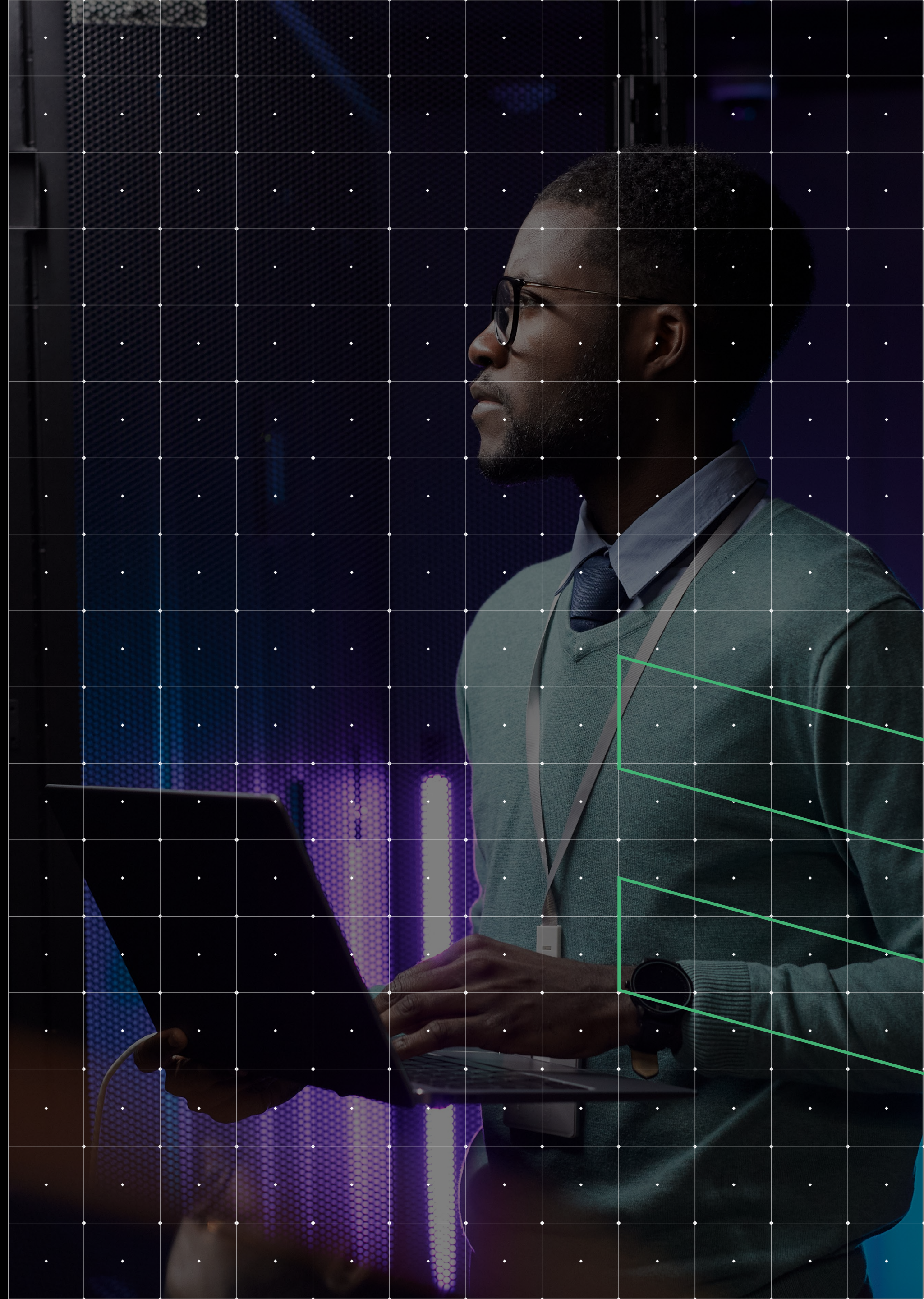




Analytics and AI for data-driven transformation

Unlock powerful capabilities and drive decision-making that fuels business growth. Nexon's Analytics and AI consulting service empowers you to identify the invaluable opportunities that data can unlock for your business.

