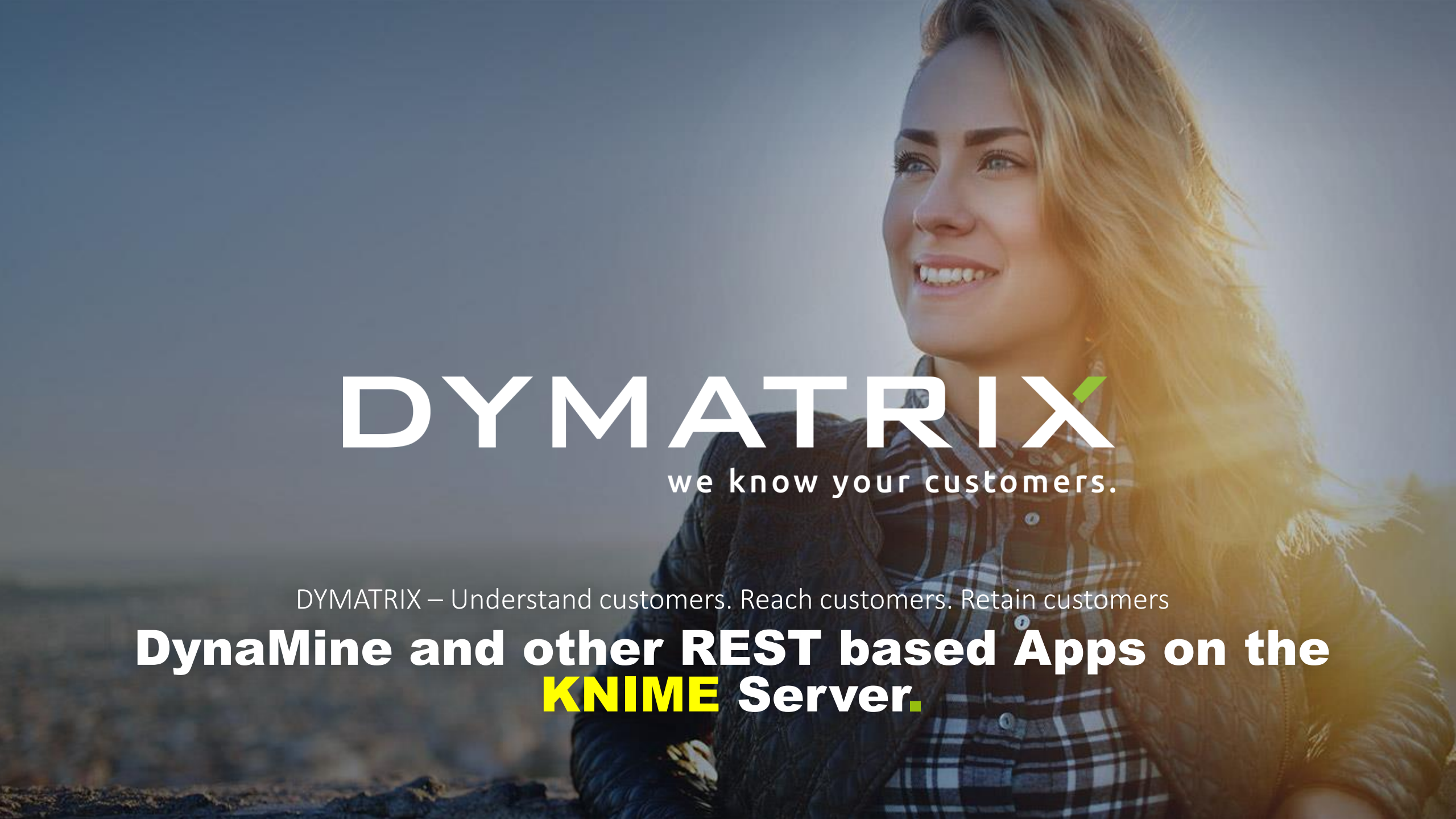


DYMATRIX – Understand customers. Reach customers. Retain customers

DynaMine and other REST based Apps on the KNIME Server.

