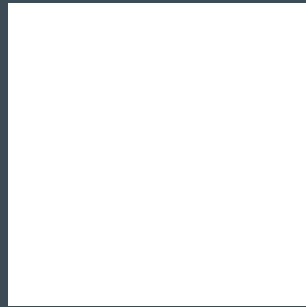


Adastra Corporation
company profile





Company name

Adastra Corporation

Headquarters

Toronto – Canada, Prague – The Czech Republic

Other offices

Germany, The Slovak Republic

Type of ownership

Private

Number of employees

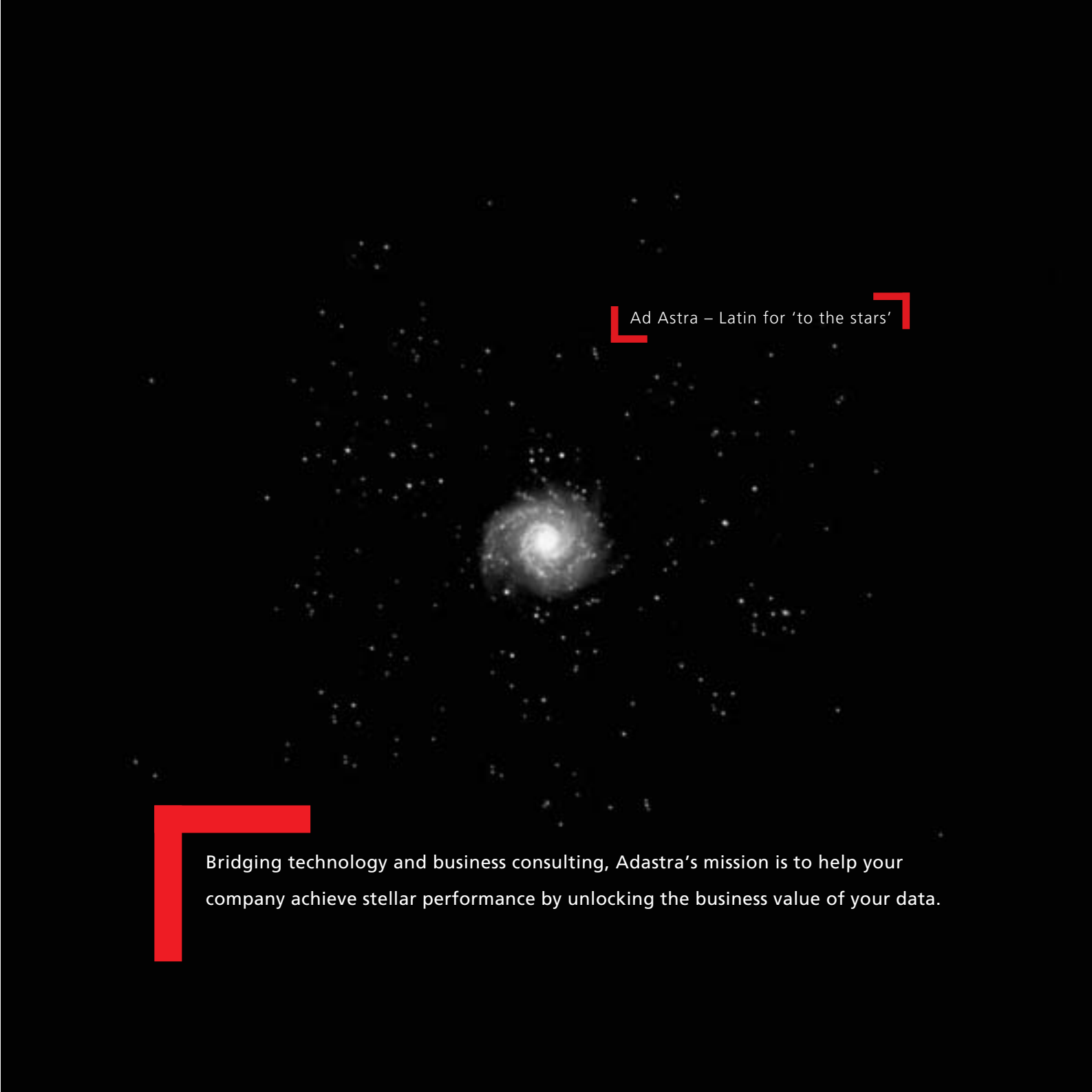
Over 350

Key solutions

Customer Intelligence | Business Intelligence

Intelligence Infrastructure | Data Integration and Analytics

Application Integration and Development | Outsourcing



Ad Astra – Latin for 'to the stars'