Understanding your 'why' is our number one focus; combined with our experience in applying data and analytics, we can then show you the 'how'—equipping you with fit-for-purpose data solutions that underpin transformation across your organisation.



Leverage the insights that will drive your business forward

Insightful, relevant, trusted data is the key to improving profitability, productivity and your competitive edge.

With Nexon's Analytics and AI consulting services, you'll be empowered to unlock business intelligence that leads to operational excellence, enhanced customer experience, improved employee satisfaction, and sustained business growth.

By establishing analytics and AI best practices that fit your business, our expert consultants will work with you to ensure your data is accurate, easy-to-access and offers comprehensive visibility across the entire ecosystem.

And with smart visualisation techniques that make it simple to turn that data into valuable insight, you'll be ready to make smarter decisions, reduce your costs, manage risks, and become a market leader.

Take the fast track to future success and discover the transformative power of Analytics and AI from Nexon.

With Analytics and AI consulting services from Nexon, you'll benefit from:

- Clarity on the value that analytics and AI can provide to your business
- Centralised data that provides a single source of truth
- Easy-to-consume insights via smart data visualisations and storytelling
- Powerful dashboards for a 360° view of performance
- Advanced analytics and machine learning for business optimisation
- A consultative, collaborative approach focused on full business transformation

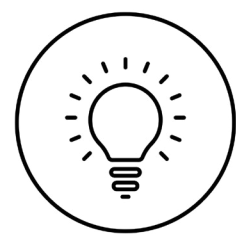


Turn insights into profitable action

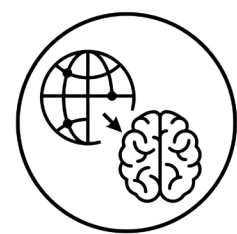
The right data has the power to enhance all areas of your business—from improving efficiencies to eliminating wasted resources and becoming an industry leader. But an inability to generate the type of meaningful insights that hold the key to transformation can stand in the way of achieving your goals.

Nexon’s AI and analytics consultants partner with you to create a data-driven culture throughout your organisation. By identifying the most relevant data and unlocking the value it contains, we’ll help you to increase revenue, decrease costs, improve the customer experience and grow your competitiveness in even the most challenging of markets.

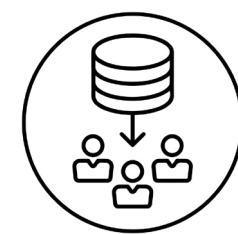
Just as your organisation continuously evolves, so must the data that fuels it. Nexon equips you with powerful analytics and AI solutions that fit your business, now and into the future.



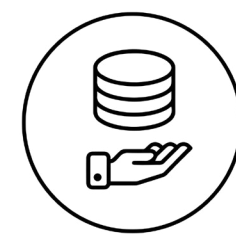
Uncover actionable insights from high quality, trusted data



Draw on real-world intelligence to drive informed business decisions



Embed a data-driven culture within the organisation



Use data to continuously accelerate your digital transformation

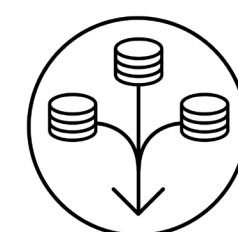


Access centralised data you can trust

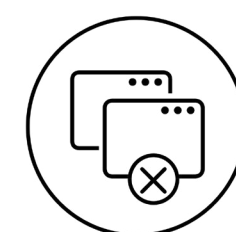
Trustworthy data is the foundation for ongoing business improvement. By eliminating the pain points of decentralised, inaccurate and inconsistent data—and replacing unreliable information with a single version of the truth—you'll be empowered with data you can trust at every touchpoint.

Our AI and Analytics solutions focus on creating a centralised data source that provides easy access to accurate, compliant data, enabling consistent reporting, streamlined processes, and richer experiences for employees and customers.

