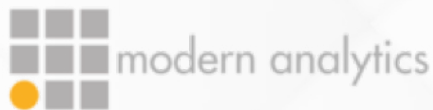


# CASE STUDY

## FUELING BUSINESS INTELLIGENCE

“Out of all the data providers I have worked with – which is all of them – the improvements HG Data produced in our models was more than significant. HG Data eliminated a lot of the noise that the others couldn’t explain and filled in a lot of gaps. **HG Data raised results by 16%, and raised interpretability by 12%. This is huge.** By comparison, 5% is typically a very good return.”



*Matthias Kehder  
Chief Analytics Officer,  
Modern Analytics*

## TECHNOGRAPHICS USED TO DRIVE BETTER BUSINESS OUTCOMES WITH PREDICTIVE MODELING

### THE CUSTOMER

Modern Analytics offers fully automated, machine learning-based predictive analytics to support informed decision making in all facets of business. The company has developed Model Factory, the world’s first completely automated predictive analytics platform with machine learning and mathematical analytics at its core. With Model Factory, companies can easily set up and run hundreds of models.

### THE CHALLENGE

While Modern Analytics offers the latest data science tools for modeling and computation, its customers still have a critical need for quality data to get better answers to their customer service, sales and business process questions.

For a monthly fee, customers have access to Model Factory and can build hundreds of models and try them out in a sandbox environment. Most customers bring their own data, but often have gaps in their information which lead to a large degree of variability in their models and to inconclusive results.



### THE SOLUTION

#### Dataset

- **Modern Analytics provides its customers with access to HG Data Technographics for modeling purposes**

#### Benefits

- **Breadth of data has doubled the performance of predictive models**
- **Datasets consistently provide information that is not available from other sources**
- **Delivers 16% improvement in variants explained**
- **Improved ability to uncover new trends and deliver actionable forecasts**

# THE TRUSTED LEADER IN TECHNOGRAPHICS

## WHY HG DATA WAS CHOSEN

HG Data uses a unique and proprietary methodology to deliver comprehensive B2B tech install intelligence, providing Modern Analytics customers with high quality and highly granular data for multi-source data models. HG Data's technographics are well suited to a wide variety of customer challenges in sales, customer support, marketing and other business processes. Other benefits include:

- Quality of HG Data's technographics allows Modern Analytic's customers to improve the accuracy of their models
- Technographics consistently identify datasets that provide information not available from other sources
- Data are easily integrated with other sources, including internal sales databases to add value to existing records
- Monthly technographic updates keep data fresh

## BUSINESS BENEFITS

- Breadth of data doubles the performance of predictive models
- Delivers 16% improvement in the variants explained - no other data come close to that
- Dramatic reduction in data acquisition costs

## ABOUT HG DATA

HG Data uses advanced data science to deliver actionable insights that give B2B companies the competitive advantage they need to succeed. The best-in-class leader for accurate technographics, based on machine learning and advanced data science, HG Data provides B2B marketers with better intelligence to increase their ability to analyze, segment, and speak to their target markets, while innovative OEMs use our information to enhance and differentiate their product offerings. Our proprietary processing platform continuously analyzes billions of documents to curate a comprehensive and unparalleled business intelligence library of the software and hardware that companies use to run their business. HG Data delivers precision targeting at scale.



OVER  
**88,000,000**  
TECHNOLOGY  
INSTALLATIONS



USED AT OVER  
**13,000,000**  
COMPANIES  
GLOBALLY



OF  
**7,500+**  
TECHNOLOGY  
PRODUCTS



MANUFACTURED BY  
**3,800+**  
TECHNOLOGY  
VENDORS



VERIFIED BY  
**240,000,000**  
DISTINCT DATE  
STAMPS

To learn more about how HG Data can provide you with the technographics you need, visit [www.hgdata.com](http://www.hgdata.com).

