

# Insight Specialists to the marketing profession

**GoldenOrb.**

Helping business to profit through technology

**“The people, software and service from Golden Orb have all been exceptional. If it’s insight you seek, don’t look any further”**

*Simon McMurtrie, Global CEO, Direct Wines*

**“I would highly recommend the management services of Golden Orb who have helped design, support and maintain the Unilever sales planning tools”**

*Paul O’Brien, Customer Development Innovation and Development Manager, Unilever*

**“Golden Orb’s work has transformed Pulse Check’s reporting and analysis capabilities allowing us to respond quickly to almost any client data or analysis request”**

*Roger Thornham, Managing Director, Pulse Check*



### **Gain competitive advantage**

Golden Orb is a UK-based management consultancy specialising in the use of computer technology to solve challenging business problems and deliver competitive advantage. We are experts at undertaking complex data analysis and developing bespoke business software to improve your understanding of your customers, marketing activities and sales channels.

### **Better insight**

Businesses know that identifying and understanding trends early helps them stay ahead of the competition – and this is where Golden Orb can step in. In recent years we have developed software solutions to help firms:

- Evaluate the lifetime value of different sales activities and market segments
- Improve projections of the results of direct marketing campaigns
- Forecast future sales more accurately to reduce inventory costs and minimise stock-outs

### **Simplify the complex**

In concept, better use of your information sounds relatively simple. However, with the dramatic increase in data now available, producing valuable management information can be much more challenging. At Golden Orb, we are used to working with large volumes of data and are experienced in a wide range of statistical techniques, such as:

- Cluster analysis
- Factor analysis
- Multiple regression
- Discriminant analysis
- Multi-dimensional scaling and perceptual mapping.

*“We are a small firm that prides itself on our personal service and are used to developing tailored solutions for our clients within tight budgets. Over the past 15 years, we have worked for a range of household names, including Unilever, Procter and Gamble and Direct Wines, helping these firms make better use of their data.”*

**Terry Hogan, Director**

### **Use IT to solve your business problems**

Whether your budget is £2,000 or £200,000, we aim to help you improve the use of your data and maximise the return on your investment. Our starting point is always to identify the real business issue and then ensure the best use of IT to deliver an effective solution. This could involve making better use of your existing systems or developing a bespoke solution.

We are familiar with multiple database and development platforms, such as Oracle, SQL Server and ASP.NET, together with the OLAP tools of Microsoft and Oracle, which we use extensively in reporting and forecasting systems. Being independent, we are not wedded to one particular provider and will recommend the best option to achieve your goals.

### **Talk to us about**

- Analytical and modelling applications
- Planning and reporting tools
- Sales forecasting
- Customer and product segmentation
- Statistical analysis of market research



*“The underlying principles of marketing have not changed, but the explosion in Big Data has opened up remarkable new opportunities in how these aims can be achieved”*

**Tim Hodson, Director**

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