



ACHIEVING SUPERIOR RESULTS

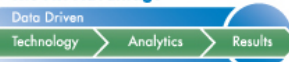
ATi empowers leaders with Intelligent InformationSM that improves performance, reduces costs and optimizes key relationships. Here are four clear examples of how ATi helps companies solve real business issues and achieve superior results!

ATi helps you Decide. With Confidence.

ABOUT ATi

Adaptive Technologies, Inc., (ATi) helps business leaders make better decisions. We provide organizations with tailored business intelligence and advanced predictive analytics solutions turning cross-enterprise data into intelligent, actionable information.

The ATi Advantage



United States Navy

Typical of most large organizations with a lot of data, the U.S. Navy is faced with trying to use any information available to make better buying decisions and manage their resources more effectively. They needed answers to help justify their training investments and accurately measure the impact of the training dollars spent. ATi was asked to help assess the data and use predictive analytics to provide actionable intelligence in understanding:

- Is the training currently used effective?
- How can training be personalized and improved for greater ROI?
- Who needs training and what training should they take?
- What results can be anticipated when training is completed?

The US Navy uses ATi's SMART³⁶⁰ solution to answer these questions and more to manage their training investments for maximum results. The Navy has realized superior results of their training in reduced spending and **improved individual performance**.

Pipeline Trading Systems

By utilizing our predictive analytics and technology solutions, Pipeline Trading Systems has consistently demonstrated an average **56% improvement** in accuracy when executing large equity trades. The results are staggering and exceed expectations. As a result, Pipeline is setting new industry standards in trading.

ATi provides Pipeline the power to intelligently switch order routing as is needed for better performance. The ATi Algorithm Performance Prediction Model is part of the Pipeline's proprietary *Algorithm Switching Engine*TM. Trading accuracy is a competitive differentiator for Pipeline. ATi's capabilities provides Pipeline significant advantages in an industry that relies on immediate, precise results.

Universal Technical Institute (UTI)

ATi helps this leading educational institution use resources efficiently and effectively, providing a foundation for continuous improvements and business transformation. UTi's daily business activities are governed by principles of yield revenue management. To effectively manage price, product and demand, UTi seeks data-driven intelligence. ATi's advanced analytics and technologies solution provides the Intelligent InformationSM needed to effectively manage resources and make decisions that impact bottom-line results. Case and point, use of ATi's predictive analytics has **saved UTI millions** of dollars in lead generation and marketing expenses. UTi realizes the daily business impact of ATi's solution through:

- Socio and demographic profiling of the best targets
- Individual sales performance management in real-time
- Revenue management reporting, trending and alerts for immediate action
- ROI-driven spending for sales and marketing programs

Televerde

ATi improved performance for the premier lead generation and customer acquisition provider by creating profiles with accurate predictions of performance for qualified leads, campaigns and projects. The results provide **400% improvement** of predictability in the top 20% of prospects most likely to become qualified leads. ATi's predictive analytics solution eliminate costly assumptions of who to call, when to call and why to call by providing real Intelligent Information to drive business decisions. ATi helps Televerde exceed revenue projections through improved target marketing of the "right" customers. ATi's solution provides notable performance results for Televerde, including:

- Superior capabilities to predict lead performance factors and outcomes
- Improvements in resource and personnel management
- Increased profitability by reduced calls to complete a campaign
- Significant cost savings passed through to clients