DYMATRIX – The Analytical CRM Company.

Leading solution provider for business intelligence, customer analytics and marketing automation/campaign management

Everything from a single source – consulting, software and implementation, even operational campaign support

Cross-sector expertise gained from over 1,500 projects in medium-sized enterprises, large DAX-listed companies, specialist suppliers and market leaders alike

Over 18 years of experience and expertise → 160 satisfied domestic and international customers

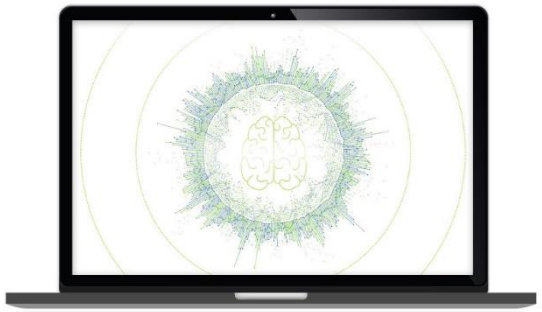
Longtime KNIME Partner offering KNIME training, KNIME consulting and DynaMine – a custom applications for KNIME Server

DYMATRIX
we know your customers.

DYMATRIX

REST based Apps on KNIME Server

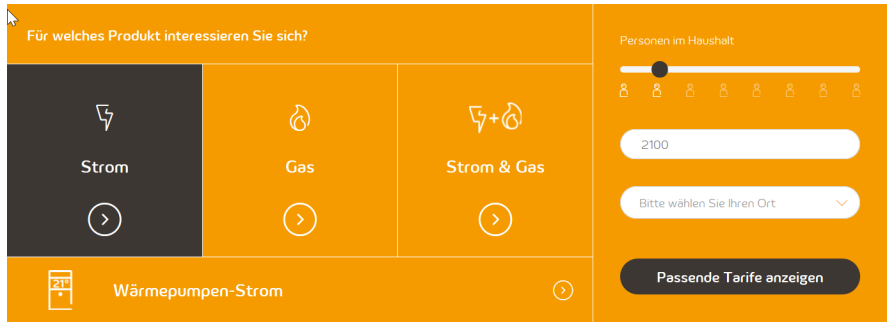
DYNAMINE



Die selbstlernende
Multi-Modell Plattform
für Big Data Analytics.

