JUMPSTART POINT OF ARRIVAL, LLC

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Knowledge…Integrity…Results

COMPANY OVERVIEW

JumpStart Point of Arrival, LLC was formed by a team of highly educated professionals sharing a common objective…
    To energize your organization's quest to achieve its ultimate goals.

Are you unsure if where your business will be tomorrow is where you would like it to be???
Are you confident in the future, but in need of a jumpstart in order to get there???
Are you convinced the potential benefits outweigh any risks???
Are you uncertain how to best position your business for future opportunities through the most efficient strategy???

Wherever your organization is on the path to its goals, our expert team of analytic consultants can help.

Our core strengths lie in strategic planning, data integration, and scientific analysis, including database marketing, business analytics, and risk management. Our clients rely on us to generate ideas and mobilize projects, evaluate internal and external data sources and software, design integrated system solutions to support business objectives, suggest procedural modifications intended to maximize efficiency and productivity, propose practical implementation strategies, construct custom statistical models to improve response rates and predict profitability for chosen population segments, conduct comprehensive risk assessments, and perform analyses to fine-tune business policies and enhance the customer experience.

Our core values include honesty with ourselves and others. We choose to be ethical, highly-principled, and respectful of others in all business and personal dealings. Each of us is fully committed and accountable for his or her actions. We take great pleasure in the work we do, and are diligent and passionate in our efforts. As a result, we have built a sound reputation for integrity, speed, simplicity, and accuracy.

We take great pride in our capacity to connect the worlds of science and business, and we are supremely confident in the wide range of services we provide. We look forward to the opportunity to assist you in propelling your business toward its ultimate point of arrival!

AT A GLANCE

➢ Each member of our team is a proven leader, with wide-ranging talents in project management and mobilization.

➢ We have more than 35 years combined experience within the Direct Marketing industry, with additional service in other arenas including the Higher Education, Fundraising, Agricultural and Pharmaceutical industries.

➢ Our organization boasts over 10 years of Information Technology experience and more than 40 years of statistical and analytical expertise.

➢ We hold 10 advanced degrees in the highly technical fields of Statistics, Mathematics, and Computer Science. Additional disciplines include Economics, Business, Data Structure, System Engineering, Information Systems, and Chemistry.

➢ Our team members possess skill with hardware systems including Sun Solaris and IBM RS6000 and operating systems including Windows, UNIX, IBM VMS, and IBM MVS/TSO.

➢ We pride ourselves on having utilized SAS software for a combined 45+ years. In addition, we have utilized software packages including SPSS, SPSS Answer Tree, SPSS Clementine, ASA ModelMax, Jandel TableCurve, MINITAB, Cybersource Risk Manager, Statistica, Sigmaplot, SAS/ACCESS to DB2, and SAS Integration Technologies. We are also skilled in programming languages including COBOL, Fortran, Pascal, PL1, Assembly Language, C++, and JCL.

➢ Our organization features extensive expertise in the construction and maintenance of custom multi-terabyte data warehousing solutions.

➢ Our associates are all highly-skilled data auditors and analysts. We regularly employ statistical techniques including linear and weighted regression, logistic regression, discriminant and factor analysis, CHAID, clustering, profiling, CART/Decision Tree models, neural networks, and multivariate analysis.

STRATEGIC PLANNING

BUSINESS PLANNING
- ➢ Evaluate the current status of the business.
- ➢ Acquire a comprehensive understanding of the eventual goals of the organization.
- ➢ Estimate resource requirements to realize these stated objectives.
- ➢ Propose a clear strategy for reaching the organization's ultimate point of arrival.

PROJECT PRIORITIZATION, MOBILIZATION, & EXECUTION
- ➢ Assess the viability of ideas through data review and analysis.
- ➢ Accelerate execution by supplying project mobilization skills, alternative solutions to roadblocks, and effective yet simple methods for tracking forward progress.
- ➢ Strive to reach the intended point of arrival in the least time with minimum effort, without compromising quality or sacrificing results.
- ➢ Identify key metrics for measuring project success.

