

## WHAT WE DO

## WE'RE HERE TO SUPPORT IT TEAMS

BlastPoint uses data science and machine learning to build reliable, up-to-date models for **predictive customer intelligence** that businesses use to make strategic decisions.

We work alongside our customers' internal IT departments to enhance the way data can be used throughout the organization.

**Collaboration** between BlastPoint and IT allows for more functional, accessible, efficient data that's useful for all departments.

### Things we'll cover below:

- Our Process
- Data Security
- Applications
- What to Expect

## OUR PROCESS

Understanding your company's **goals and data** puts us on the path toward building instructive models that leadership teams use to make decisions about customer outreach, market exploration, potential business partnerships and more.

Throughout the process, **we'll work with your data pipelines and process flows** to conduct our analyses, maintain the integrity of your systems and adhere to all cybersecurity protocols.



Data analysis



Data cleansing (if necessary) & integration



Data enrichment with external sources



Machine learning algorithms and tests

## DATA SECURITY

**Cybersecurity** and **customer privacy** are of the utmost importance. We work to protect both within your existing protocols.

Our data scientists have over half a century, collectively, of experience writing software for the energy industry, government, insurance, enterprises and banking, rooting out bad actors and protecting corporations from cyber attacks. Security is everything to us.

## APPLICATION

Once our process is complete, departments across your organization will have access to the same, newly integrated, fully enriched, cohesive data. With the following outputs, C-levels, Sales, Customer Support, Marketing and more can enact data-backed plans, informed by:

- Market share analysis,
- Propensity modeling,
- Customer segmentation,
- Customer journey behavior prediction,
- Personas and more.

## WHAT YOU CAN EXPECT

- Relentless adherence to your cybersecurity protocols,
- Non-intrusive collaboration,
- Commitment to maintaining the integrity of your existing systems,
- Integrated, inter-operable data
- Supportive team spirit.

**"Organizations today are striving to reach data maturity, but they recognize it's not easy to get there. BlastPoint works alongside IT to help businesses achieve data maturity faster, so that they can do the work of solving business problems more efficiently and over the long term."**

*--Tomer Borenstein, CTO, Cofounder,  
BlastPoint*