www.dynamine.de

Intelligent Dynamic Commodity Pricing



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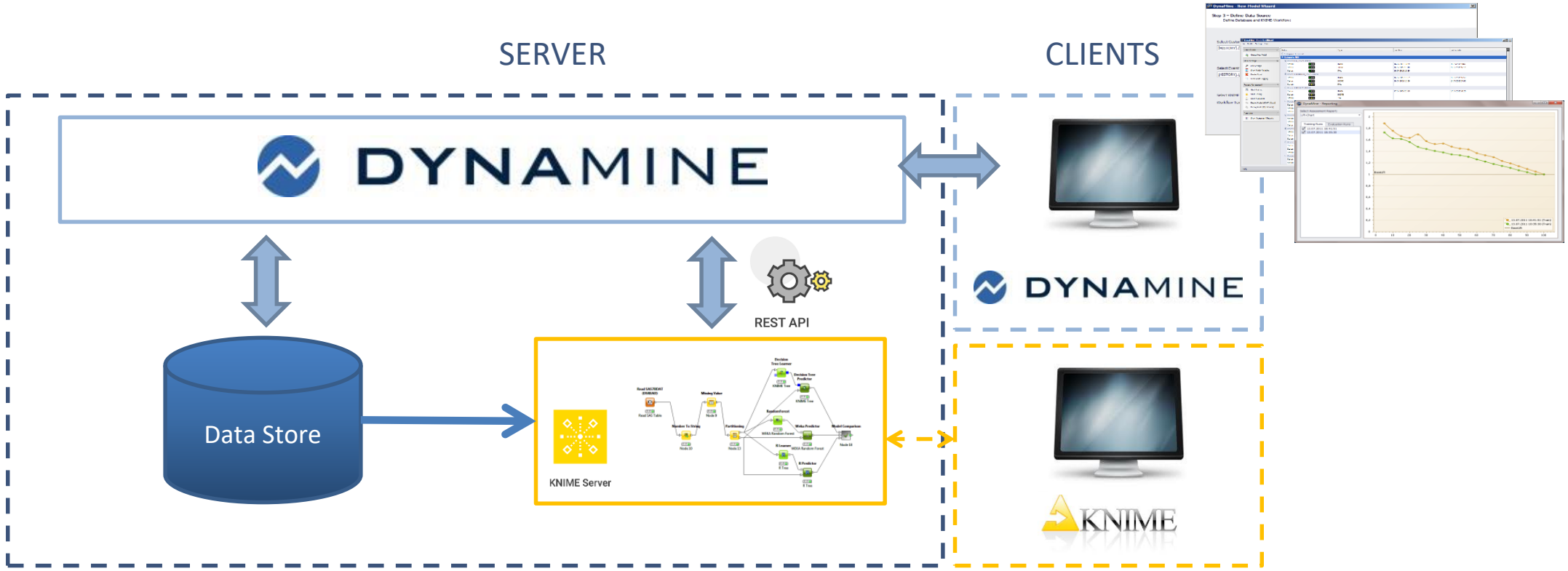
REST based Apps on KNIME Server

DynaMine

Multi Model Automation Platform



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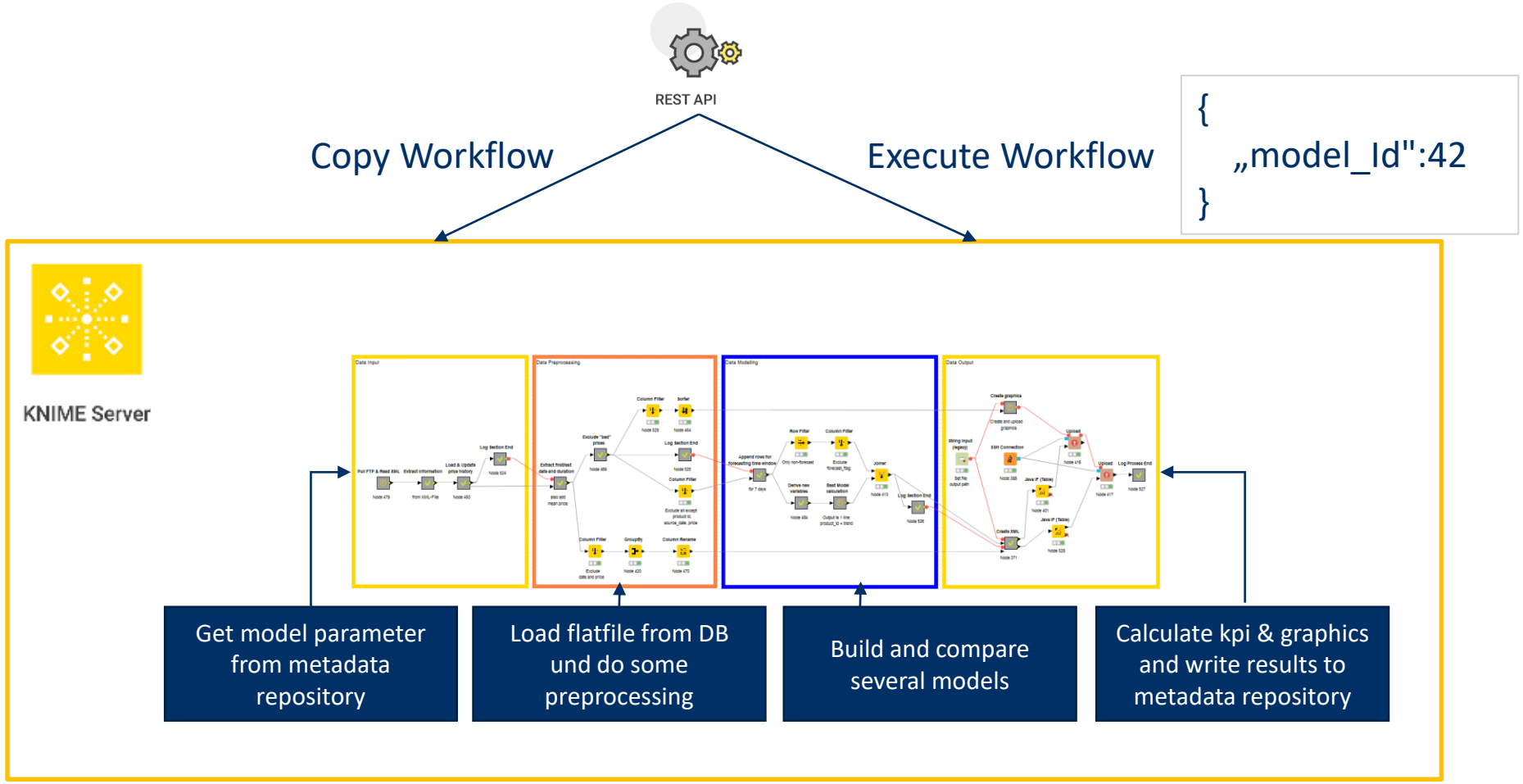
DynaMine