ANALYTIC TEAM LEADERSHIP
- ➢ Impart pertinent key tools such as a project review process, commitment management methods, and mood reconstruction techniques in order to enhance team leaders' confidence in supervising a high-performance analytic team.
- ➢ Coach team leaders on conducting constructive performance evaluations, managing interaction among team members, and cultivating an open-minded work environment.
- ➢ Provide team leaders with management skills especially relevant within telecommuting scenarios.
- ➢ Empower team leaders to successfully direct team members' efforts toward positively impacting business profitability.

ANALYTIC TEAM BUILDING
- ➢ Stimulate, re-energize, and re-focus in-house talent to harvest ideas and generate innovative long and short range opportunities.
- ➢ Transform analytical thinking to business thinking, thereby enhancing communication and driving extraordinary business results.
- ➢ Collaborate with individuals to establish interaction principles and standards which foster an exceptional level of commitment among members to function as a team.
- ➢ Integrate in-house and external talent to form a cohesive analytic team.
- ➢ Serve as a knowledge transfer provider and a continuing source of analytic excellence.

STRATEGIC PLANNING

There is a definitive distinction between defining your business goals and identifying the best way to reach them. Our staff of forward-thinking problem solvers eases the process of project development by discovering alternative solutions to potential roadblocks, determining key metrics for measuring success, and providing analytical support for constructing your business case.

Key Components

- Business Planning

- Project Prioritization, Mobilization, & Execution

- Analytic Team Leadership

- Analytic Team Building

Business Case 1 *(Fatigued Media Strategy)*

Historically, the vertical media had been attracting a high volume of profitable customers. However, as the cost of vertical media advertising increased and the customer's quality decreased, Gourmet-Direct Inc. decided to cease vertical media advertising. This decision has substantially impacted the company's sales volume. After a series of data mining efforts using the customer database, the company has identified specific highly profitable segments within this media. By targeting only these selected segments, the company was able to renegotiate volume tier structure pricing to reduce vertical media costs and increase profit.

Business Case 2 *(Product Bundle Strategy)*

MegaMakeup Inc. sells makeup at low cost directly to consumers via mail order. The company would like to increase sales by bundling products without impacting operational costs. After a sequence of optimization analyses and experimental designs, the company developed a makeup kit consisting of existing products that meets the current standard packaging size limitations. This best-selling makeup kit has increased the company sales by 25% with no impact on operational costs.

DATA INTEGRATION

SYSTEM ARCHITECTURE
- Recommend modifications to achieve the most advantageous system infrastructure.
- Propose server architecture based on business expectations.
- Estimate storage requirements to effectively support organizational objectives.
- Offer objective evaluation and suggestions of data mining, statistical, data processing, and scheduling software.

DATA WAREHOUSING
- Integrate data from existing systems into a common infrastructure.
- Merge data from multiple platforms and sources so that it may be efficiently accessed.
- Standardize data reflecting multiple formats into a universal layout so that it may be easily accessed.
- Provide data mapping services to uncover the sources of data.
- Define data elements.
- Uncover what data should be retained on an ongoing basis.
- Streamline the data collection process.
- Schedule periodic updates of key data elements.
- Insure the optimal amount of actionable data is maintained relative to purpose.
- Investigate accuracy of data elements by reviewing missing values and confirming those values present mirror those expected.
- Cleanse data as required to guarantee accuracy.
- Develop and implement long-term maintenance and monitoring processes to ensure integrity.
- Create data dictionary to provide accurate reference for existing employees and ease the learning curve of new hires.
- Determine long-term maintenance goals for data dictionary after initial construction.

