

Do these challenges sound familiar?

"We have data, but we're not using it."

"Our decisions rely more on rules and gut feeling than facts."

"Our customer campaigns are not targeted enough."

"We want to become more efficient with the resources we have available."

If that sounds like your company, you're not alone.
There's a better way – using the data you already have.

Imagine if...

- ... your teams made decisions based on real-time insights.
- ... customer targeting was automated and highly relevant.
- ... you saved costs while improving performance.

At Proxinea, we make this happen.

With data.
With expertise.
With impact.

Our Solution

- Unlock data potential to drive value: Identify opportunities and quantify impact
- Implement end-to-end, system-agnostic solutions
- Accompany process changes with management feedback loops

Outcome

- Revenue growth
- Cost savings
- Efficient resource allocation

Why Proxinea?

- Senior-only team with cross-functional Business & IT experience
- Fully tailored solutions – no off-the-shelf products
- Average ROI: 10x – proven in practice
- Industry expertise: Telco, Insurance, Mobility, Energy, Healthcare and Media
- Maximum data security and full transparency throughout the project

Real Use Cases!

- **Financial Services:**
Customer value management, dynamic pricing & offers
- **Healthcare & Service Providers:**
Optimized workforce allocation
- **Energy Providers:**
Data warehouse & smart reporting
- **Retail and Wholesale Call Centers:**
AI-powered performance analysis
- **Mobility & Media:**
Demand-driven pricing and modeling

Understand

Every business is different. We start with understanding your challenges, your data, and what's possible – securely and pragmatically.

Act

In just 5–10 weeks, we implement tangible, data-driven solutions to improve your status quo – using proven analytics, AI and A/B testing.

Grow

We ensure long-term value by embedding solutions and sustainable results, staying with you all the way.

Let's make your data work.

Do you want to unlock the business value in your data? Let's talk.

