

DATA MINING

IBM SPSS
SOFTWARE

TARGETED
PREDICTIONS

PREDICTA

ANALYTICS FOR DECISION MAKING

ANALYTICS
SOLUTIONS

STATISTICS

ANALYTICAL CRM



Think Ahead.

The experts

THE NEW DIMENSION

IN FORMULATING
BUSINESS
STRATEGY
AND EFFICIENT
DECISION MAKING.

THE VISION

PREDICTA aims, through the innovative services and integrated solutions of Analytics for Decision Making, to guide your Enterprise in making strategic decisions and formulating a business strategy that will achieve the optimum result.

By developing the ideal methodology, PREDICTA studies all clients' historical data, converts it into pertinent information and 'predicts' future scenarios. In this way it gradually transforms the enterprise into a Predictive Enterprise, which can create innovative processes and lead developments.



THE COMPANY

PREDICTA S.A. is a Greek company providing integrated analytical solutions and software products, offering specialised consultancy and educational services in the field of Predictive Analytics.

Since 1986 the innovative technology of SPSS Inc. has been represented in Greece and Cyprus by the Greek company formerly called SPSS and now known as PREDICTA S.A. In March 2001 SPSS BI Greece S.A. was founded, changing its name in January 2012 to PREDICTA Analytics for Decision Making.

The close collaboration with SPSS Inc. and the parallel development of the Greek team alongside the mother company for over 25 years have made PREDICTA an experienced company with expertise staff in the field of Predictive Analytics Technology.

PREDICTA is today active in the markets of Greece, Cyprus, Romania, Bulgaria, FYROM and Albania and is a member of the "PRC GROUP, The Management House".

SOFTWARE PRODUCTS

PREDICTA, being an IBM PARTNER, supplies the IBM SPSS software for:

- Data collection <
- Statistical analysis <
- Development of predictive modelling <
- Delivery and utilisation of results <

In this way, we offer a comprehensive and integrated series of software products for Predictive Analytics, through which all the stages of any analytical application are integrated within a unified environment.

INTEGRATED SOLUTIONS: ANALYTICS FOR DECISION MAKING

PREDICTA offers integrated solutions to face the challenges of the new era, leading the way as the ally and collaborator of the Enterprise that aspires to evolve and integrate into today's Predictive Enterprises context. These Enterprises transform their philosophy through the Analytics for Decision Making and are able to:

- Make the best use of information <
- Predict future movements <
- Achieve their business goals <

SERVICES

PREDICTA offers consultancy and training services, as well as technical support at every stage. From the moment that design starts on an Analytics for Decision Making solution or the application of an IBM SPSS software product, until the moment the solution is completed with the delivery of the results to the decision-making points, PREDICTA covers all your Enterprise's needs and provides effective assistance in achieving your goals.





With the products, solutions and services offered by PREDICTA, enterprises can become more competitive than ever. With Analytics for Decision Making they gain a competitive advantage that leads to successful actions. With PREDICTA Analytics for Decision Making, the future for enterprises that have a vision and take a lead is already here.

EXPLORE, FORESEE, ACHIEVE. <

PREDICTA is active in the business, public and academic sectors, offering integrated solutions, products and services to over 400 clients, such as:

TELECOMMUNICATIONS

OTE
COSMOTE
VODAFONE
WIND
HELLAS ONLINE
CYTA (CYPRUS)
COSMO BULGARIA MOBILE - GLOBUL
MOBILTEL (BULGARIA)
AMC (COSMOTE ALBANIA)
MAKEDONSKI TELEKOM (FYROM)

INSURANCE

EFG EUROLIFE
LAIKI INSURANCE
ING
ALLIANZ INSURANCE COMPANY
HELLENIC ASSOCIATION OF INSURANCE COMPANIES
INTERAMERICAN

PHARMACEUTICALS

VIANEX
BOEHRINGER INGELHEIM HELLAS
ASTRAZENECA
PFIZER HELLAS
CEGEDIM
NOVARTIS
PHARMATHEN
ELPEN

PUBLIC SECTOR

ASEP (The Greek Supreme Council for Civil Personnel Selection)
HELLENIC PARLIAMENT
PUBLIC POWER CORPORATION S.A.
EL.STAT. (The Hellenic Statistical Authority)
MINISTRY OF RURAL DEVELOPMENT AND FOOD
MINISTRY OF LIFELONG LEARNING AND RELIGIOUS AFFAIRS
MINISTRY OF HEALTH AND SOCIAL SECURITY
GSEE NATIONAL INSTITUTE OF LABOUR
EYDAP
ELECTRIC POWER Authority of Cyprus
CYPRUS MINISTRY OF FINANCE
INSTITUTI I STATISTIKAVE (ALBANIA)
MINISTRY OF EDUCATION OF ALBANIA

BANKS

EFG EUROBANK ERGASIAS
EMPORIKI BANK OF GREECE
PIRAEUS BANK

NATIONAL BANK OF GREECE
ALPHA BANK
GENIKI BANK
MILLENNIUM BANK
BANK OF CYPRUS
MARFIN POPULAR BANK
DSK BANK (BULGARIA)
UNITED BULGARIAN BANK
BANK OF ALBANIA
PIRAEUS BANK (BULGARIA)
ALPHA BANK (CYPRUS)

RETAIL

MARKS AND SPENCER
JOHNSON & JOHNSON
BMW
PHILLIP MORRIS HELLAS
JT INTERNATIONAL COMPANY (CYPRUS)
SYMEONIDES FASHION HOUSE (CYPRUS)
VOICI LA MODE (CYPRUS)

HEALTH SECTOR

HELLENIC RED CROSS
GENERAL HOSPITAL OF ATHENS
METROPOLITAN HOSPITAL
EGINATION HOSPITAL
AGIA SOPHIA CHILDREN'S HOSPITAL
EVANGELISMOS GENERAL HOSPITAL
ADDICTION TREATMENT CENTRE
INSTITUTE OF CHILD HEALTH
ONASSIS CARDIAC SURGERY CENTRE
UNIVERSITY GENERAL HOSPITAL ATTIKON
ATTICA PSYCHIATRIC HOSPITAL

ACADEMIC SECTOR

NATIONAL TECHNICAL UNIVERSITY OF ATHENS
UNIVERSITY OF PIRAEUS
UNIVERSITY OF PATRAS
ATHENS UNIVERSITY OF ECONOMICS & BUSINESS
NATIONAL AND CAPODISTRIAN UNIVERSITY OF ATHENS
ARISTOTLE UNIVERSITY OF THESSALONIKI
UNIVERSITY OF PELOPONNESE
TECHNICAL UNIVERSITY OF CRETE
TECHNOLOGICAL EDUCATIONAL INSTITUTE OF ATHENS
TECHNOLOGICAL EDUCATIONAL INSTITUTE OF THESSALONIKI
EUROPEAN UNIVERSITY CYPRUS
UNIVERSITY OF TIRANA (ALBANIA)
UNIVERSITY OF CYRIL & METHODIUS (FYROM)