



Three Advanced Analytics Solution Providers in Asia/Pacific Named IDC Innovators

SINGAPORE, January 31st, 2019 – IDC published its latest report, *IDC Innovators: Asia/Pacific Next-Generation Advanced Analytics, 2018*, which profiles three emerging vendors that were recognized for their unique advanced analytics offerings for enterprise customers. The three companies named as IDC Innovators are Niometrics, Yellowfin, and 4Paradigm.

IDC defines *advanced analytics solutions* as tools (including data mining and statistical software) that use a range of techniques to create, test, and execute statistical models by leveraging machine learning, regression, neural network, rule induction, and clustering techniques. These companies identified as IDC Innovators have developed software, platform, and in some cases, services that are intuitive to use for enterprise customers to make predictions and discover relationships that are hidden or too complex to be extracted using traditional query and multidimensional analysis software.

"Realizing the shortage of data-scientist talents with in-depth domain expertise, enterprises have turned to advanced analytics solutions in the hopes of overcoming their unique challenges across various dimensions," said [Thomas Jing](#), Associate Market Analyst for Big Data, Analytics and Cognitive/Artificial Intelligence Practice at IDC Asia/Pacific. "These intelligent solutions with machine learning capabilities can simplify the implementation process as they constantly look for improvement within organization workflows and accelerate the deployment of these solutions."

Niometrics leverages on its Deep Network Analytics (DNA), a high-performance network data technology that enables communication service providers (comm. SPs) to understand more about their customers' preferences and generate personalized insights for better customer experiences.

Yellowfin specializes in sending out predefined alerts to users in real time and avoid analysis fatigue with its automated end-to-end solution. It also offers products such as 'Signal' and 'Stories' that are intuitive to use and easy to understand and collaborate.

4Paradigm offers high-dimensional, self-learning analytics solutions for enterprise users. With its one- click feature, users of various technical backgrounds can create, train, and easily deploy advanced machine-learning models to solve their data challenges.

For more information on this IDC Innovators report, please contact Thomas Jing tjing@idc.com. For media inquiries, contact Tessa Rago trago@idc.com or Alvin Afuang aafuang@idc.com.

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About IDC Innovators

IDC Innovators reports present a set of vendors – under \$100 million in revenue at time of selection – chosen by an IDC analyst within a specific market that offer an innovative new technology, a groundbreaking approach to an existing issue, and/or an interesting new business model. It is not an exhaustive evaluation of all companies in a segment or a comparative ranking of the companies. Vendors in the process of being acquired by a larger company may be included in the report provided the acquisition is not finalized at the time of publication of the report. Vendors funded by venture capital firms may also be included in the report even if the venture capital firm has a financial stake in the vendor's company. IDC INNOVATOR and IDC INNOVATORS are trademarks of International Data Group, Inc.

For more information about IDC Innovators research, please contact Karen Moser at kmoser@idc.com.

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