A hand holding a paper airplane, positioned on the left side of the slide. The hand is wearing a light-colored, textured sweater sleeve. The paper airplane is white and is being held in a way that suggests it is about to be launched.

# Cognition Driven BI.

**Wise decisions due to lots of data and augmented data processing.**



**execon.**



# Data as competitive advantage.

By 2023 one-third of large organizations will have analysts practicing the discipline of decision intelligence, which includes decision modeling.

Companies turn to Cognitive BI when they:

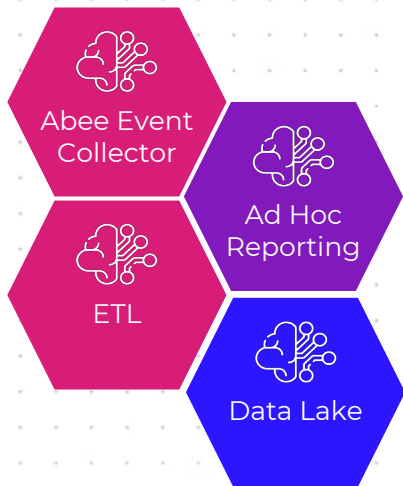
- Want to **optimize** their daily **operations** using data they gather
- **Lack information** about omnichannel customer behaviour
- Want to use multichannel customer data for better **product development**
- Want to **monetize** their data
- Want to use customer behaviour data for great **customer experience**



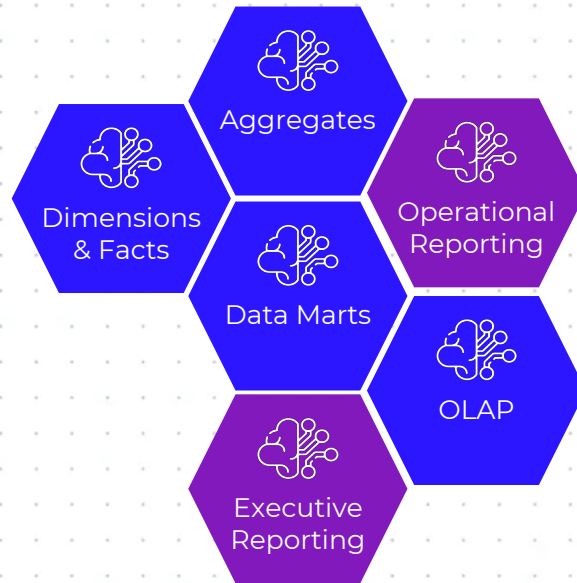
# Turning decision making into a competitive advantage in three steps.



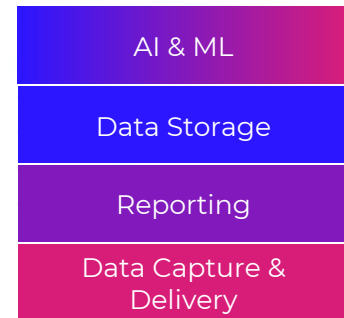
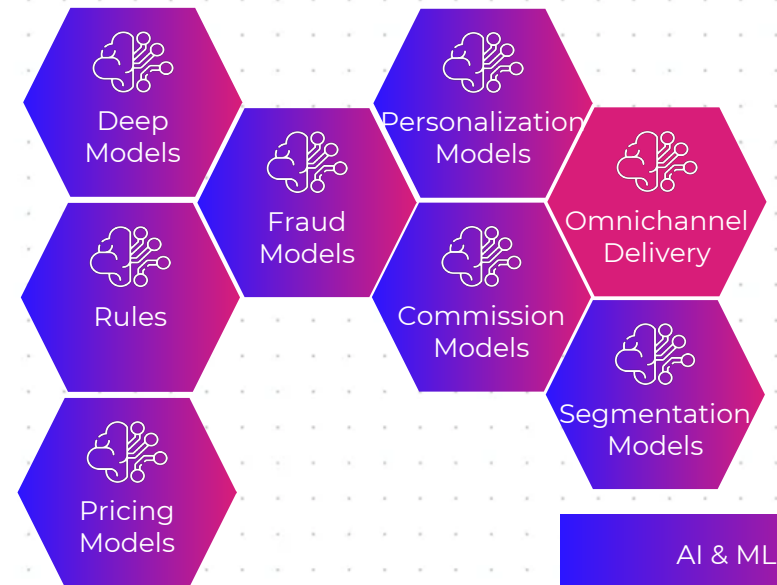
## Data.



## Decisions.



## Knowledge.





# Let's talk!

**Maciej Gula.**

CTO

+48 501 000 356  
Maciej.gula@execon.pl

**Robert Kozuchowski.**

Digital Platforms Unit Director

+48 730 021 201  
robert.kozuchowski@execon.pl

**execon.**

[www.execon.pl](http://www.execon.pl)