



## BBBT Roundup



### Lityx

- Twitter:** [@LityxIQ](#)
- Event Date:** **October 16, 2013**
- Event Type:** **In person - Event**
- Podcast:** [Audio](#) [Transcript](#)
- Video:** [Event Video](#)
- Press Release:** [Press Release](#)
- Company Short Profile:**

[From Lityx] Lityx is a world-class analytic solutions and services firm with a diverse set of clients across multiple industries. We apply deep expertise in complex analytic solutions including predictive modeling and optimization, with a focus on applications in marketing analytics and customer relationship management.

**Presentation Topic:**

**LityxIQ – A Cloud-Based Platform for Advanced Analytics**

LityxIQ is a hosted analytics platform with a focus on advanced solutions for predictive modeling and marketing optimization. It is



built for business users, requiring no programming nor a background in mathematics or statistics. Users can build and implement predictive and optimization models in a fraction of the time compared to classic tools. We will provide an overview of the solution platform, discuss its unique value proposition in the market, review client case studies, and walk through live demonstrations. We hope to engage in a lively, interactive presentation.

**Presenter:**

**Paul Maiste** – President

Paul Maiste has 20 years of experience providing business intelligence, advanced analytics, and management consulting services. Early in his career, he started and led a CRM-focused data mining practice for PricewaterhouseCoopers and was a part of PwC's global data warehousing team in the 1990's. He has implemented many operational analytics solutions for marketing and other business domains for dozens of organizations across a variety of industries.

**Kerry Crum** – Principal Consultant

Kerry has over 10 years of experience working with clients in private and public sector. With a background in operations research and statistics, she has worked with many clients to provide advanced analytics consulting and solution development.

**Steve Friedberg** – Marketing Communications

Steve Friedberg is a veteran corporate communications strategist, with roots in journalism. The winner of three Emmy awards for his investigative reporting as a television news reporter, Steve has been a PR/AR practitioner for more than a decade. He has domain expertise in areas such as data protection, information security, cloud computing, managed service providers, business intelligence and online communities.

**Case Studies:**

[MemberAcquisition](#)

[CasinoGaming](#)

[LitylQ Cost Benefit Whitepaper](#)

**Pricing Model:**

N/A