Spectrum™ Network Analysis

GAIN REAL-TIME AND GRAPHICAL INSIGHTS INTO KEY RELATIONSHIPS THROUGH STRUCTURED AND UNSTRUCTURED DATA

Product Overview: Commercial Sector

Spectrum™ Network Analysis correlates entities with actions by identifying connections between people, places and things. Ideal for analysts across the public and commercial sector, this solution enables real-time analysis of key relationships and events, and makes it far easier to track important interactions and chains of activity.

With today's exponential growth in data and communications there is no shortage of potential insight. Yet the growth in unstructured data, particularly in the context of social media, adds new challenges. Spectrum Network Analysis provides the capacity and capability to process these huge volumes of data. Detailed maps and timelines help uncover relationships, so you can respond better and faster to both opportunities and threats.

Benefit

A Spectrum Network Analysis delivers the usability, capability and capacity organizations need to distill information from today's data. Network Analysis helps users make sense of myriad interconnections—linking the activities and connections that tie together people, places and things—so organizations can make better informed decisions.

Network Analysis easily works with data across disparate systems, legacy and new, within and across organizations—so massive IT efforts to combine databases are not required. Its scalable design enables rapid analysis regardless of data volume. A web-based delivery format makes it easy for line-of-business personnel to access it and put it to use, with no IT expertise required. Now you can:

- Detect patterns in shopping and buying behaviors
- Identify those who influence buying decisions of others
- Assess potential store locations, advertising placements, and more
- Improve retention by targeting individual's network connections
- Tracking of persons-of-interest worldwide
- Identify trigger events and a wide range of non-obvious relationships

Marketers, insurance companies, financial institutions, and public agencies can all benefit from the rich and rapid insights.
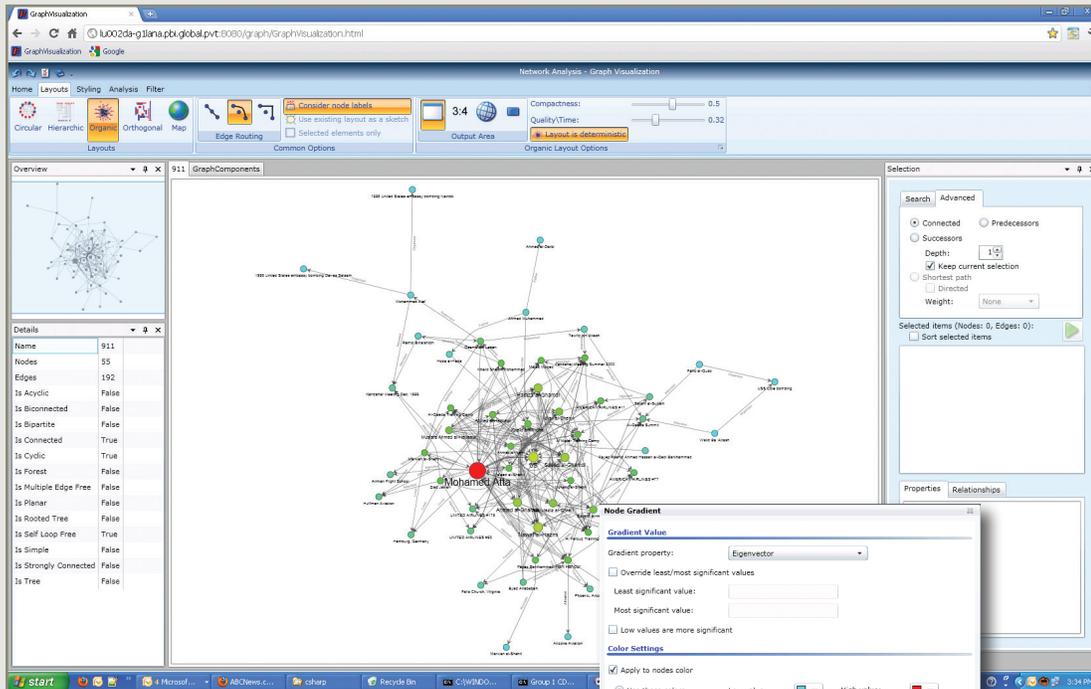
EXPECTED ROI