Bridging technology and business consulting, Adastra's mission is to help your company achieve stellar performance by unlocking the business value of your data.



Data

Intelligence

Action



Unlock the value of your data by transforming it into new, powerful insights, into true intelligence. Put this intelligence into action and make smarter decisions. As a result, achieve stellar performance and out-perform your competitors.

Being one step ahead requires making decisions smarter and faster than your competitors. You can achieve this with the support of intelligent solutions that enable you to transform data into intelligence and put this intelligence into action. And this is the business and expertise of Adastra Corporation.

Adastra uniquely bridges the gap between management and technology consulting. This allows us to translate your pressing business needs into workable and cost-efficient technical designs. Our strong expertise in data integration, data warehousing, and embedded data mining on all key technology platforms will protect your existing investments and further leverage them into business value.

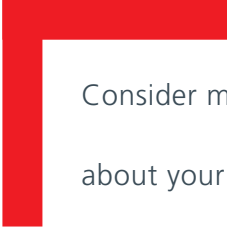
At the center of our focus is the Customer – yours and ours. From start-up telecommunications operators in emerging Central European markets to leading banks in North America, we have delivered real solutions and solved real problems on real budgets. Intelligent solutions that help businesses achieve superior performance.



"We have created Adastra to be your partner when your management art needs management science – to enable you to base your intuition on hard data."

Jan Cervinka, CEO, Adastra Corporation

Customer Intelligence Solutions



Consider making your marketing and sales actions even smarter by exploiting data about your customers with Adastra's Customer Intelligence solutions.

Increase your revenue by identifying **up-sell and cross-sell** opportunities.

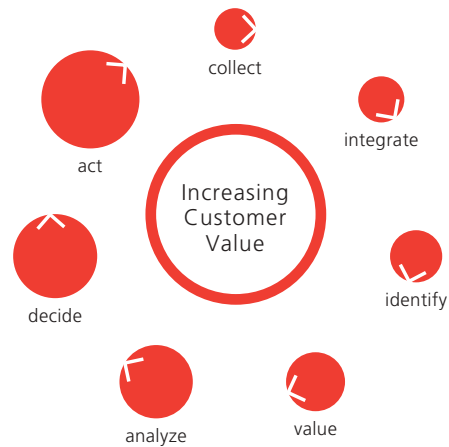
Discover which customers generate **the biggest profit** for your business, **predict the risk** of losing them, and take preventive actions in real-time.

Lower the costs of marketing with precise targeting. Map the customer life cycle to the product life cycle. **Unlock** the value of **your CRM** investment with sophisticated analytical solutions, fully integrated with your contact CRM.

Adastra has a proven track record of delivering Customer Intelligence solutions – from analytical applications to enterprise-wide Campaign Management & analytical CRM system design and integrations. Our solutions have brought tangible business benefits directly measurable in increased revenue, saved costs and improved operational efficiency of marketing, sales, and service units within our client organizations.


Customer Intelligence Solutions

collect	• transaction systems • contact CRM systems
integrate	• aggregate • clean • store
identify	• customer • account • household
value	• cost allocation • profitability • present value • lifetime value
analyze	• segmentation • churn analysis • risk analysis • propensity models • wallet share
decide	• cross-sell • up-sell • win-back • product offer • loyalty program
act	• web • branch • e-mail • call center • partners • direct mail • SMS




Adastra's Customer Intelligence solutions include:

- Customer DWH, customer data marts
- Customer operational data stores
- Customer consolidation and identification applications (Purity.360™)
- Master data management
- Customer data quality solutions
- Closed-loop campaign management
- Customer profitability & cost allocation solutions
- Attrition management, analysis and prediction
- Credit risk analysis and scoring
- Customer segmentation
- Customer loyalty program support
- Intelligent cross-selling and up-selling
- Product design support



“Adastra’s data mining solution has enabled us to gain significant new insights about our customers.”