DATA ENHANCEMENT
- Evaluate external data sources and make recommendations on those relevant to the business.
- Supply resources to obtain, maintain, and integrate external data with existing in-house data.
- Lend technical support toward the installation of scoring models and business policies.
- Furnish model scoring services.
- Contribute assistance in the implementation of measurement and analytical tools.
- Measure and analyze results of implemented solutions.
- Summarize data elements to provide insight at a customer, household, and/or residential level.
- Advise proper sampling methods to obtain desired subpopulations of appropriate size.

DATA INTEGRATION

It is well understood that analytic support is crucial when making and defending significant business decisions. As the expansion of technology has produced affordable storage, the collection, organization, and analysis of customer data has become an essential means to minimize costs while increasing revenue. Of course the analytics can be only as good as the data on which they are performed. That is why we at JumpStart Point of Arrival carefully scrutinize and cleanse the data…to ensure its accuracy, and therefore the quality of the resulting analytics.

It is also vital to have an efficient system in place where analysts can obtain accurate complete internal (house) and external (enhancement) data in minimal time. Such a centralized data repository also provides a more complete customer view across the organization. Having spent many years perfecting just such an environment, we welcome the opportunity to discuss this in more detail!

Key Components
▪ System Architecture
▪ Data Warehousing
▪ Data Enhancement

Business Case 1 *(Data Visibility)*
Vitamins-By-Phone Inc. is a brand name vitamin company selling directly to consumers via telephone only. The company traditionally checks for stock after the order has been completed because the order and the inventory systems are two separate entities. As the organization grows, the cost of contacting customers on out-of-stock items is increasing exponentially. The company would like to display the inventory availability to the telephone agent during the order process to reduce this cost. To achieve this, the organization elected to construct a single end-to-end database by integrating the separate order and inventory databases and making the result available to both systems. Due to this effort, the company has reduced the out-of-stock contacts by 75% and simultaneously increased sales.

Business Case 2 *(Data Retention)*
DesignIt is a company that produces custom designed T-shirts, mugs, bumper stickers, and baseball jerseys. The company is interested in compiling data that can be used for targeting a new promotion. After compiling all available data points for a short time span, the company tested a new promotion to a cross-section of their existing customers. A profiling analysis was conducted on all the available data points after the test, and the most predictive data elements were then captured to reduce data storage and data capture costs.

BUSINESS ANALYTICS

As technology and intelligence have become more prevalent in today's business environment, it has become critical to make full and efficient use of business data to remain competitive. With the ability and tools to analyze and understand your data, you are able to realize and make more confident decisions, which in turn provide greater impact to the bottom line. Successful business analytics can help an organization achieve goals through more efficient and improved business performance, reduced uncertainty in the decision making process, minimized operating costs, and improved customer relations. Our staff of statistical and business professionals jumpstart this process by making use of various statistical methodologies and data mining techniques. We are confident that through our knowledge and expertise we can strengthen the link between critical decision making and long term success.

INFERENCE

By successfully incorporating statistical inference techniques into your business, uncertainty in everyday decisions can be greatly reduced. All too often, small misconceptions in these techniques lead to misleading results. For example, what is the correct method for addressing missing data in a particular situation? What are the risks associated with drawing inferences from an overfitted model? How can imperfections within your sample affect your conclusions? By providing employees with support and training in these areas, we can reduce the possibility of unexpected results.

DATA MINING

As the means to collect and store large volumes of data become more realistic for companies, the need to analyze and comprehend underlying consumer behavior in this data becomes increasingly important. Utilization of these techniques will allow you to get the most out of your data while providing a basis for confident decision making. Behavior analysis will make possible the evaluation of current business rules and policies, while providing grounds for developing new ones. Along with understanding your consumer, comprehending the vast amount of data collected can also lead to determining areas to reduce cost and expand revenue.

