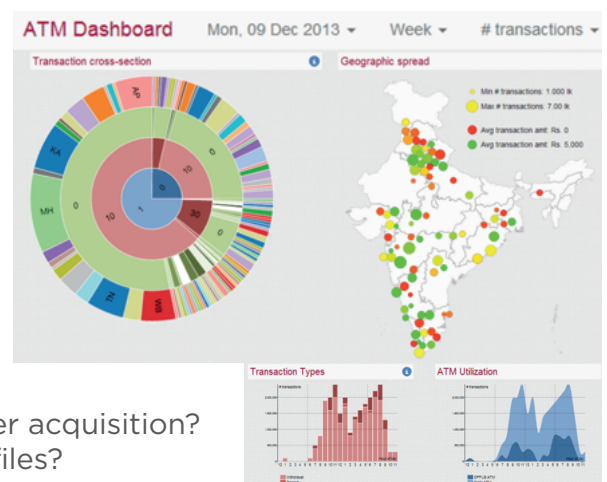# Gramener
A data visualization and analytics company

BANKING AND FINANCIAL SERVICES

Gramener helps several Banking & Financial market customers with various aspects of their business – be it branch operations, services delivery, customer retention or sales & marketing efforts. From dynamic and voluminous data, Gramener helps these giants to solve and communicate specific answers to the following questions.
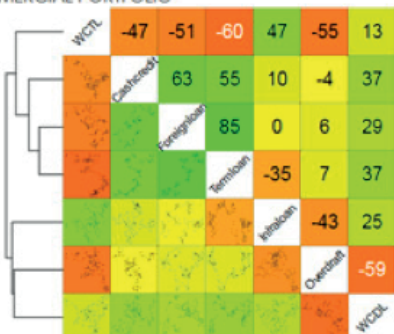

- Which are the most effective channels of customer acquisition?
- How does credit risk correlate with customer profiles?
- Which geography and segments are most prone as NPA?
- What is the effectiveness of my employees, across functions and roles?
- What are the cross selling opportunities?
- Are the penetration of ATMs enough and how is the demand?
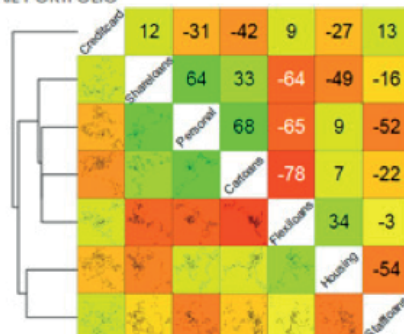- Which loan segments are most profitable and least risky?

Gramener analyses, predicts and visualizes large volumes of information in enterprise and external data to come up with crisp, intuitive and actionable insights.

Portfolio of Products

COMMERCIAL PORTFOLIO

RETAIL PORTFOLIO

Our Banking module has a set of pre-built analytical models and visualisation charts that cover your business KPIs from an end-to-end perspective. This can be readily deployed and rolled out enterprise-wide with minimal lead-time.

CLIENT SUCCESS STORIES

• Gramener helped leading Global provider of Investor Communications to analyse and visualize Transcript analysis to predict company focus, board preparedness for analyst meetings.

• Gramener helped Retail operations of a large Indian bank to Cross-sell products, improve ATM Utilization, enhance Employee productivity

We began our partnership with Gramener around Sep 2011 in data analytics and visualization. This has resulted in faster decision making, leading to improved operational performance and smarter go to market strategies.

- Sharlin Thayil, Hub CEO (AP, MPCG) Bharti Airtel

We are fortunate to have a partner like Gramener, which is helping us identify cross-sell oppurtunities and improve brach productivity "

- Business Analytics Head Global Retail Bank

OUR CLIENTS INCLUDE

• Banking & Securities firms
• Asset Management firms
• Audit & Regulatory companies
• Insurance companies
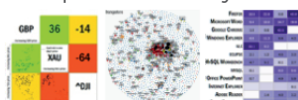• Investor Communication companies

WHAT WE OFFER

Platform - Create your own templates with our platform & visual components
Custom apps - Hire us to build your domain-specific templates as an application
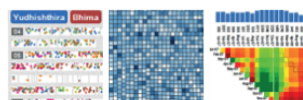**Tools -** End-user exploratory tools to answer specific business problems

Automated Analysis
Visualisations created automatically based on unsupervised analysis

Visual Exploration
Hosted visuals link summaries with underlying raw data

Annotations
Allowing users to graphically comment on visuals and share them

Mobile/tablet ready
Generate native output for Android, iOS, Microsoft Office, videos, etc

CONTACT
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