Citibank | Peter Klimes, Vice President



“The new analytical CRM solution at Roche is poised to elevate us to a new level of customer service. Adastra’s contribution has been invaluable.”

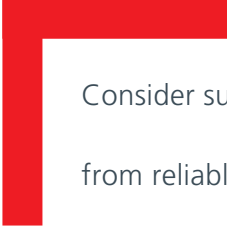
Roche Diagnostics | Torsten Thamm, CRM Program Manager



“In today’s fast-paced economy characterized by unstable markets and declining customer loyalty, only well thought-through, dynamic solutions can give you sufficient support to deliver beyond short-term quick wins. With Adastra you get such solutions, allowing you to build sustained and scalable ROI.”

Dr. Jan Mrazek, President, Adastra Corporation

Business Intelligence Solutions



Consider supporting your intuitive decision making with practical intelligence derived from reliable data and delivered through Adastra's Business Intelligence solutions.

Unearth new **revenue opportunities**, increase operational efficiency, **manage risk** and your product portfolio. Ask questions and **get answers fast**, delivered literally to your fingertips in a format that suits you – from web-based portals to executive dashboards. Align people and resources around common business goals and **manage business performance** across functional areas. Take advantage of Adastra's industry expertise in the form of **key performance indicators** for key industries.

Adastra's experience ranges from managing integrated Business Intelligence solutions through their life-cycle to consulting on specific projects. Our award-winning solutions have brought a fast return on investment to our clients. We offer specific solutions for banking, insurance, financial services, telecommunications, retail and other data-rich industries. Adastra's thorough understanding of business processes and industry-specific key performance indicators allow us to hit the ground running.

Business Intelligence Solutions



Adastra's Business Intelligence and industry-specific solutions include:


Business Performance Measurement (BPM) solutions for • Finance & Controlling, Sales & Distribution, Customer & Product Profitability, Product Management, Operations (Operational Efficiency, HR, Service Levels)

Solutions for Banking & Financial Services • BPM for Banking & Financial Services, Risk Management, Credit/Debit Card Fraud Detection, Basel 2 Compliance, Legal and Regulatory Reporting, and more

Solutions for Insurance • BPM for Insurance, Solvency 2, Sales Force/Representatives Management, Fraud Detection, Individual Policy Rating Based on Client Profiling, Claim Prediction, and more

Solutions for Retail • BPM for Retail, Sales Analysis, Promotions, Loyalty Programs, Inventory Management, Supplier Relationship Management, and more

Solutions for Telecommunications • BPM for Telecommunications, Dynamic Least Cost Routing, Interconnect Rating Engine, Churn Analysis and Prediction, Fraud Detection, and more



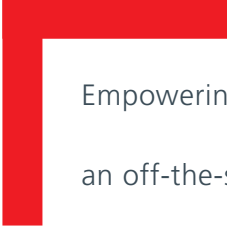
“Thanks to Adastra’s BPM solution, the management at CSOB Insurance is now empowered to measure the performance of its sales representatives, analyze claims, and assess the market potential of any product, at any time; data that was previously hard to access is now within easy reach. Adastra has proved to be a highly respectable professional team; there is great trust between our companies.”

CSOB Insurance, member of the CSOB Group, KBC Bank | Jiri Kraus, IT Director



“Adastra is vendor-independent but rich in technology partnerships, which ensures an unbiased approach to the latest technology, every time.”

