



# BEYOND CONNECTIVITY



# DATA ANALYTIC - LYNX

## Products

### Customer Happiness Index

Predictive analytics platform helping your business to identify and measure drivers that impact Churn, ARPU, CLV and NPS.

### LynxSights

Provides retailers with insights about their store visitors including consumer demographic, sociographics, psychographics, competitors, footfall and traffic levels to allow retailers better planning for product mix, displays and promotions.

### LynxKite

A complete graph analytics engine equipped with a set of algorithms and applications that amplifies its capabilities to reveal hidden network properties and detect unknown clusters in dormant raw data.

### Cylynx

Fraud detection solutions powered by Network Analytics to improve accuracy, transparency and actionability through transaction monitoring and investigation solutions.

## Technology

### Artificial Intelligence

Providing businesses the opportunity to unleash their competitive advantage using their data and integrating it with IoT and smart automation to achieve business insights, discover opportunities, improve customer experience and increase revenue.

### Predictive Analytics

Predict future events using techniques such as data mining, predictive modelling, real-time scoring to analyse customers' behaviour, patterns and trends.

### Data Engineering

Equipped with business intelligence professionals to collaborate with stakeholders in understanding business needs and creating solutions based on your unique requirements.

### IoT

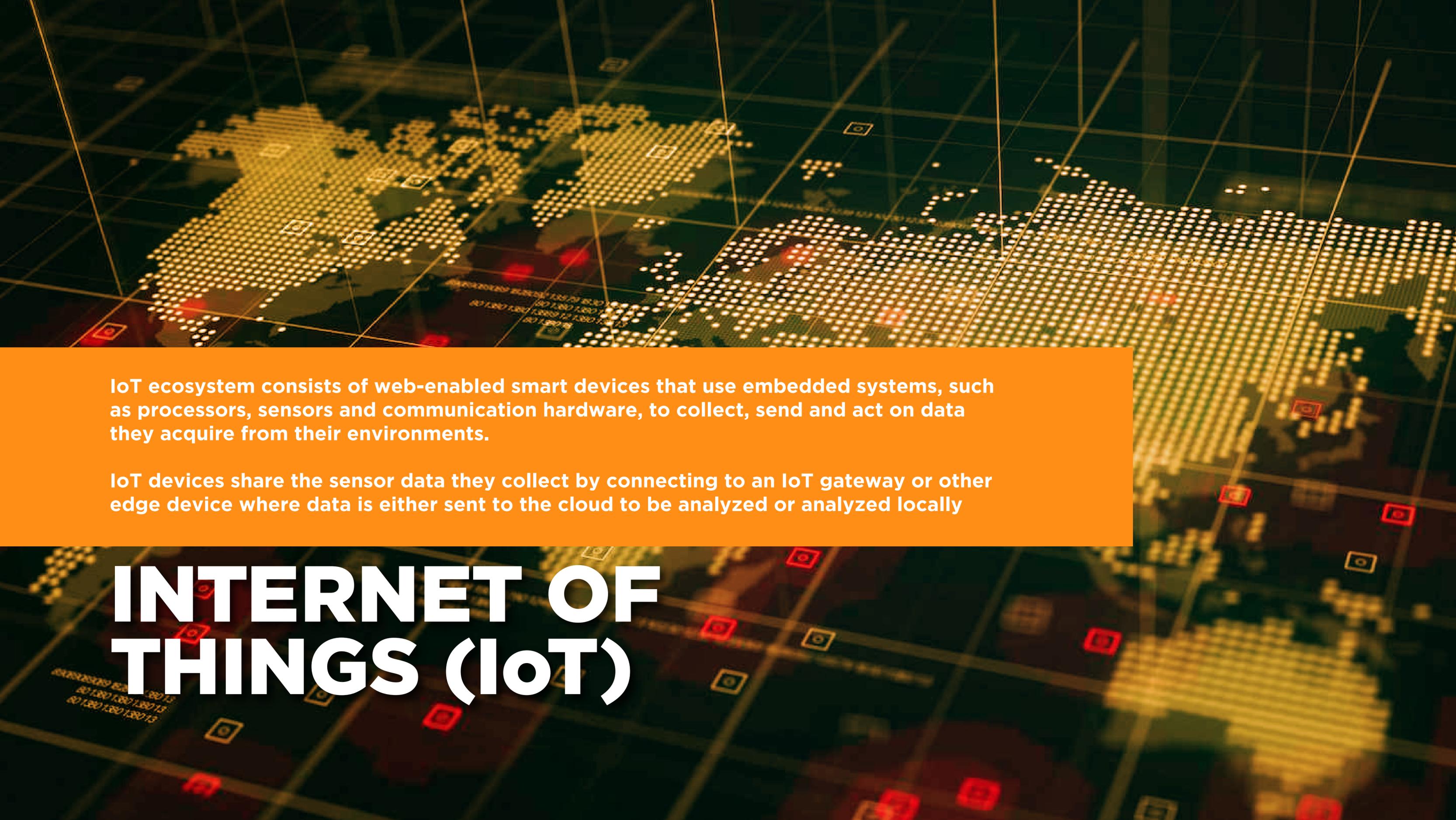
Combining IoT with analytics to supercharge your business and solve complex business problems while improving productivity.

An aerial night view of a city with light trails from traffic and network lines connecting various points across the skyline. The scene is bathed in a warm, orange glow. The text 'FLEET MANAGEMENT' is prominently displayed in the center.

# FLEET MANAGEMENT

Monitor fleet activities and make decisions from asset management, dispatch and routing and vehicle acquisition and disposal.

Our suite of fleet management services does all that for you, helping you assess, plan, coordinate and streamline your fleet operation. Optimize your fleet management, plan difficult routes and analyze truck and driver behavior of any fleet size. Solve complex problems using our global products and services. Transform dense information into easy-to-follow, turn-by-turn instructions including reliable and real-time data, such as lane closures, low bridges and other restrictions.



IoT ecosystem consists of web-enabled smart devices that use embedded systems, such as processors, sensors and communication hardware, to collect, send and act on data they acquire from their environments.

IoT devices share the sensor data they collect by connecting to an IoT gateway or other edge device where data is either sent to the cloud to be analyzed or analyzed locally

# INTERNET OF THINGS (IoT)



# MACHINE TO MACHINE (M2M)

Direct communication between devices using any communications channel, including wired and wireless.

Machine to machine communication can include industrial instrumentation, enabling a sensor or meter to communicate the information it records to application software that can use it.