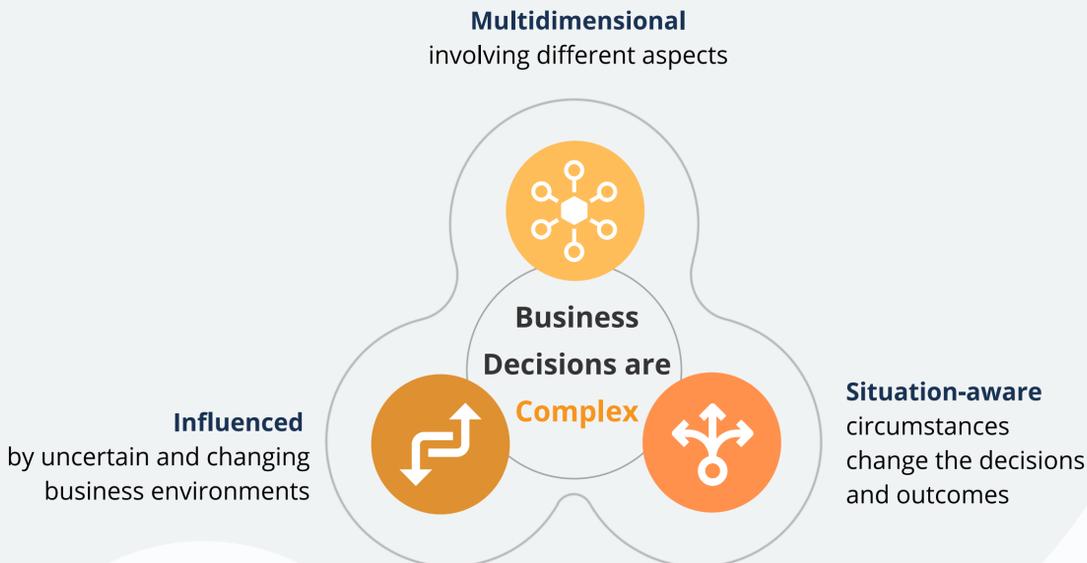


Why Combine Predictive and Prescriptive Analytics in Decision Management?



Predictive Analytics or Prescriptive Analytics separately cannot address the challenges of complex business decisions.

Why?



Predictive Analytics

To use data and build algorithms for classification, prediction, and clustering

Enables: Understanding of data to predict or anticipate a situation with certain accuracy.

- Challenges:**
- Does not recommend actions
 - Business people and domain experts cannot update & manage them
 - Does not derive organization's operational behaviors in isolation



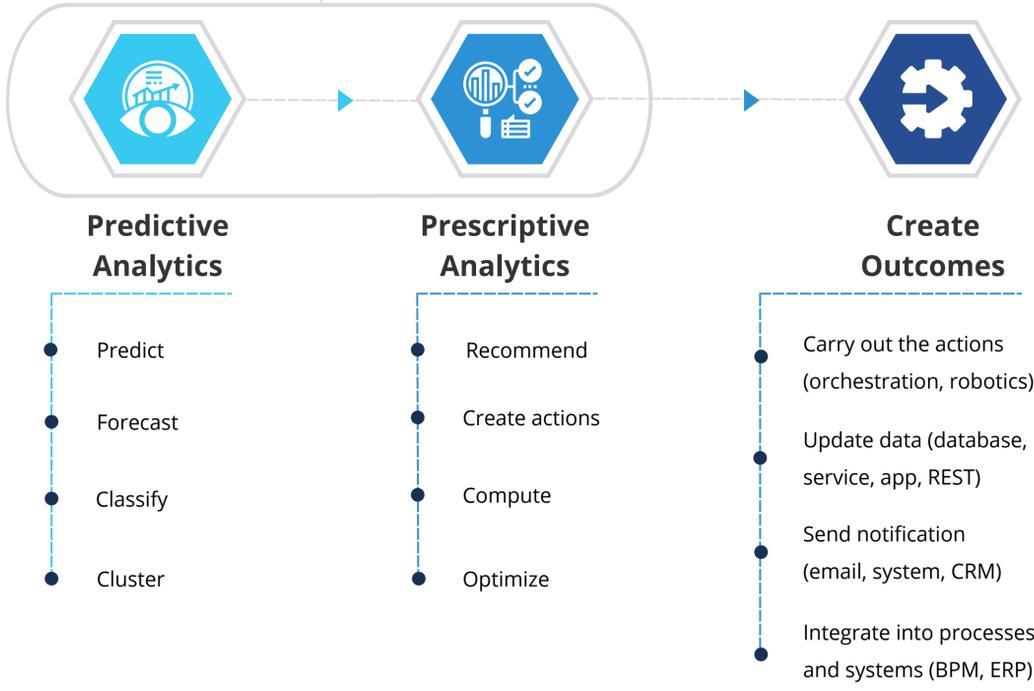
Prescriptive Analytics

To create recommendation, specify actions based on situations, and find answers to "what should be done?" or "what can we do to make a given outcome happen?"

Enables: Managing and automating business decisions holistically. Enabling integration of business decisions.

- Challenge:** Lacks the capacity to understand and build algorithms from data

Now, let's Combine Predictive and Prescriptive Analytics for Game-changing Outcomes!



Machine Learning

+



Business Rules

=



Adaptive

How do You Benefit?



Create an integrated, reusable, and automated business decision that can be consumed in processes, applications, and services



Derive operational behavior in organizations and increase operational capacity



Empower organizations to adapt to changes quicker, create more customized products, test market with less efforts, and become compliant in changing environments



Increase the transparency by enabling auditability and explainability of decisions and their outcomes, critical in regulated environments and increasing the efficiency of business decisions

Want to know how and when to combine predictive and prescriptive analytics?

Watch the Webinar