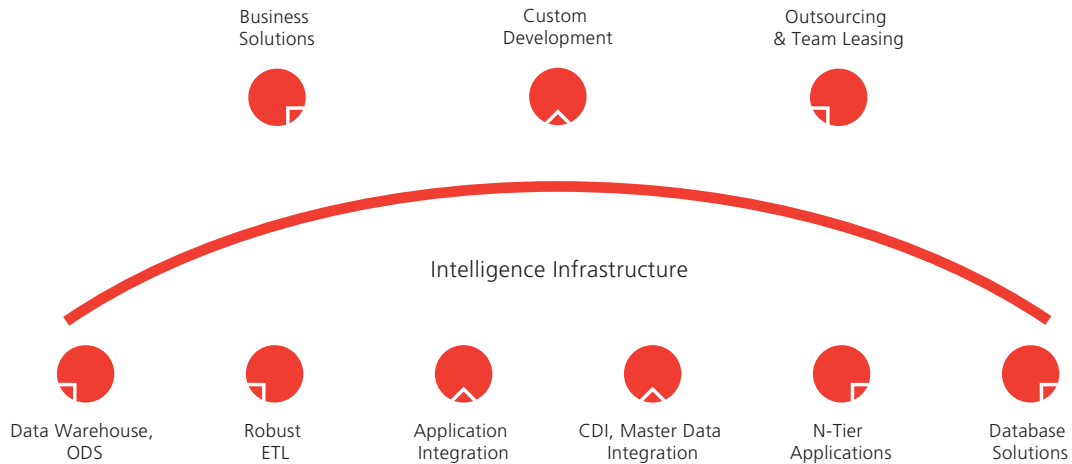
Petr Jech, COO, Adastra Corporation



Empowering your organization with data and intelligence requires more than an off-the-shelf software solution. Adastra's **powerful and reliable** Intelligence Infrastructure seamlessly integrates internal and external data sources and diverse systems. Increase **confidence in your data** thanks to our strong metadata focus and clear interpretation of business entities. Gain faster access to data supporting your decision. Open, robust Intelligence Infrastructure will leverage your legacy investments and **scale** to accommodate the changing needs of your business.


Adastra has successfully completed hundreds of data integration projects, creating award-winning robust, scalable, standards-based solutions. Our vendor independence will protect your legacy investments and utilize best-of-breed technologies to their full potential. Metadata-driven integration and knowledge transfer from Adastra will empower your IT department to maintain and grow that environment. Our business needs-driven and metadata-driven approach will leave your business users with strong confidence in accuracy and transparency of your data.

Intelligence Infrastructure



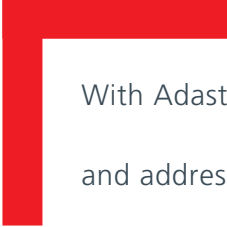
Adastra's data integration and data analytics services include:

- Full life-cycle data warehousing development
- Business discovery, business needs analysis
- Data warehousing architecture
- Data marts, operational data stores
- Data mart consolidation
- Data modeling and database design
- ETL including advanced business rules implementation
- Metadata management
- Data warehouse performance tuning
- Customer data integration and consolidation
- Master data management
- Application integration
- N-Tier application development
- Data mining, closed-loop analytical systems
- Data quality management
- BI, reporting and OLAP applications
- Enterprise information portals, internet/intranet portals
- Technology/systems assessment, comparative analysis and strategy



“Adastra consultants brought key technical, analytical and project management skills to the table that were instrumental to our multi-layer data warehousing / business intelligence system, providing state-of-the-art analytical CRM capabilities to the bank.”

Bank of Montreal | Doug Welch, Sr. Manager, Business Intelligence Development



With Adastra, you can be sure that the utmost attention will be paid to identifying and addressing project risks: from design to implementation. We have carefully designed methodologies and **best practices** that ensure we **get the solution right**, the first time, every time. Here's how:

BDM.360™ Business discovery methodology

Business discovery is a consulting engagement resulting in either a new solution design or new development opportunities for existing solutions. It includes a structured analysis of current and future business needs, mapping business processes, establishing consensus on business rules, analyzing gaps and designing alternative solutions.