Provide for the safety and security of citizens. Ensure customers benefit from the newest products and enhancements. Improve placements. Increase protection. Through better, faster information, Spectrum Network Analysis can improve your odds.
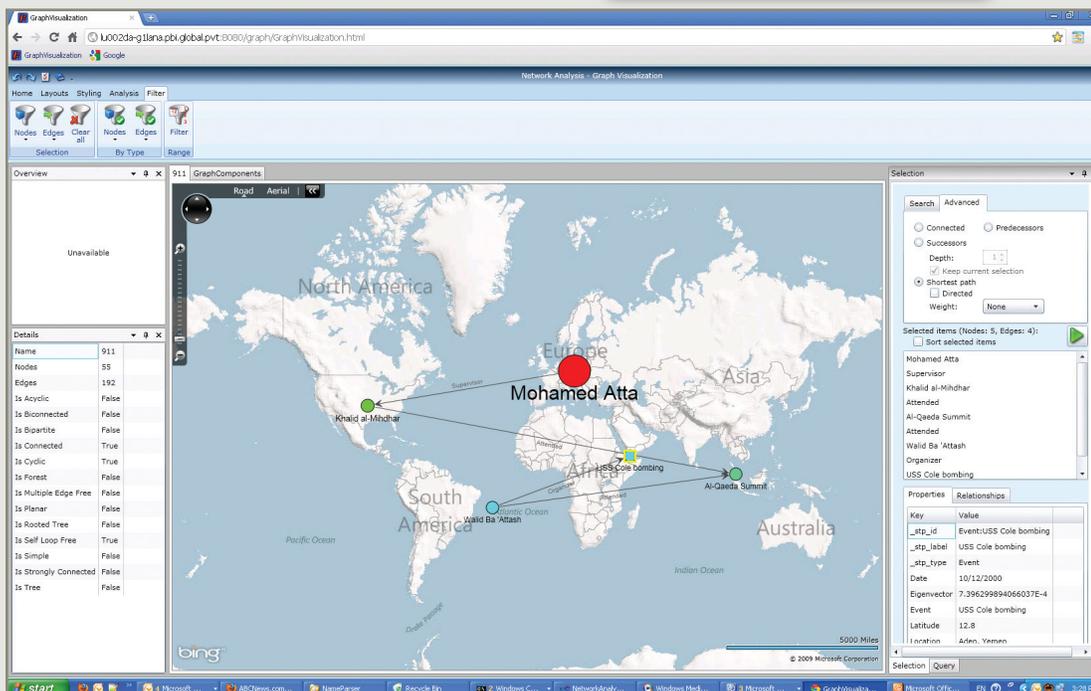
Gain the real-time insights needed to take action through:

- Evaluation of structured and unstructured data across databases and platforms
- In-depth analyses presented through easy-to-understand timelines and maps
- Predictive capabilities for the best deployment of resources
- Web-based anytime, anywhere access for authorized users

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GAIN A BIG-PICTURE VIEW. ZOOM IN AND CENTER ON SPECIFIC DATA ELEMENTS. ORGANIZE, HIGHLIGHT, FILTER, SELECT. AND IDENTIFY KEY RELATIONSHIPS, INFLUENCERS, AND INTERACTIONS.

With Spectrum Network Analysis, marketers can zoom in for better understanding of network subsets on a geographic basis—and pinpoint key influencers in customers' buying decisions.

Decoration schemes help users quickly visualize the key opportunities and threats within a network.

Expand the scope of your analysis

The depth and integrity of analyses that can be quickly performed using Spectrum Network Analysis is extraordinary.

- **Better data:** Data degrades fast; and new data is generated at a staggering rate. Like all Spectrum solutions, Network Analysis reviews data for accuracy and completeness before it applies it for insights.

- **Use of structured and unstructured inputs:** Social media is transforming the ways in which people communicate. In particular, a vast and growing wealth of unstructured data—from live-stream video, blogs, Twitter, Facebook, Yelp and more can provide important clues in uncovering opportunities and identifying threats. Spectrum Network Analysis enables users to access insights from both structured and unstructured data for a more complete picture of connections and events.

- **Geospatial insights:** Web and mobile communications are making the world smaller—and today's connections often span the globe. Geospatial insights available through Spectrum Network Analysis help to draw connections within cities, countries, continents and around the world.

- **Predictive capabilities:** Tying Spectrum Network Analysis into modeling available through additional Pitney Bowes Software applications makes it possible to pinpoint the more critical connections, the network influencers, and the events that mark an escalation in activities, positive and negative.

Increase the usability of these insights

Spectrum Network Analysis puts the user in the driver's seat. It provides easy desktop access to authorized users via the web. Its interface makes it easy to zoom in on and filter data based on any of a selection of criteria, including particular entities, types of entities and/or actions. And, users can set limits to review actions, connections, and chains-of-events within specific time periods.

Understanding Network Analysis

Spectrum Network Analysis enables users to carefully map people places and things and the events and actions that connect them. Extraordinary speed, scalability and analytical capabilities enable users to quickly synthesize structured and unstructured network data to draw out important insights.

Organizations can use Network Analysis to:

- **Combat Terrorism**
- **Identify Crime Patterns**
- **Detect Insurance Scams**
- **Break Fraud Rings**

- **Increase Revenue**
- **Target Effectively**
- **Identify and Reach Influencers**
- **Improve Retention**
- **Identify Brand Ambassadors**
- **Leverage Social Media**

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Added Value

Make connections in real time

Communications today move at lightning speed through a whole host of different channels. Network Analysis is designed to analyze extraordinary amounts of data extraordinarily quickly.

Overcome limitations to gain new insight

Spectrum Network Analysis addresses today's challenges. It offers users the option of real-time results and detailed visualizations. Data quality, non-obvious relationship identification, and geospatial analysis are all built in, so Spectrum Network Analysis can support analytics that can help visualize likely next moves and chart a course to identify and address potential opportunities and threats.

Improve results

Spectrum Network Analysis has been used to successfully identify and shut down fraud rings. Using geospatial, naming, and temporal analyses to identify non-obvious relationships, it can track back to a network of fraudulent transactions.

The same smart analytical insight helps improve marketing, communications and logistics by identifying key opportunities that enable better use of resources—and better results.

Specifications

- **Access data where it resides:** The ability to access data without a lengthy or costly integration process makes Spectrum Network Analysis fast and flexible.

- **Access Spectrum Network Analysis anytime, anywhere:** This web-based tool requires no installation—and authorized users can log on whenever and from wherever they need.

For more information call 800.327.8627 or visit us online: www.pb.com/software

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Every connection is a new opportunity™

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