# Kloutix: Expediting Analytics Solutions Deployment at Zero CAPEX

While the very idea of introducing big data analytics may seem to bring boundless opportunities to organizations, the apprehensions of the big data technology throwing businesses into fiascos are also high. Organizations opine that analytics deployment creates many opportunities to improve business processes; they can create high cost structure impacting the organizations in economic downturns. These organizations are gradually forging ahead towards something more economical and valuable as they are tired of supporting the exorbitant investments with regards to analytics solution implementation. Unlike other analytics solution providers who focus on providing resource based analytics implementation, Kloutix, headquartered in Pune, combines the power of Analytics, Automation and Cloud to provide analytical solutions that can enable organizations to experience the benefits of big data analytics at 'Zero CAPEX'. Kloutix has a wide range of self-service analytical products built on Open Source Technologies that connect business operations smoothly and allows organizations to embark on an analytical journey without bearing any CAPEX. "Our "Pay-as-you-go" model ensures faster and organization-wide deployment with very high ROI
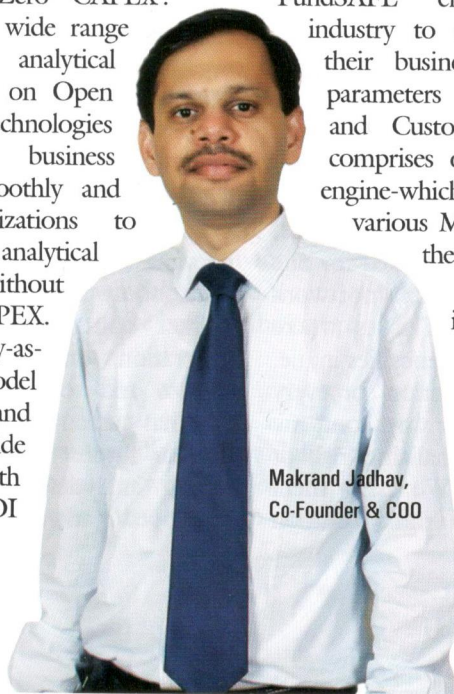
and little downward risk," says Dinesh Jain, CEO at Kloutix.

Many companies seem to be on the fence these days, waiting to see if better analytics service model will come along. And while many vendors appear to be all praise for their analytical solutions over traditional models, the user finds it difficult to zero in on one option. Standing strong on its vision of making analytics pervasive and cost effective, Kloutix offers many options to its clients enabling them to move away from 'people based' analytics services model to an outcome based model. "By leveraging such solutions enabled by automation, we are able to deploy analytical solutions at 50-60 percent less cost than the traditional models," says Makrand Jadhav, Co-Founder & COO.

Given the soaring demand for cloud based analytics solution which gets implemented in a 'Zero CAPEX model' Kloutix provides FundSAFE™ - a BI & Analytics Solution to vanquish the woes of Mutual Fund industry. FundSAFE™ enables Mutual fund industry to analyse and predict their businesses on significant parameters of Distributor and Customer. The solution comprises of Recommendation engine-which takes customers to various MF scheme based on their recommendation score. The integrated algorithms of FundSAFE™ helps customers decide on which distributor to attract, retain and

Dinesh Jain, CEO

divest. Additionally, FundSAFE's unique facets like NFO analytics, customer segmentation, retention and investment profile makes it "comprehensive and action oriented BI and Analytical platform'. Besides this, Kloutix has built 'CustomerPRO' and LeadINSIGHTS to help organizations use data and social insights for customer acquisition, growth and retention. These solution are customized for domains like Financial Services, Insurance, Telecom, Hospitality and other consumer sectors using domain specific data and analytics layer.

With Big data and analytics witnessing tremendous adoption rates, it has become important than never before for organizations to understand their customers better. And organizations can do that only by leveraging analytics. Being an organization which is always open to new emerging technology elements, Kloutix has already taken over this opportunity to continue providing innovative solutions - pre-built, zero-capex, cost effective and pervasive analytical platforms. CR

Makrand Jadhav, Co-Founder & COO