FORECASTING

Webster's dictionary defines forecasting as "an activity to calculate or predict some future event or condition." To remain competitive, businesses require more sophisticated and proven techniques beyond simply providing educated guesses. Statistical forecasting eliminates the guesswork by identifying business trends and determining the factors that affect those trends. Benefits of this technique include understanding historical trends, predicting future events, and obtaining a better understanding of performance. Want to predict inventory or plan next year's budget? Statistical forecasting can help you address these areas. Business planning becomes much easier when future events can be predicted within some degree of certainty.

PROCESS IMPROVEMENT

Statistical quality control techniques have traditionally been limited to the manufacturing industry. However, these methodologies are applicable and can be beneficial to many of your everyday business processes. For example, would you like to improve the quality of service to your customers? After breaking down the individual processes used to service a customer, statistical and graphical techniques can be used to determine sources that affect the process and in turn control the variation associated with those sources. Once control is established, optimal productivity can be determined and achieved through statistically designed experiments.

BUSINESS ANALYTICS

Key Components

- Statistical Inference

- Regression Modeling

- Data Mining

- Sampling

- Design Of Experiment (DOE)

- Forecasting

- Quality Control & Process Improvement

Business Case 1 *(Quality Control, Sampling)*

Bundle Basket is a mail order company that allows consumers to custom design gift baskets containing an assortment of beauty products. During the holiday season, the organization designs and sells over 5,000 baskets daily, with each basket containing between five and fifty items. Last month, the company experienced a high volume of complaints on wrong products being selected for these baskets. The company is interested in reducing such complaints to 1% of total shipments. After determining the appropriate sample size for each range of product size, on a daily basis, samples are selected from the packaging area for inspection to ensure accuracy of the products pulled. Today, the company is experiencing slightly less than 1% of wrong product pulls, a 50% reduction from one month ago.

Business Case 2 *(Inventory Forecasting)*

ShoeForComfort is a catalog company which sells comfortable women's shoes directly to consumers. During the past three months, the organization test mailed a new creative catalog to a certain percentage of their database in order to help boost sales. Due to the success of this new creative catalog, the company is now facing catalog backorder challenges. The organization decided to build several sales prediction curves using the past three months' worth of sales information, which in turn were fed into the forecasting system to fine-tune inventory levels. Today, the company is able to launch the new creative catalog to a higher percent of the customers in their database and catalog backorder is no longer a problem.

Business Case 3 *(Market Research, Loyalty)*

SaveU$, a distributor of retail coupons for products and services, receives incentive payments from participating retail stores for each coupon redeemed therein by consumers. Rather than randomly selecting products and consumers to target, SaveU$ analyzes purchasing patterns from major retail stores and applies statistical techniques including regression, segmentation, and neural networks to enhance its marketing efforts. As a result, SaveU$ is able to identify characteristics such as previous coupon redemption, brand and/or store loyalty, lifestyle factors indicating product need, etc., and adjust its consumer marketing efforts accordingly. The result is a sizable increase in consumer coupon redemption, thereby generating incremental revenue.

…creative thinking…a combination of common sense and mathematical reasoning…

…extremely talented….

…relentless in pursuit of accurate, useful information…

- Trudi K. Lindow
- Operations Service Manager, Florida Natural Growers

Business Case 4 *(DOE, Market Research)*

A specialty poultry producer has always had great success marketing their product to restaurants and would like to understand the benefits, if any, in marketing straight to the consumer. To handle any increase in production they would also like to test a new roasting technique in a larger capacity roaster which will also decrease roasting time. Market Research and analysis were performed to understand the demand for the product and ROI for expanding the business. Further, the new roasters and techniques were tested versus the current process with respect to taste, resulting weight, time to roast, energy consumption, etc.

