

## SMART CVM

Not all customers are created equal. Businesses today understand that no two customers are exactly alike and in order to meet the exact needs of existing and prospective customers, good intelligence is fundamental. SMART Customer Value Management (SMART CVM) is a sales and marketing predictive analytics software-as-a-service solution that provides actionable customer intelligence to increase revenues through quality customer acquisition and retention.

*"ATi provided transformational insight into our data through predictive analytics. They can be counted on for high integrity, detailed knowledge and great results. This is a truly customer focused organization." - Larry Wolff, Tatum LLC*

ATi's SMART CVM is a powerful solution that analyzes robust data sources to define actual lifetime customer value. SMART CVM provides predictions and profiles that enable you to best respond to your individual customer needs—in real time. ATi enables you to reach the right customer with the right message and the right offer at the right time for maximized results.

ATi provides a forward-looking vision of your customers by leveraging all your various data sources. You have a unique multi-dimensional view of new, future and past customers in extreme detail.

The SMART CVM application analyzes your integrated data in millions of unique combinations to understand the critical key drivers of all the potential outcomes.

ATi employs a wide variety of modeling techniques against a customer data set to form a consensus "best" model for each situation and an associated probability for the best predictive outcome. We take insight and turn it into action through a data drive process.

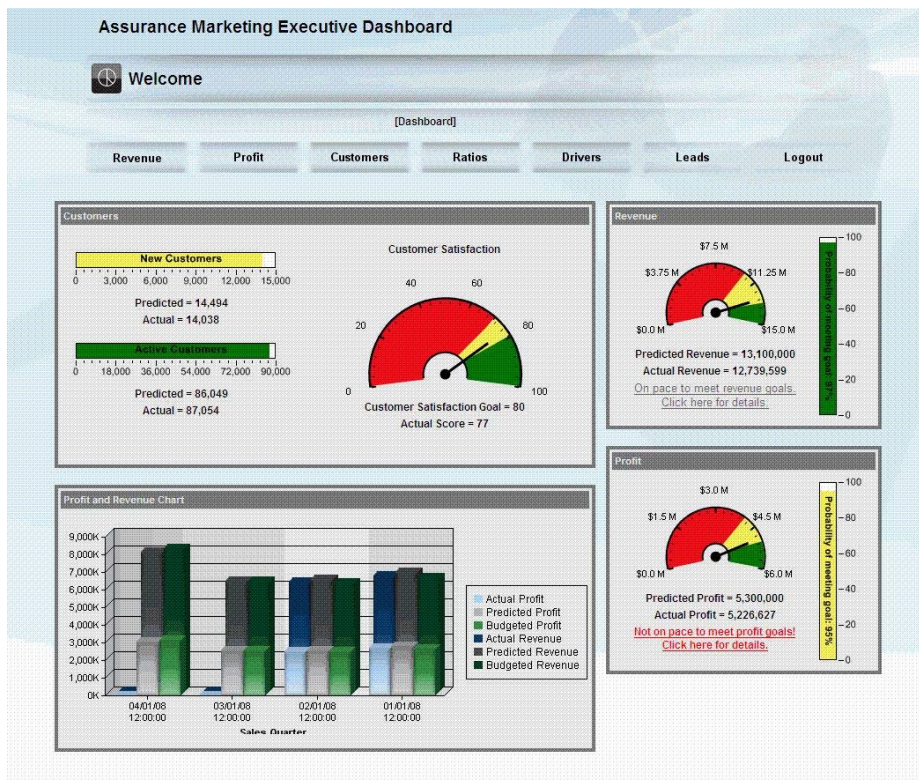


**ATi's SMART CVM solution delivers Intelligent Information™ to turn insight into actions and make confident decisions that maximize your customer's value!**

# SMART CVM

The ATi SMART CVM solution uses predictive analytics modeling to assure your customer intelligence translates to actionable opportunities that increase productivity, drive new revenues and retain valuable customers. Our models “learn” and adjust with each new data input, making predictions increasingly accurate and allowing information and recommendations to be actionable.

Our dashboard acts as your personal “GPS” to your business featuring 24/7 on demand reporting with automated alerts in real time giving you control over business decisions from any computer. Best of all, SMART CVM leverages our technology platform, so there is no added software, hardware or headaches for you to worry about. Our expert staff is available to assist you with any questions you may have no matter what time of day.



*“ATi is an exceptional organization that truly understands how to make data work FOR you. Your transaction and customer data is the key to your future success - ATi will that that information and create a path of success for you. They have the track record to prove it and there is truly no one else that does what they do.”—Jennifer Schoennagel, Business Partners 360*

ATi provides customized solutions that are unique software-as-a-service applications for simple integration and interoperability. We partner with our clients to ensure that they achieve superior results and only take on clients that we feel can achieve 100% ROI within the first year.

Our Intelligent Information creates heroes in business. The ATi difference is that we provide all of our customers with predictions and recommendations that are based on an understanding of their data and its relationship to multiple goals to respond appropriately to business performance and market place issues. **Contact us today for a full demonstration of our SMART CVM solution.**