



# The Power of Insight



**sencor**  
business intelligence

## SENCOR BUSINESS INTELLIGENCE

SENCOR Business Intelligence (BI) believes that in the face of increasingly competitive markets, a business organization can become a top performer in its chosen market by acquiring the ability to convert its huge data assets into information that will drive revenues up and costs down. Business Intelligence, the process of drawing key business insights from a mass of numbers, enables business decision-makers to analyze problems and opportunities better, optimize resources and processes, and create profitable solutions.

By appointing SENCOR BI as your BI Competence Center, we can partner with you in customer value intelligence, risk control intelligence, operations intelligence and financial intelligence.

This BI partnership will allow you to obtain powerful insights in such areas as: finding the best customers and maximizing their lifetime value; optimizing the use and allocation of resources for both front-end and back-end operations; finding the best people for your organization and determining the most effective ways to reward top performers; and understanding what drives the growth of your business.

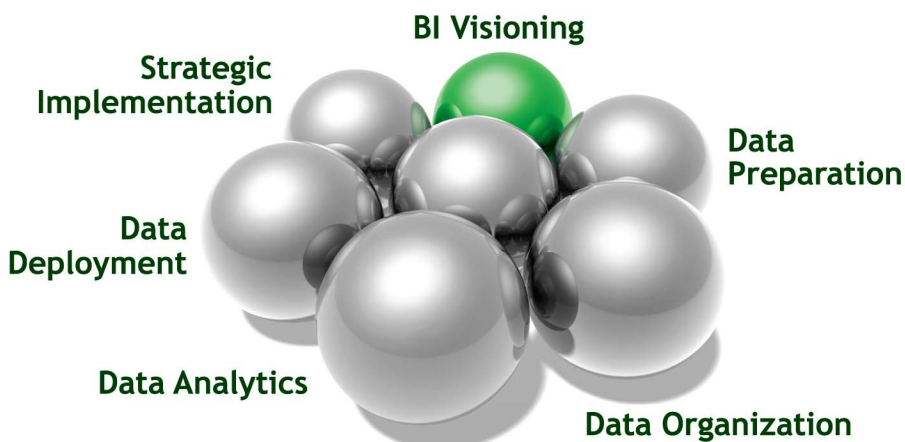
Our approach to leveraging your data assets is more cost-effective because SENCOR BI offers its client-partners both BI knowledge process consulting and BI outsourcing services. We use state-of-the-art BI tools and our expertise in advanced analytics, in particular, is cutting-edge.

Business Intelligence outsourcing to SENCOR makes the delivery of essential and quality information fast and affordable.

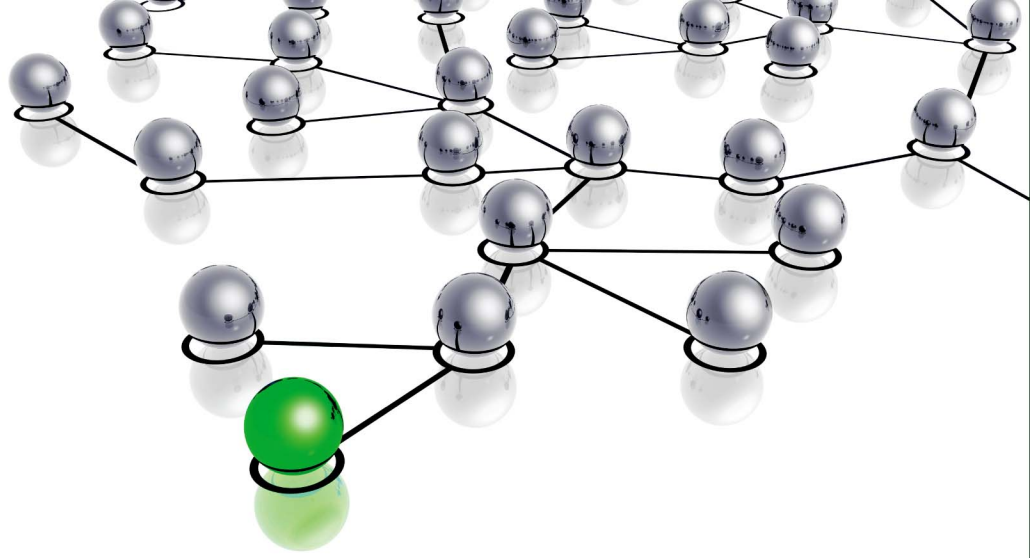


**BUSINESS  
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### OUR CLIENT-PARTNER INTERFACE



When you appoint SENCOR Business Intelligence as your BI Competence Center, we will assign a BI competence team to engage your data management practitioners and users in six critical steps of the SENCOR BI Methodology.



The SENCOR BI competence team is composed of IT and Business Intelligence Consultants and domain experts in marketing, risk management, operations and finance with the requisite academic credentials and global work experience in such varied and BI-driven industries as banking, high-technology manufacturing, and retail.

#### Our Practice Areas include:

- Customer Value Intelligence
- Risk Control Intelligence
- Financial Resource Intelligence
- Operations Productivity Intelligence
- Organizational Performance Intelligence

## SENCOR BI COMPETENCE CENTER

SENCOR BI offers your organization a more cost-effective alternative to leveraging your data assets by appointing us to be your BI Competence Center. In this capacity, we will provide both the BI knowledge process consulting in order for our client-partners to determine, in layman's terms, the BI issues and concerns facing them and the BI outsourcing infrastructure to undertake all the critical and necessary steps to convert your data into strategic information.

#### Our Mission is to provide our Client-Partners Strategic Business Decision Support, providing the following Key Products:

1. Performance Metrics
2. Scorecards
3. Customer Relationship Management (CRM)
4. Marketing Analytics including Web and Call Center Analytics
5. BI-driven Financial Services Outsourcing

SENCOR's unified BI platform brings together data from multiple sources and delivers an integrated view of marketing, credit, finance and operations. It will provide the decision-makers of our client-partners with ubiquitous access to critical and strategic information that is consistent, accurate and timely.



## Who We Are

SENCOR is a privately held corporation founded in 1984, with offices in the Philippines (Manila) and the United States (New York). We are one of the most established names in the IT-Enabled Services and Knowledge Process Outsourcing industry. Fortune 500 organizations have been relying on us for more than two decades because of our pillars of dependability.

## Someone You Can Trust

For more than 20 years SENCOR has provided atypical, knowledge-based transactions—processes that revolve around your proprietary way of doing things, adopting the distinctive practices that give your company its competitive advantage. Only an experienced and reliable partner like SENCOR could do this for you. By adopting our clients' systems, training, and culture, SENCOR is able to provide both planned and unexpected, company-specific services in record time with high quality results. Most outsourcers would find this daunting. We see this as SENCOR's unique competitive advantage.

## Global Connectivity

Vital to our BPO model is a connectivity infrastructure that allows us to share systems with clients in a safe, secure, and seamless manner around the globe. State of the art communication systems facilitate the experience of being in the next "virtual" cubicle to our customers, using the same standards, systems, and data as they do. SENCOR's technical, production, and management staff are on-call 24 hours a day, 7 days a week. Operations in both Manila and New York have multi-redundant systems and robust business continuity planning which insure that SENCOR can fulfill deliverables anytime, anywhere.