Multi Model Automation Platform



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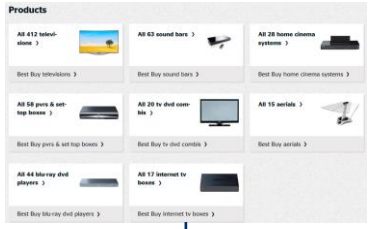
DynaMine

Which? – Automated Price Predictions

Which?

Price Predictions for more then 22.000 products

22.000 **products**

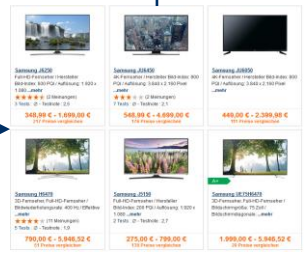


1

Read Which? product data

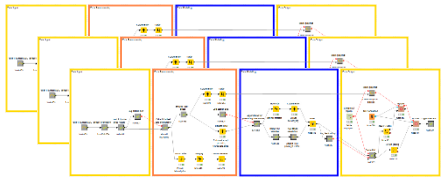
2

Enrichment with price information from web crawling



DYNAMINE

22.000 **Modelle**



3

Daily model scoring and model maintenance

22.000 **price predictions**

4

Daily delivery of price predictions for paid content users

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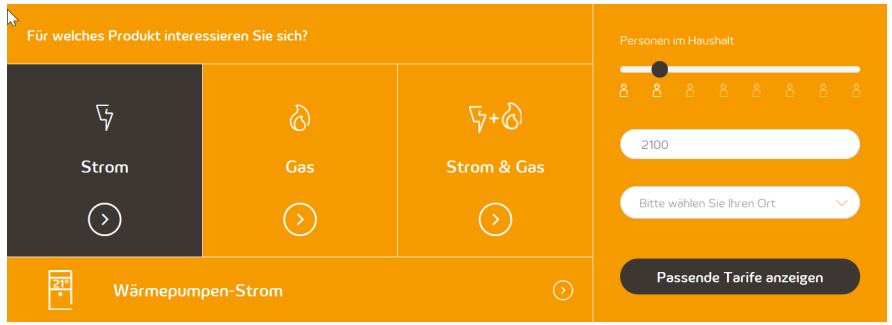
Die selbstlernende
Multi-Modell Plattform
für Big Data Analytics.