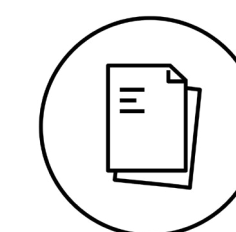
Nexon equips you with the peace of mind that your data is trusted, reliable and secure at all times.



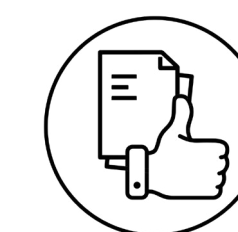
Consolidate data into a centralised source instead of siloed systems



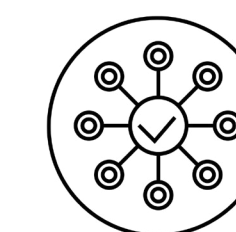
Eliminate the frustrations of duplicated, replicated and manipulated data



Streamline and standardise corporate reporting processes



Create a single version of the truth for complete reliability



Develop a trusted framework for ensured compliance

Be empowered with smart data visualisation

When data is presented insightfully, its impact is magnified. At Nexon, we leverage the science, the psychology, and the art of data story telling, applying suitable data visualisation techniques to get the right insight to the right people at the right time.

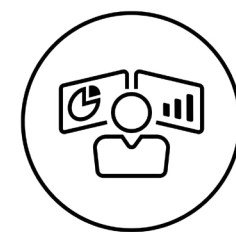
Often 'less is more' when finding the balance of providing insight, or overwhelming people with information that does not represent value and provides very little insight. Nexon recognises that our customers have little desire to spend days wading through reports. Insight needs to come in an easy to consume way as our clients are busy focussed on doing what they do best, running their business and serving their customers.

With the right balance, you're enabled to make critical decisions, improve productivity, and interact with data intuitively, without it becoming the focus or a distraction in your day.

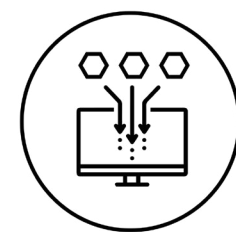
As the experts in data visualisation, our analytics and AI consultants will help you achieve a clear and consolidated view of your data that simplifies the complexity of turning business insights into profitable actions.



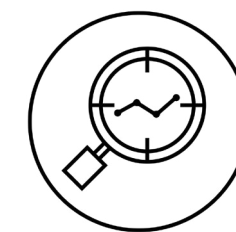
Use data visualisation and storytelling psychology to present 'insights' and 'calls to action' rather than volumes of data



Present data in a format that's easy to consume and understand



Select the right data to suit the audience in question



Quickly identify opportunities for improvement through consolidated data views

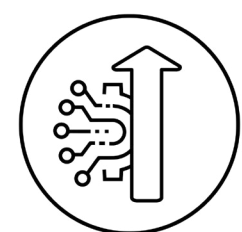


Achieve transformation across the ecosystem

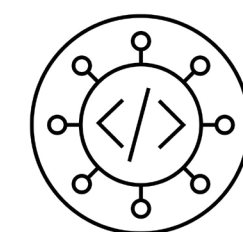
At Nexon, we take a whole-of-business approach to deliver sustainable digital transformation. Through our wide range of solutions and consultative services, we focus on complete, end-to-end architecture improvements, of which analytics is one crucial component.

From leveraging new technologies to modernising legacy investments, optimising existing processes or integrating digital platforms, we can partner with you to advance your application landscape and future-proof your business.

By strategically integrating your systems and infrastructures, our expert consultants will empower your business with the operational agility it needs to scale and grow over time.



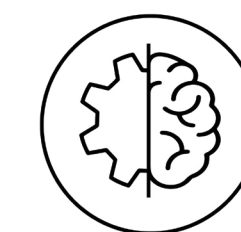
Increase digital maturity and modernise application ecosystem



Align technology with your business strategies



Seamlessly integrate Nexon's broad suite of solutions for end-to-end improvements



Leverage advanced techniques such as machine learning to drive change

Empower your staff

The ability to achieve a single customer view across all your systems is the 'holy grail' of customer engagement, empowering you to deliver interactions and experiences that are richer, more personalised and better informed. In doing so, you can act with greater empathy while facilitating faster sales conversions.