RISK MANAGEMENT

THRESHOLD DETERMINATION

- ➢ Assist in discovering and estimating costs associated with differing types of risk
- ➢ Explore the level of risk tolerance given the existing profit margin
- ➢ Formulate specific acceptance levels for varying types of risk
- ➢ Consult with management and business owners to devise customized risk solutions
- ➢ Measure potential long-term consequences of action or inaction
- ➢ Weigh costs of risk reduction methods against potential financial (and other) benefits

THREAT DETECTION

- ➢ Identify fraudsters (verification routines, velocity checks, credit card authentication, etc.)
- ➢ Employ data mining techniques to uncover simple and complex fraud patterns
- ➢ Apply sophisticated linkage methods to connect fraudsters and/or fraudulent transactions
- ➢ Suggest fraud detection tools to enhance means of recognition
- ➢ Develop and implement criteria to distinguish fraud from bad debt
- ➢ Compile listing of customer behaviors considered undesirable or detrimental, and define appropriate response measures for each
- ➢ Exploit historical data to accurately differentiate between desirable and undesirable customers and predict future risk
- ➢ Append shared and/or external data as needed to enhance risk detection and prediction

RISK PREVENTION & MITIGATION

- ➢ Construct historical database comprised of records of differing risk levels (fraud, bad debt, undesirable customer activity, etc.)
- ➢ Deploy varying strategies and/or adjust offers based on perceived risk level
- ➢ Create diverse customized solutions for prevention and reduction of all forms of risk
- ➢ Implement safeguards designed to limit repeated victimization
- ➢ Upgrade process control techniques to minimize loss
- ➢ Utilize survival analysis and segmentation to develop new process controls
- ➢ Institute ongoing review of customer files to identify and flag possible threats
- ➢ Foster both reactive and proactive methods of risk management

PROCESS EXAMINATION & AUGMENTATION

- ➢ Generate customized reports designed to facilitate risk level monitoring
- ➢ Revise process control techniques for future improvements
- ➢ Enhance billing and collection processes to mitigate loss (timing studies, recovery models, collection agency commission evaluation, cost analyses, etc.)
- ➢ Improve and adjust threat detection methods on continual basis
- ➢ Ensure risk management scheme avoids unfairly targeting desirable customers
- ➢ Perform back-end analyses intended to reduce risk and enhance profitability
- ➢ Offset loss via revenue generation initiatives
- ➢ Supplement via external security measures where cost effective
- ➢ Provide solutions which are adaptable, agile, and vigilant

RISK MANAGEMENT

In today's competitive environment, maintaining a successful business requires searching for and engaging in new opportunities and strategies. To maximize the profitability of such, analytics are needed to understand and, in turn, minimize the associated risk.

Would you like to reduce fraud? Data mining techniques can be used to detect fraudulent behavior patterns, and adjustments to business rules and models can be implemented accordingly.

Would you like to increase customer satisfaction and sales through open billing? Past and present information can be used to accurately identify threats, enabling the construction of tailored billing procedures for customer segments with varying degrees of risk.

For these reasons and many more, if you're looking to increase market share while managing risk, look to JumpStart Point of Arrival for help in realizing your objectives!

Key Components

- Threshold Determination

- Threat Detection

- Risk Prevention & Mitigation

- Process Examination & Augmentation

Business Case 1 *(Fraud Modeling)*

HECollectibles, Inc. sells high-end collectibles directly to consumers on a home shopping television channel. Although all sales are credit card prepaid, the company would like to mitigate fraud risk as a preventive measure. To reach this objective, the company develops a model to predict fraud. After conducting profiling analysis on the transactional database with external credit card purchasing activity information, the company establishes rules that trigger for action when the customer's spending pattern changes.

Business Case 2 *(CHAID Analysis)*

Nothing But Fruit Club ships in-season fruit to its customers on a monthly basis. The customer agrees to purchase at least 6 shipments within 2 years when joining the club and, in return, will receive an additional free shipment after the sixth. Traditionally, the company contacts those customers without automatic billing for prepayment approval prior to each shipment. In order to improve customer satisfaction and reduce service costs, the company has tested shipping without prepayment approval to a certain percentage of its customer base. Using CHAID analysis, the company is now able to ship fruit to low risk segments of the customer base without asking for prepayment approval. Due to this effort, the company has reduced the customer contact cost by 20%, and the customer satisfaction index reports a ten point increase.

