

# Data, Analytics and Emerging Technologies

At factor it we help our clients adapt to the digital world and we make them successful

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# Our Company

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We are a company recognized in the region for its comprehensive portfolio of services, strong commitment to sustainability and good corporate citizenship. We have over 200 dedicated employees serving clients across 7 countries and an Innovation Center in India. Together, we discover ideas and connect the dots to build a better and a bold new future.

New technologies and business models are driving companies to transform at lightning speed for a digital, customer-first world. Factor it Consulting practice helps business leaders respond to their customers' needs by driving digital-first transformation: from operations to technologies to people. Companies work with us because we deliver integrated strategy, digital and domain expertise, and apply analytics and insights to help them find hidden value.



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# Our Offering

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Banks  
Financial Services  
Insurance  
Retail  
Telecommunications  
Transportation  
Logistics  
Education  
Government  
Public Sector

## Consulting Services & Support

With a strong heritage of innovation and entrepreneurship in technology services, we help companies leverage the potential from digital technologies like AI, automation, and Cloud. And because we understand that our clients' business needs come first, our large regional team of consultants work flexibly to deliver results, be it advisory or end-to-end execution.

Our Consulting Services range from project definition to architecture design, providing accumulated knowledge in multiple projects in the region such as application integration, [information management](#), [business intelligence and data governance](#).

Well-defined goals that are measurable, challenging, clearly communicated, and agreed by each member are key to success. Our projects are developed by working teams with proven methodologies.

## Big Data & Analytics

Depending on the stage of the workflow and the requirement of data analysis, there are five main kinds of analytics – [descriptive](#), [diagnostic](#), [predictive](#), [prescriptive and cognitive](#). The five types of analytics are usually implemented in stages and no one type of analytics is said to be better than the other. They are complementary.

Most reporting that a business generates are descriptive and attempt to summarize historic data.

Companies that employ seasoned demand planners go for diagnostic analytics as it gives in-depth insights into a problem and more information to support business decisions.

With predictive analytics companies may understand demand drivers and then use that knowledge to proactively respond to the market, since it uses descriptive and predictive variables from the past to

analyze and identify the likelihood of an unknown future outcome.

Prescriptive analytics is a combination of data, mathematical models, and various business rules to infer actions. To consistently operate at this level of maturity, the organization requires new people, process and technology, and analytics driven culture across the entire organization.

Cognitive analytics brings together a number of intelligent technologies including semantics, artificial intelligence algorithms and a number of learning techniques such as deep learning and machine learning.

Our implementation approach understands the importance that all levels of analytics provide value and all are used in different applications. Our services aim to help organizations use data and analytics to create new business models and new revenue streams.

## **APIs & Microservices**

The role of emerging technologies like APIs, microservices, DevOps and cloud is key in driving success and rapid technology adoption is critical for survival.

API helps to collaborate with internal and external partners providing secure access. By using APIs, organizations introduce innovation with great speed integrating with a wide developer community to build meaningful products. APIs enable data exchange patterns to reduce network latency, efficient data management over network for bulk data transferring, and bi-directional communications for data streaming.

Microservices-based architecture helps to achieve zero-downtime resiliency even with a limited budget. Even if a module fails, the application still keeps running. Helping developers increase productivity enabling quicker time-to-market.

Our approach for a successful [APIs and microservices implementation](#) is driven by various use-cases across industries.

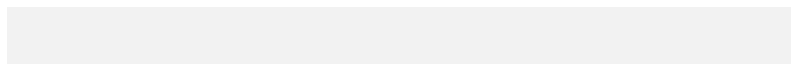
## Digital & Commerce

Digital commerce enables customers to purchase goods and services through an interactive and self-service experience.

Our implementation approach ensures speed, agility and stability for [Customer Experience](#), [Supply Chain Management](#), and [In-Store Experience](#).

## Cloud Services

We advise and execute a roadmap to cloud that fits your needs. Among our services, we provide [cloud advisory](#), [cloud migration](#), [cloud integration](#), [cloud security](#), among others.



# Our Partners

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One of the core pillars of Factor IT business strategy, is the strategic partnerships we have developed with global technology companies. Our extensive Partner Ecosystem helps create amazing opportunities, driven by collaboration.

We focus on delivering the best-in-class technology, with the best industry practices to our clients.



To make requests for further information please e-mail us at [contact@factorit.com](mailto:contact@factorit.com)