www.dynamine.de

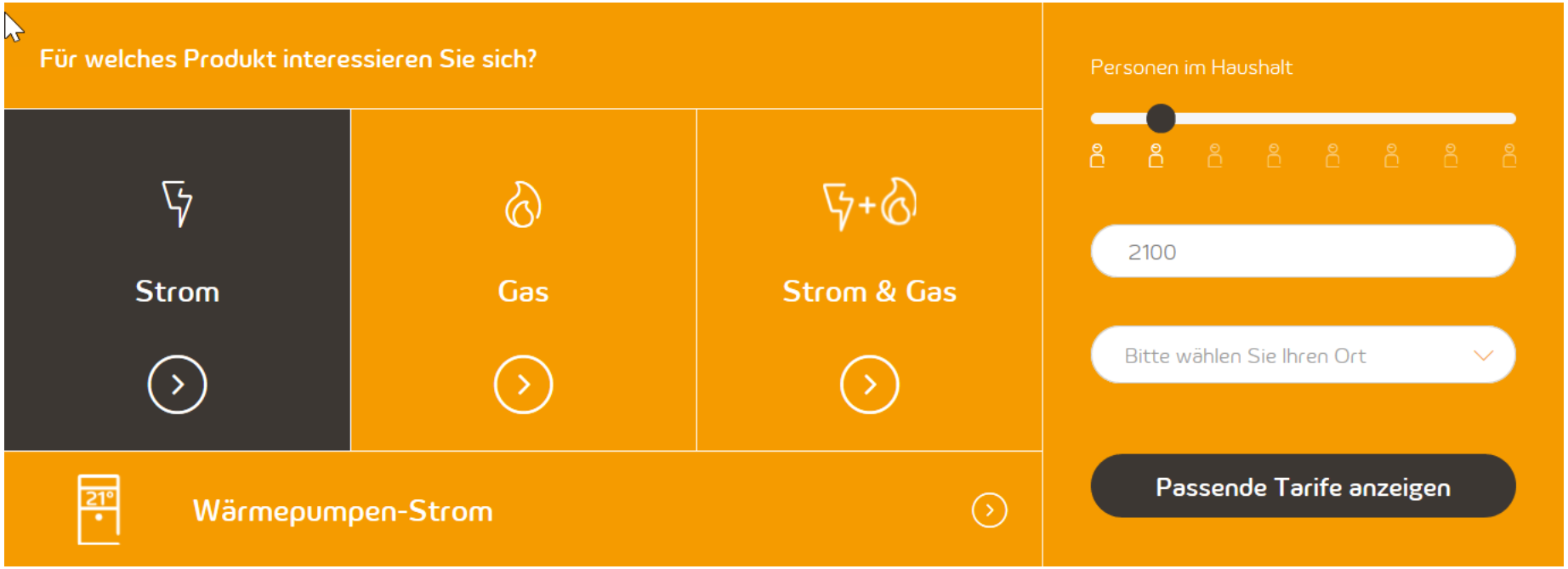
Intelligent Dynamic Commodity Pricing



Intelligent Dynamic Commodity Pricing

Use Case

Online Energy Advisor



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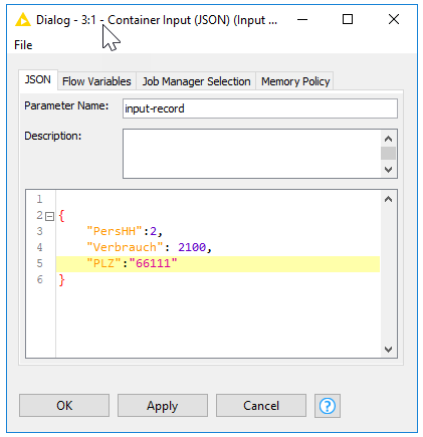
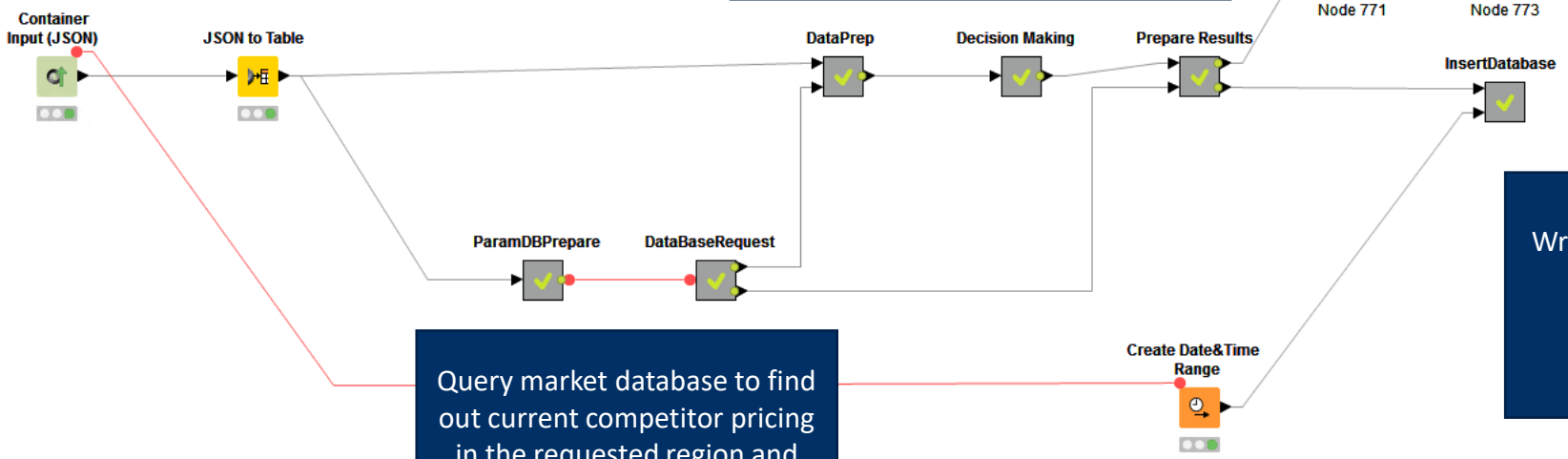
Intelligent dynamic commodity pricing

The Workflow





Prepare data for decisioning, derive investment decision, collect price plans, calculate expected loss of margin

Deliver collected price plans to website