Business Case 3 *(Risk Mitigation, DOE)*

LikeNew2U.com, an online retailer of secondhand products, wished to significantly increase sales volumes to meet budgeted goals. Although prepayment is typically required for all orders, the company was able to design and perform a statistically valid test which confirmed that order volume dramatically increased if no prepayment was initially required. Given that such a shipment method contained an inherent amount of risk, LikeNew2U.com utilized data mining techniques of internal and external customer data to adjust its shipment policies to mitigate this risk. Orders from low risk customers were shipped entirely, with no credit card number requested. Orders from moderate risk customers were shipped in installments, requiring receipt of payment prior to the shipment of additional product. Orders from high risk customers prompted a request for a credit card number per standard procedure. In this way, LikeNew2U.com was able to significantly increase its sales while simultaneously limiting its exposure.

…commanded the respect of all…

…a thorough understanding of the financials….

…a pleasure…the highest recommendation

- Dr. Joseph Nampiaparampil
- JXN Research & Consulting, Inc.

DATABASE MARKETING

DATABASE RESPONSE MODELING & TARGET MARKETING
➢ Target the right customers at the right time.
➢ Construct appropriate models (Logistic, Neural Networks, Decision Trees, etc.) to determine propensity to respond to solicitations.
➢ Reduce mailing costs and/or increase response rates by mailing to targeted prospects.
➢ Measure accuracy of new and existing predictive models.
➢ Incorporate back-end performance measures at the campaign stage.
➢ Determine the optimal number of promotions for the same product for a given customer.
➢ Generate look-alike models to match customer profiles on external lists to those of existing profitable customers (i.e., bring the right customers).

CUSTOMER SEGMENTATION & PROFILING
➢ Create and describe customer segments.
➢ Define and identify best customers.
➢ Isolate those segments to target for retention, up-sell, cross-sell or preferred service.
➢ Develop next-offer models to determine the next product to offer a segment of customers and the associated optimal timing.
➢ Utilize customer profiles and association rules to discover product affinities.

RETENTION & REACTIVATION MODELING
➢ Apply survival analysis modeling techniques to determine segment retention rates, predict time to churn, and forecast propensity to reactivate.
➢ Understand churner categories (forced churner, voluntary churner and silent churner).
➢ Detect those churner clusters which require different retention or reactivation treatments.

ZIP CODE & ADDRESS MODELING
➢ Employ advanced statistical procedures such as principal component analysis to capture data multidimensionality and produce Zip Code and Address scores.
➢ Build customized Zip Code clustering schemes.

Components Of Database Marketing

Prospects — Who?
Predictive Response Modeling
List selection via Look-alike Modeling
Negative List Suppression
Geo-demographical Segmentation
Analysis to eliminate multiple solicitations

Responders — Stop!
Credit Screening
Propensity to make first purchase/activate
Projected lifetime value

Active Customers — Grow Them!
Customer Segments (high, medium, low)
Cross-sell and Up-sell Models
Survival Models to forecast churn
Credit limit adjustments

Former Customers — Pay Up!
Forced and Voluntary Churners analysis
Winback Models
Collection Models

EXTERNAL DATABASE EVALUATION & SELECTION
➢ Estimate the value of commercially-available information to your business.
➢ Rapidly assess thousands of demographic, attitudinal, credit and lifestyle data elements.

