



### Paragon Solutions: Helping Communications Companies Respond to Market Needs

Paragon Solutions has invested nearly 25 years working with communications companies to implement Customer Data Intelligence solutions that enable organizations to determine customer requirements so they may shape product offerings and take a pre-emptive position in the marketplace.

Paragon defines Customer Data Intelligence as a collection of processes, controls and skills necessary to standardize and integrate customer data from different sources to sustain a variety of business initiatives and provide customer visibility for sales support across multiple channels. Paragon has the experience to deploy a comprehensive, Web-enabled data warehouse of customer information including demographics, profile, revenue and touch points. Paragon's Customer Data Intelligence Solutions support market segmentation to help companies in communications deliver the right product to the right customer at the right time.

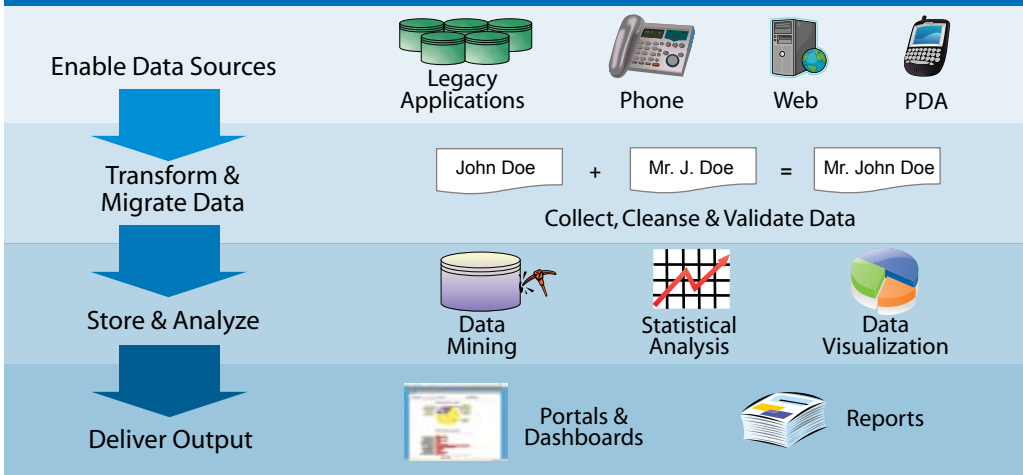
### Transitioning to Customer-Focused Data Intelligence

For many years, communications companies marketed to the masses, using price discounting as the primary means of gaining customers and placing little emphasis on customer segmentation and product differentiation. Mergers, acquisitions and deregulation further dimmed company lines in the eyes of consumers, and customer loyalty reached an all-time low, threatening profits in the long run.

In an effort to turn profits around, the communications industry is strengthening a customer-based strategy. The customer-based business model, which is characterized by product differentiation, requires a better understanding of how to best manage customer relationships, retention, marketing and innovative services.

While the business focus has changed, many companies possess information systems that were built around the product-based model. Communications organizations are therefore quickly implementing technologies and solutions that will enable them to gauge the needs of the marketplace before the competition. Companies that create a more accurate operational framework for customer data analysis and decision support are better able to service, satisfy, and retain valued customers. Paragon works with communications organizations to make this transition and help maximize results from customer-focused rather than product-focused marketing efforts.

### Paragon's Customer Data Intelligence Solution



#### Benefits:

- ▶ Provide unified view of the customer
- ▶ Optimize functional processes
- ▶ Target business improvements
- ▶ Answer challenging questions about customers
- ▶ Address strategic, tactical and operational reporting needs
- ▶ Deliver the right product to the right customer at the right time
- ▶ Improve data quality and validity

## Paragon Centers of Excellence

Paragon has several Business and Technology Centers of Excellence that provide the expertise to help build our solutions including:

- ▶ **Business Intelligence and Reporting** – Paragon will evaluate your current business intelligence model and technology and build true analytical and reporting solutions that include operational reporting systems, analytical systems, scorecards and dashboards to assist you in turning data into information and information into actionable decision support.
- ▶ **Design, Development, Implementation & Support** – Paragon will custom tailor the delivery approach to best achieve the client objectives. Paragon's flexible delivery and teaming models include: managed resource teams; onsite/offsite deliverables based; dual shore; application outsourcing and individual consulting.
- ▶ **Business Process Management** – Paragon will evaluate core processes to determine where improvements can be made in effectiveness and efficiency of key functions to achieve process optimization and improve financial results.
- ▶ **Data Management/Integration/ETL** – Applying our deep experience in back-end systems and requirements, Paragon works with firms to help identify duplicate, invalid and/or conflicting data to obtain a consolidated view of data within the current infrastructure and recommend a migration strategy that will optimize data management.
- ▶ **Roadmap to Optimization™** – Paragon can help define roadmaps for: key processes; organizational changes; business intelligence maturity; change management and technology initiatives; implementation strategy; milestones dependencies; and tactical or strategic organizational readiness requirements for IT or business.
- ▶ **Technology Assessments** – Paragon reduces your risk and shortens the time for development and implementation by assessing the cost, resources and technology capabilities associated with key initiatives that quantify the project ROI.
- ▶ **Application Life Cycle Management** – Paragon's expertise in software application development, deployment, operations and management provides clients with flexibility to off-load day-to-day responsibilities to a reliable partner. Our team can support your firm by transitioning and managing the development, maintenance or support of enterprise software applications with minimal disruption to your business.

## About Paragon

Paragon Solutions, a division of Paragon Computer Professionals, is a business and technology consulting firm that specializes in helping clients leverage information assets for better business results. The company does this through its vertical practices and specialized technology service lines that help clients optimize their operations for maximum return on investment. Paragon's industry practices include financial services, insurance, life sciences and communications.

Paragon's Communications practice addresses the needs of the industry with technology solutions that are helping firms respond and capitalize on industry change driven by competition, consolidation, convergence and regulation.

For more information, please visit the Paragon website at [www.consultparagon.com](http://www.consultparagon.com), or call 1.800.462.5582.

## Corporate Fast Facts

- ▶ Privately owned, founded in 1982
- ▶ US based, NJ headquarters
  - 5 domestic offices
  - 1 overseas development center
- ▶ Onsite, offsite, dual shore capabilities

## Paragon Client Roster

Paragon's client roster includes industry leaders from the financial services, insurance, life sciences and communications sectors such as:

### Financial Services

- ▶ Allianz
- ▶ Lincoln Financial
- ▶ Mellon
- ▶ Merrill Lynch

### Insurance

- ▶ Conesco
- ▶ Mass Mutual
- ▶ Partner Re
- ▶ Prudential

### Life Sciences

- ▶ Bristol-Myers Squibb
- ▶ Merck
- ▶ Pfizer
- ▶ Wyeth

### Communications

- ▶ AT&T
- ▶ Lucent
- ▶ Syniverse
- ▶ Verizon



[www.consultparagon.com](http://www.consultparagon.com)

Improving the Way Work Gets Done™