in major financial institutions in capital markets and trading in London, New York and Tokyo. He brings with him over three decades of experience in treasury & risk management, wealth & asset management, capital markets & trading, payments, data technology and infrastructure (with emphases on digitizing financial services).

K is the former CEO of Fidelity Asia Bank Limited. He was also President and CEO of OANDA Corporation whose clients include the Big Four accounting firms, the IRS and IRS equivalencies around the world. Prior to leading OANDA, K was head of Deutsche Bank's Global Markets eFX business in Asia Pacific.

K has an MBA from UCLA, Business School in the USA.

PARTNERSHIPS



Genesis Analytics was one of the first economics-based consulting firms to be established in Africa and has since grown into the largest.

With offices in Johannesburg, Nairobi, Dubai and Delhi, Genesis Analytics has expertise in a number of disciplines including:

- Financial Services
- Strategy (Financial Services)
- Applied Behavioural Economics
- Competition Economics
- Transaction Advisory
- Communications and Media

“IF YOU CAN’T EXPLAIN IT SIMPLY, YOU
DON’T UNDERSTAND IT WELL ENOUGH”

ALBERT EINSTEIN





CONTACT US TODAY

YOUR DATA WILL BE GLAD YOU DID

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