EXPERIMENTAL DESIGN
➢ Design efficient experiments for testing marketing or process factors.
➢ Include sample size determination, randomization, data collection and subsequent analysis along with statistical confidence intervals.
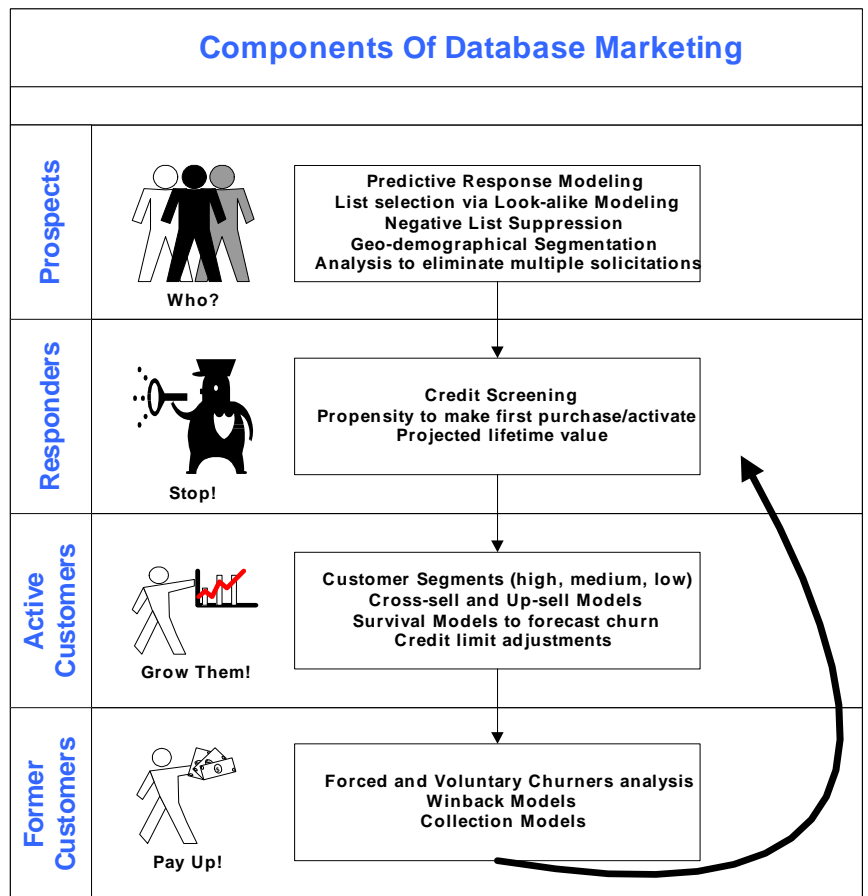
DATABASE MARKETING

A better customer view of behavior and value is critical in adjusting existing strategies, increasing revenues, and identifying new opportunities. With your customer data in place, you're ready to start making data-driven marketing decisions to acquire, retain, and grow profitable customers!

JumpStart Point of Arrival is committed to improving business and contact strategies by getting the most from your data through analytical techniques. We aid marketing professionals in the development and experimental design of test campaigns. We identify whom to contact, when, and with what through advanced segmentation techniques. We predict those most likely to respond through carefully designed statistical models.

Key Components

- Database Response Modeling & Target Marketing

- Customer Segmentation & Profiling

- Retention & Reactivation

- Zip Code & Address Modeling

- External List Evaluation & Selection

- Experimental Design

Business Case 1 *(Propensity Modeling, List Selection)*

Ginger & Roger Ballroom Dance studio is interested in increasing profit by attracting future brides to engage in dance lessons prior to their wedding. Six months ago, the dance school purchased a list from a Wedding Registry Company and they mailed a discounted coupon featured as a wedding gift to potential customers ages 20 to 45. After three months of activity, the response and sales data were appended to the original list and analyzed. As a result, the dance studio plans to build a propensity model to target brides inclined to respond with sales exceeding $29.99.

Business Case 2 *(Lifetime Value Modeling)*

Save the O'Pooch is a non-profit institution that relies on donor contributions to help find perfect homes for older stray dogs. The organization is interested in maximizing the lifetime donor value for each of their contributors. The group has just completed the calculation of donor lifetime value and is now ready to build a LTV (Lifetime Value) model to predict the expected lifetime value for each customer in the database. Once the expected LTV is scored for each customer, the organization will be able to develop an effective fundraising strategy that tailors to different levels of lifetime value segments in order to steer each prospect toward their maximum lifetime value.