From service tickets to invoicing, purchase behaviour to complaints resolution, a singular customer view across multiple systems can enable your teams to improve their marketing and sales activities, such as through targeted cross-selling and upselling, better complaints handling, and more tailored brand experiences that boost customer satisfaction and loyalty.

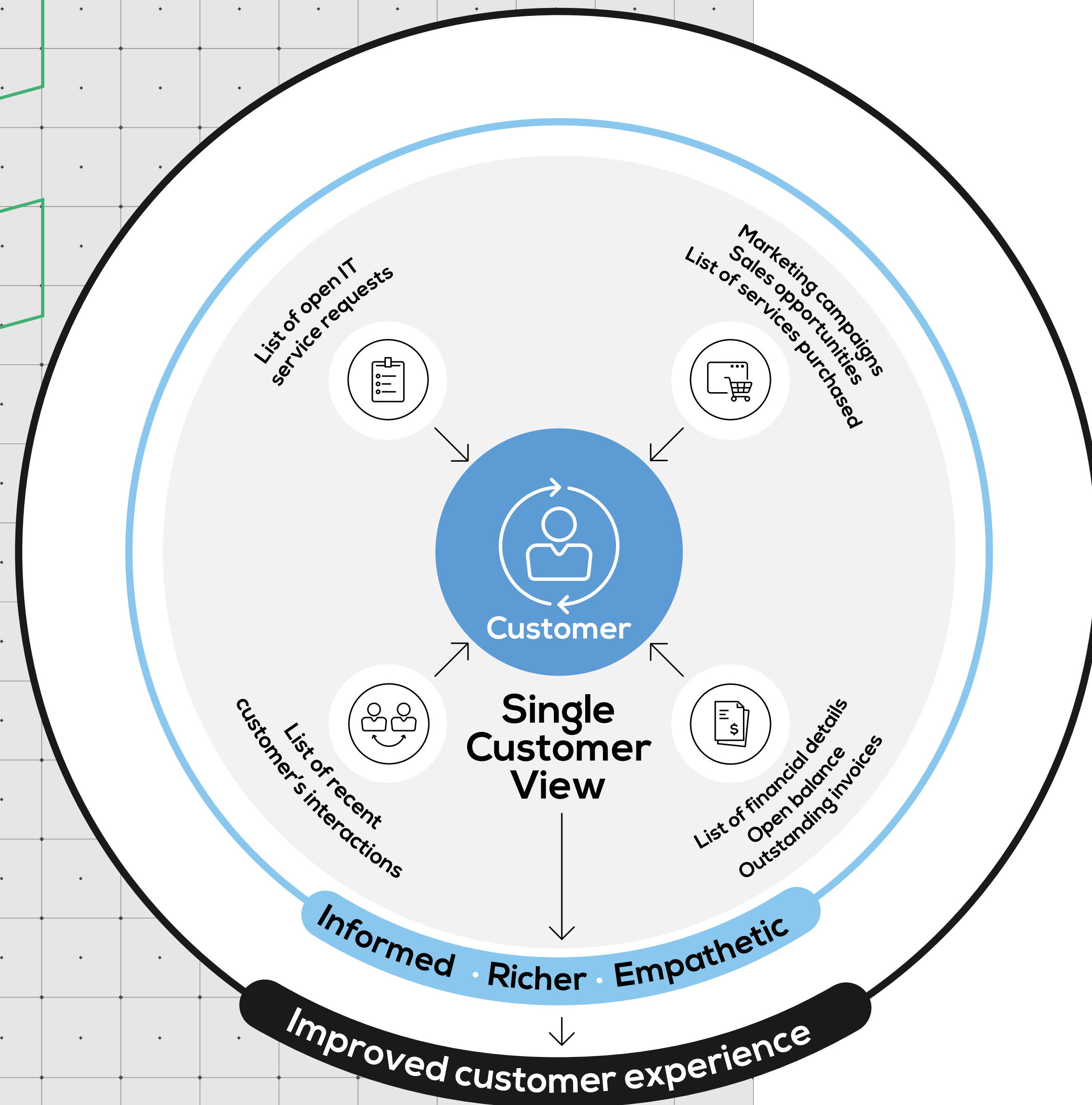
What's in a name?