Query market database to find out current competitor pricing in the requested region and for requested power consumption

Write data and decision results to database, subtract expected loss from marketing budget

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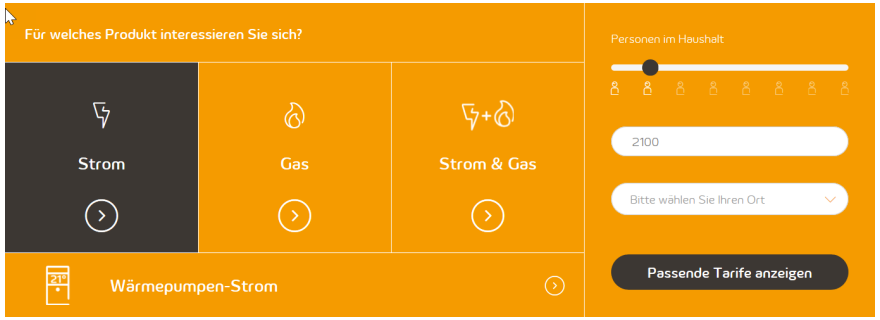
Use Case

INPUT



REST API

DECISION

RESULT

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Any Questions ?
DYMATRIX
we know your customers.

Vielen Dank!

Start knowing your customers.

Ihr Ansprechpartner:
Dr. Sebastian Moll

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