PMM.360™ Project management methodology

We place high priority on effective project management. Our experience spans from ad-hoc assignments to mission-critical projects with up to 100 people and budgets over \$100 million.

Purity.360™ methodology

Purity.360 is Adastra's methodology for customer data consolidation and customer data quality management. It includes the definitions of cleansing, standardization, unification and identification processes. The implementation of this methodology is supported by Adastra's software tool for customer consolidation.

BPM.360™ methodology

BPM.360 is Adastra's methodology for providing integrated business performance measurements based on your business strategies and your business processes. It provides solutions that will measure only what matters and allows you to take appropriate action to achieve your goals.


DW.360™ methodology

DW.360 is Adastra's methodology for full lifecycle data warehousing development. It is driven by the need to achieve maximum return on your investment. It starts with a structured business process analysis and ends with training and knowledge transfer to leave you with the capabilities needed to maintain and enhance the data warehousing environment.

QA.360™ methodology

QA.360 is Adastra's methodology for quality assurance. It ensures consistently superior quality of data, data models, ETL processes, and user applications. It can be delivered separately from our solutions as an independent audit of your data warehousing solution/partner.





“Aداstra can be proud to have experienced consultants of the highest professional caliber. Having them involved means getting a state-of-the-art, cost effective solution.”


Roche Diagnostics | Torsten Thamm, CRM Program Manager

The Team

You will find internationally recognized experts at Adastra, many of them holding doctoral degrees. Their technical prowess is complemented by effective business skills. One of the lowest consultant turnovers in the industry allows us to offer stability and effective knowledge management – crucial elements for assembling **the best team** to fit your needs. While we approach projects with the highest professional diligence, we **enjoy our work** and we look forward to working with **you**.

- Canada's 50 Best Managed Companies award in 2005
- Technology Fast 50 in Central Europe award in 2005


The **Adastra** Difference



Get a **solution** to match exactly your business needs – **fast**. Unlock the business value of your data and **outperform** your competitors. In addition, **minimize the risk** associated with solution design and implementation, and **leverage** your technology investment with high-performance, scalable solutions that will support you – today and tomorrow.

Why do business with us?

- A business solution realized in workable technical design
- A seasoned and experienced team of professionals
- Fast, tangible results with demonstrably improved return on investment
- Technologically superior solutions, scalable to grow with your changing needs
- Proven methodologies and effective project management
- Solutions which maximize and enhance existing technology investments
- Hundreds of satisfied clients



“Adastra has proved to be a reliable partner with consultants of the highest quality. They brought to the table not only their technical excellence, but also insights into business processes spanning insurance, banking and financial services. This was instrumental in a project that integrated data across the ING financial group and created a unified data infrastructure for decision making.”

ING Group | Radek Blecha, Business Development Manager



Thank you for doing business with Adastra.

Selected clients

Ahold (Royal Ahold)	Retail
Allianz Insurance	Insurance
Bank of Montreal	Banking
Barclays Bank	Banking
Brit Insurance	Insurance
Canadian Tire Financial Services	Financial Services
Citibank (Citigroup)	Banking
Credit Suisse	Insurance, Financial Services
CSOB, CSOB Insurance (KBC Bank)	Banking, Financial Services
Czech Ministry of Defense	Government
Czech Savings Bank (Erste Bank)	Banking
Czech Telecom	Telecommunications
DHL	Services
Dresdner Bank	Banking
Dynamic Mutual Funds	Financial Services
ING Group, ING Direct	Financial Services
Komerční bank (Société Générale)	Banking, Financial Services
Pilsner Urquell (South African Breweries)	Beverages
Philip Morris	Consumer Goods
Raiffeisen Bank International	Banking
RBC Royal Bank	Banking
Sears Canada	Retail
TD Bank Financial Group	Banking
T-Mobile Slovakia	Telecommunications
Vodafone Czech	Telecommunications
VUB (Gruppo Banca Intesa)	Banking, Financial Services



When can we talk?

Please contact us today

to find out more about what Adastra can do for you.

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