Matching data and linking it across multiple systems is one thing. But when it comes to the challenge of name and identity resolution to obtain a single customer view, the normal rules of integration don't always work.

Take the name Robert Smith, whose variations could include 'Rob Smith', 'Bob Smith', 'Rob S', 'Mr Robert Smith' etc. By using a linguistically-trained AI model, we can accurately find all the variations of this name, providing a clear and singular view of the customer across every system.





Single Customer View

Names can be quite complex to work with. The complexity stems from multiple variations that a name may present, with a surprising 23 natural language phenomena that manifest in the data, making name matching a complex problem to solve across your enterprise data sources. Combine this with the inevitable data entry or quality issues, names in multiple languages, and name matching complexity increases exponentially. This presents cost and risk to your digital transformation.

By leveraging technology previously only available in the realm of national security, Nexon combines the power of centralised data in the Common Data Platform with the most advanced trained natural language models, optimised to solve one problem very well, name matching and identity resolution.

Set the foundations for your broader digital transformation by centralising your data through a common data platform, combined with the power of national security grade AI, to achieve a 'single customer view'.

The data-driven power to propel your business

1

Drive productive and profitable decision-making

- Use data to inform strategic business decisions that help you achieve your short-term and long-term goals.
- Unlock business capabilities and uncover meaningful insights that provide a foundation for business transformation.

2

Consolidate data into a centralised platform

- Eliminate disparate data and benefit from a single source of truth, easily accessible by all.
- Leverage accurate, compliant, high-quality data that's trusted, reliable and secure at all times.

3

Leverage smart visualisation and data storytelling

- Use advanced visualisation techniques to turn volumes of data into intelligence that fuels business improvements.
- Turn complex data into easy-to-consume, visual formats, with the ability to customise data views to the audience.

4

Modernise your entire application landscape

- Leverage Nexon's full suite of solutions to achieve complete business transformation through seamlessly integrated systems.
- Benefit from a personalised, consultative approach that focuses on delivering the greatest value to your business.

5

Obtain a single customer view across all your systems

- Achieve a singular view of each customer across multiple systems, allowing you to track every interaction and behaviour.
- Deliver richer, more personalised experiences across sales, marketing, complaints handling, billing and more.
- Interact with customers more empathetically and speed up the sales conversion process.

Analytics and AI best practices, built around your business

We specialise in:

Data integration

Data consolidation and storage

Data Governance

Quality, lineage and cataloguing

BI

Reporting and data visualisation

Information management

Structured and unstructured data - data warehousing

Big data solutions

IoT (Internet of Things)

Data science

Text-based analytics sentiment analysis, NLP, deep learning and predictive analytics, AI/ML

A single customer view

Advanced AI/NLP-powered identity resolution across your entire enterprise



The Nexon advantage

Nexon Asia Pacific (Nexon) is an award-winning digital consulting and managed services partner for mid-market and government organisations across Australia. We have a uniquely broad suite of solutions to service clients who require end-to-end capabilities coupled with specialist expertise in security, cloud and digital solutions.

Our advanced solutions help clients to solve problems, address frictions and accelerate growth. Committed to the highest standards of responsiveness, competency and transparency, Nexon is built on a unique client care model that is fuelled by continuous feedback. With over 400 staff, we employ some of the country's most experienced consultants and empower teams to make decisions that accelerate change for client organisations.

As a certified and accredited local and state government provider, CREST and ISO-certified, Nexon partners with world-class technology vendors to deliver innovative solutions and service excellence.



We help our clients move from a position of overwhelm to empowerment, looking forward to a more agile and digital future.



Take the next step

To learn more about our Analytics and AI services, get in touch with the Nexon team today.

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