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100 Most Promising Technology Companies

Entrepreneurs across the globe are regarded as key drivers of economic and social progress. The current scenario has evolved and carries quite a lot of untapped potential, which if utilized strategically would result in successful outcomes. The evolution of technology has led to fundamental changes in the way organizations used to function. With the urgent need to adapt to these technologies, organizations worldwide are forced to deviate from the conventional ways of doing business. Along with incorporating new technologies, business leaders have to tackle the centuries-old challenges of limited budget, finding the right strategies, hiring and retaining talent and others. In short, current entrepreneurs have the tough task to take an organization through these challenging times, which require out-of-the box strategies.

However, it should be noted that these challenges are potential opportunities in disguise. For instance, the emergence of cloud, big data, mobile, Internet of Things and other technologies have been instrumental in enhancing business growth at all levels. The global economic dynamic

calls for strategic use of these technologies to maintain an edge over others in the highly competitive world. Therefore, the focus should be on unearthing the potential hidden in these challenges.

In order to help enterprises across the globe gain useful insights into the latest technologies, keeping pace with these trends, the critical challenges, overcoming these roadblocks, future-oriented approach and other vital aspects on running an enterprise, CIOReview presents the 'CIOReview 100'. This is an annual honor for the best 100 technology companies in the U.S.

To address the burning need of CIOs to find cost-effective and flexible solutions, the CIOReview100 list brings successful companies together at one place. These companies have gained momentum, beating the current challenges, and would be sharing helpful information on how they achieved it. A distinguished panel comprising of CEOs, CIOs, Analysts and CIOReview editorial board scrutinized several companies to finalize the 100 best technology companies.



Company:

Lityx

Description:

A provider of cloud-based hosted analytics solutions that aid both business and technical users

Key Person:

Paul Maiste, Ph.D
President & CEO

Website:

www.lityx.com

Lityx: Optimizing Marketing and CRM Efforts

By Thomson Antony

With the advent of advanced analytics, big data has rocketed to the top of corporation agenda in the recent past because of its potential for optimizing business decisions. Various companies are entering into this space, perceiving its potential over basic BI and standard data analytics. As the current market is witnessing a dawn of a variety of technological tools in the cloud, advanced analytics is transitioning to become a platform for enterprises and executives to assess their customers, targeted geographies, and marketing strategies. One company pioneering in this space, empowering today's digital marketer to conduct the symphony of modern marketing, is Towson, MD based Lityx.

Founded in 2005, Lityx is a provider of cloud-based hosted analytics solutions that aid both business and technical users to leverage the power of advanced analytics effortlessly. The company thrives on the shortfall of easy to use advanced analytic tools in the industry,

enabling them to garner close attention in the space among their customers and prospects. "Our clients and prospects are hitting roadblocks with advanced analytics for two reasons. First, classic toolsets for building models or performing optimization are expensive and require highly experienced statisticians, mathematicians, and programmers. Second, the time and expense required for IT departments to support this software is overwhelming, especially for mid-sized companies. We are addressing these issues with our cloud based platform which is cost effective and has low maintenance requirements," says Paul Maiste, President and CEO of Lityx. The company has made its impact in numerous industries such as Financial Services, Hospitality, Gaming, Non-profit, Retail, CPG, and Healthcare.

Delivering Higher Marketing Campaign ROI

Lityx has delivered an intuitive, powerful advanced analytics tool, LityxIQ, that empowers marketers to generate higher marketing ROI. LityxIQ is a cloud-based integrated platform for data management, predictive modelling, data mining, marketing optimization, visualization and reporting. It offers both business users and power users the ability to create and deploy advanced analytics. To help their clients who are new to predictive

“Lityx has delivered an intuitive, powerful advanced analytics tool, LityxIQ, that empowers marketers to generate higher marketing ROI”

analytics and optimization, Lityx also assists by providing world class services and a highly successful Rapid Analytics program which delivers deployable results within 2 to 4 weeks.

The firm has garnered a strong clientele of software, training, and consulting clients, including AARP, Bank of America, Citibank, Motley Fool, All American Hearing, and Progressive Insurance to name a few. "Lityx is on the front line of new, easy to use, and more affordable analytic capabilities for statisticians and non-statisticians alike," added Paul.

Roadmap

Lityx is currently focusing on their clients in North America, and has partnerships with companies in Asia, South Africa, and Australia/New Zealand. Their partner in Australia is Sovereign Merchant who are experts at on-boarding leading edge cloud and analytic solutions. Currently, the company is further developing their platform around big data to enable analytics and models to run on even larger data sets. [LR](#)



Paul Maiste,
President & CEO