

# Our Competitive Advantage

## CUSTOMER INTELLIGENCE SOLUTIONS:

### POWERLINK™

The implementation of a unique key that links identities across channels in a customer centric repository

Enables our clients to understand prior customer behavior and predict the outcome of future interactions

### POWERVUE® CRM ANALYTICS

A cloud based, privacy compliant CRM Analytics database deployed in less than 8 weeks using your customer data.

Based upon a simple 4-Step process:

- Selection
- Validation
- Prediction
- Measurement (ROI)

Provides the ability to quickly understand your most valuable customers at the individual (consumer or business) level

A simple way to micro-target offers to discrete groups of customers based on their behavior

Predictive Analytics providing individual based recommendations and offers

Real-time, online, "clear-box" monitoring and validation

### Corporate Headquarters

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### Founded

2007; Privately held

### Description

VueLogic is a cloud based CRM analytics solution funded by the National Science Foundation. We enable you to understand customer behavior and predict the outcome of future interactions (monetary and non-monetary), across channels, in a confidential and secure environment to maximize revenue from your customers. Our clients use VueLogic's PowerLink™ and PowerVue™ Analytics technology to create more revenue at less cost at each customer interaction.

### What Makes Us Better?

- PowerVue® Score combines the concept of the Magic Quadrant and the FICO score to create a powerful two dimensional view of your customers relative value
- Centralize data from all your channels and organize it around the customer to:
  - use during any engagement point in the marketing process
  - have an intelligent dialog with your data
- Our simplified implementation process enables the fastest deployment time in the industry, helping you achieve the fastest ROI possible
- We are the industries only end to end solution encompassing master database management, business intelligence, and analytics
- Analytics is our core competency. Our Executive Team has more than 50 years of experience and expertise providing intelligence solutions in this space. Bottom line, we know analytics.

### Awards

National Science Foundation two-time award winner:

- SBIR grant 0810561
- SBIR grant 0923704

### Some of Our Customers

- Manheim
- WNET New York Public Media
- PBD Worldwide Fulfillment Services
- TAG (Technology Association of Georgia)
- ABeam Consulting
- Cleaning Living
- Transaction Tree