

# SAFIRA

TECNOLOGIAS DE INFORMAÇÃO



## PREDICTIVE ANALYTICS & DECISION MANAGEMENT

Leveraging FICO's expertise, technology and applications, SAFIRA can offer solutions that automate, improve and connect decisions to enhance business performance.

We help clients improve their Decision Management, an approach that automates, improves and connects decisions to enhance business performance. Our solutions give business the control they need over high-volume operational decisions that are growing more complex.

We recognize the need for every business to make wise technology investments that meet current needs while providing a solid foundation for growth. With FICO's portfolio of solutions, you can make smarter "build vs. buy" decisions based on best-in-class technology.

We provide four primary types of offerings:

- > **Decision Management Applications:** These are industry-standard solutions that incorporate best practices in addressing a specific process or problem. FICO's Decision Management applications span the customer lifecycle — including marketing, originations, customer management, collections & recovery, and fraud management — and are available for specific processes in financial services, insurance, retail and healthcare.
- > **Decision Management Tools:** For custom needs, FICO offers the most sophisticated Decision Management software tools, including tools for business rules management, model development and optimization. Your application developers and analytic staff can rely on the same technology we use to build and deploy our Decision Management applications.
- > **Analytics:** FICO provides industry-standard scores and models, as well as custom analytic engagements that apply our proprietary analytic technologies to your business problems. FICO is a pioneer in predictive analytics and related analytic disciplines such as optimization, with 50 years of experience.
- > **Services:** Together with FICO's world-class Professional Services group, we can bring you unmatched expertise in the art and science of Decision Management, including analytic consulting as well as business and technology consulting.

We're committed to delivering the premier solutions for Decision Management, as well as best-in-class technology that can be used to improve any client's decision environment. To this end, FICO builds our applications on a components-based, service-oriented architecture that will ensure interoperability across systems, and that will enable connected decisions across the customer lifecycle.

**We are committed to increasing the success of your decisions, while giving you the technology base you need to continue advancing your Decision Management.**

Partner:



### ABOUT SAFIRA

SAFIRA develops solutions and provides IT services to leading companies in the national and international market. We provide engineering services to advise, audit, architect, conceive and manage IT systems that support the companies' business. Founded in 1997, SAFIRA has more than 50 active customers and a team of 120 highly qualified professionals.

### INDUSTRIES & SOLUTIONS

**FICO™** (NYSE:FICO) transforms business by making every decision count. FICO's Decision Management solutions combine trusted advice, world-class analytics and innovative applications to give organizations the power to automate, improve and connect decisions across their business. Clients in 80 countries work with FICO to increase customer loyalty and profitability, cut fraud losses, manage credit risk, meet regulatory and competitive demands, and rapidly build market share. FICO also helps millions of individuals manage their credit health through the [www.myFICO.com](http://www.myFICO.com) website.

#### Banking

- > Credit Recovery & Collections
- > Debt Consolidation
- > Fraud Detection
- > Customer Value Segmentation

#### Insurance

- > Underwriting & Pricing
- > Fraud Detection & Claims Processing
- > Marketing
- > Compliance

#### Telco

- > Precision Marketing
- > Collections
- > Customer Value Segmentation

#### Contact

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