Business Case 3 *(Target & Response Modeling)*

Loan$2U, a major home mortgage lender, wished to double its market share within one year. Loan$2U merged internal and external data sources, and applied statistical methodologies including linear regression and CHAID analysis to this combined data. As a result, Loan$2U was able to isolate those factors most highly predictive of loan acceptance & adjust its business policies accordingly. Contacts to prospective customers least likely to accept the loan offer were suppressed, facilitating more effective target marketing and priority handling to those more likely to accept the loan offer. The net impact was an increased response rate with decreased operational costs, significantly boosting the profit margin of Loan$2U and increasing its market share.

…an outstanding talent that any company should feel fortunate to have working for them…

…knowledge of the direct marketing paradigm and its strategic use of statistics to aid marketing, financial, and operational decision making is EXCELLENT.

- Stephen Kubrin
- President,
  Stephen Kubrin Associates

We take great pride in offering comprehensive solutions to meet your business objectives. Our approach is based on three central concepts: understanding your corporate initiatives and architecting a custom strategy to achieve them, identifying and integrating all necessary information into a unified location, and providing the scientific tools and support to transform your business information into business results. Wherever you are on your path to success, JumpStart Point of Arrival can assist you in achieving your goals!

Key Components
▪ Strategic Planning
▪ Data Integration
▪ Scientific Analysis
✓ Database Marketing
✓ Risk Management
✓ Business Analytics

Business Case 1 *(Response & Look-alike Modeling)*

Objective The 4-Clover Entertainment group owns and operates twenty different casinos throughout the United States. In an effort to increase revenue, the group is preparing a promotional mailing that will offer special incentives for spending a weekend at any of their locations in March.

Strategic Plan To minimize the cost associated with the mailings and to maximize responsiveness, it was decided to selectively mail two types of offers to three customer types. The first is the most aggressive and will be directed towards "Best Customers" most likely to respond. The second mailing is less aggressive and will be directed towards "2nd Best Customers" most likely to respond. The second mailing will also be mailed to prospective customers that resemble the current "Best Customer" group.

Data Integration The entertainment group already has its customer data located in a centralized data warehouse for analysis. This data warehouse is supplied by customer information obtained from the "Players Card" and other transactions that occur during the stay. To increase the predictive power of a response model, enhancement data was obtained from a 3rd party list vendor and appended to the customer database.

Scientific Analysis (Database Marketing) A factor analysis was performed to separate the customer database into several segments defining the consumer behavior at the casino. A Response Model was then built for the "Best" and "2nd Best" segments to predict those most likely to accept the promotional offer. Finally, a Look-alike Model was built to locate prospects from the list vendor possessing similar qualities as 4-Clover's best customers.

Business Case 2 *(Business Rules & Fraud Reduction)*

Objective A retailer is experiencing a high volume of fraudulent orders from its website and would like to cut the number of processed orders of this type in half.

Strategic Plan The retailer would like to implement new screening procedures during processing to flag suspicious orders. They would also like to develop some internal negative lists that will flag orders with matching demographic information. The flag will result in a terminated order in extreme cases, and a manual review process for lesser cases.

Data Integration The orders along with the necessary customer information were relayed through a SAS credit screening system that produced a flag on identified orders. This flag was then appended back to the original order data so that a final decision could be made. Reports were also generated compiling all historical information to build cases against fraudsters.

Scientific Analysis (Risk Management) A sample of subsequent online orders from a 30 day window was analyzed for fraudulent behavior patterns using various data mining techniques. Business rules were formulated as a result of the study and implemented into the credit screening system. The company's current fraudulent population was then analyzed and, as a result, various negative lists were created and implemented into the credit screening system.