

# UNDERSTANDING CUSTOMER DATA CAN BE COMPLEX. IT DOESN'T HAVE TO BE.

[bcx.co.za/exa](https://bcx.co.za/exa)

**BCX** **exa**

If you need full-spectrum analytics to make informed decisions, you need a partner who can see through the complications. We join the dots between people, business, culture and technology.

## What can Business Intelligence and Visualisation do for you?

Business Intelligence and Visualisation from BCX Exa creates visualisations and dashboards that help you to understand your customer data and make informed decisions about your business. We make the journey from where you are to where you want to be a whole lot simpler.

### What does it do?

BCX Exa Business Intelligence and Visualisation

- identifies data in order of need and significance
- uses this data and your unique system insights to develop programmes and dashboards that compile and store data in multiple formats to match your company's bespoke data requirements.

With the right systems in place, our team can:

- develop reporting tools for you that cross-reference multiple data points across your operations to create full-spectrum analytics that you can use to make informed decisions
- build predictive programmes to develop models for future planning.

You can use these tools to start building a 360-degree perspective of

- where your operations have been
- where they are right now and
- where you need them to go.

### How it works

We

1. assess and understand your required target groups and insights and how it fits into your customers' journey
2. design the visualisation required in terms of user interface and user experience when we understand the available data, how it is accessed and which systems to integrate to
3. integrate the data into data lakes or data warehouses, using APIs and Microservices, to create dashboards and reports to visualise the data and ensure clear insights
4. implement the solution and track the performance on the visualisations dashboard

## Why choose BCX Exa?

Our simple end-to-end solutions ensure that we can help you plan and implement strategies and initiatives in a fast, efficient and cost-effective way.

## Features and Benefits

FEATURES	BENEFITS
Visualisation is integrated into the Digital Stack development	By integrating the visualisation into the digital stack development, it becomes part of the build and architecture design, including the use of application programmable interfaces (APIs) and microservices. This ensures that data is obtained from the correct sources.
Aligned with Customer Journey and UI/UX designs	Ensures that the visualisation represents the required Customer Experience.

## Availability

This product is available nationwide. For more information and pricing details, contact your account manager, or email [BCXExa@bcx.co.za](mailto:BCXExa@bcx.co.za)