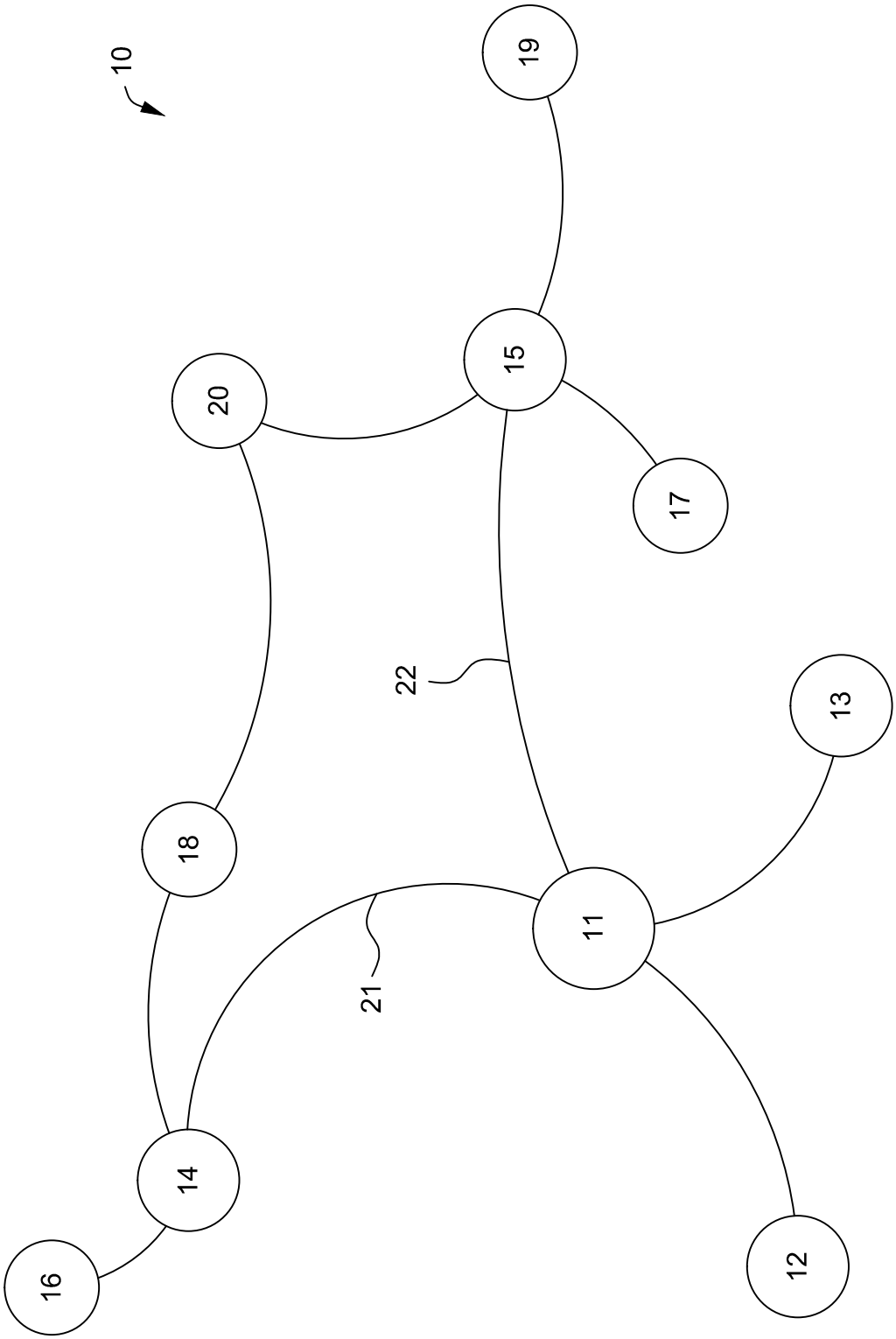


FIG. 1

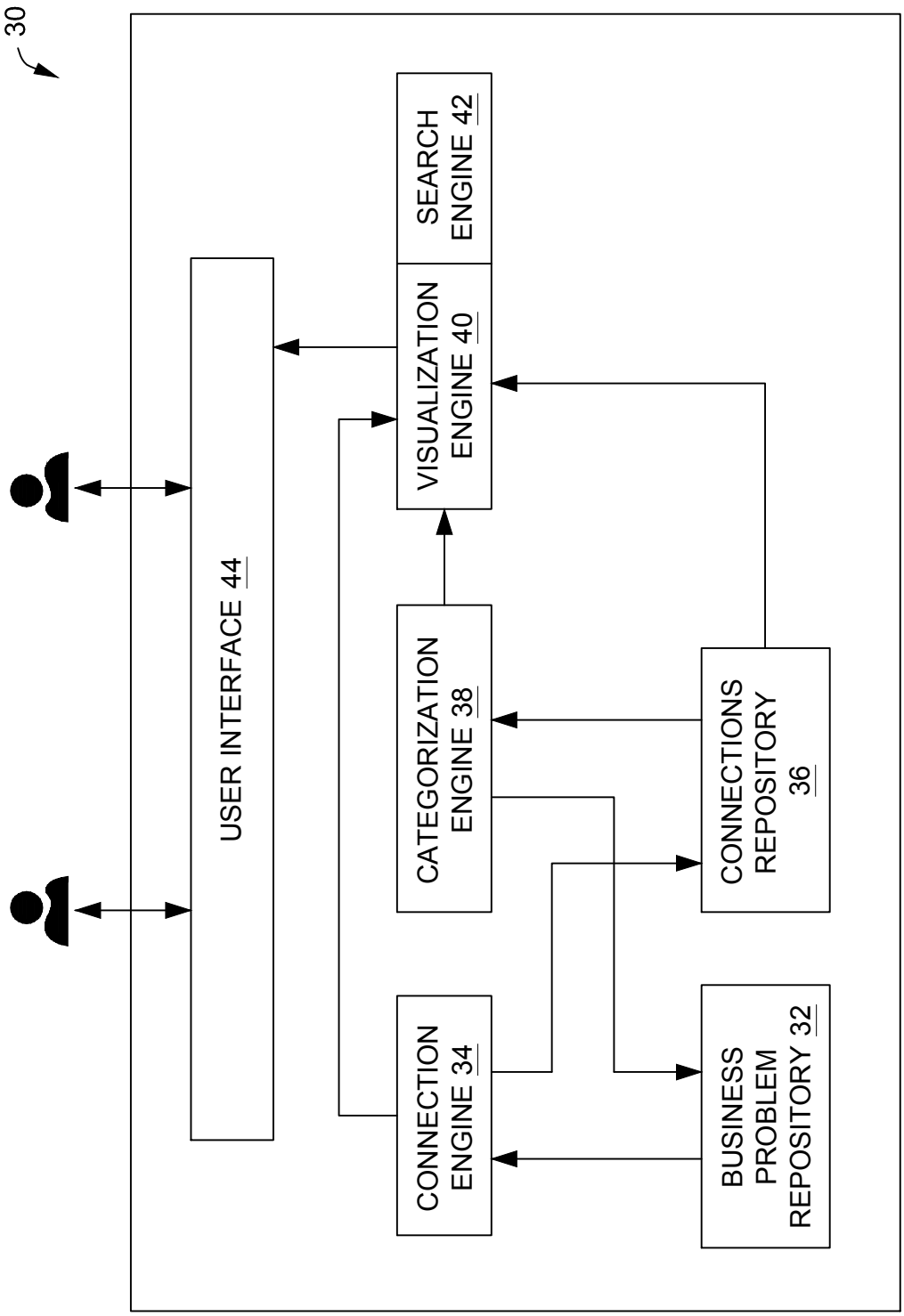

30
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CONNECTION ENGINE 34
BUSINESS PROBLEM REPOSITORY 32

FIG. 2

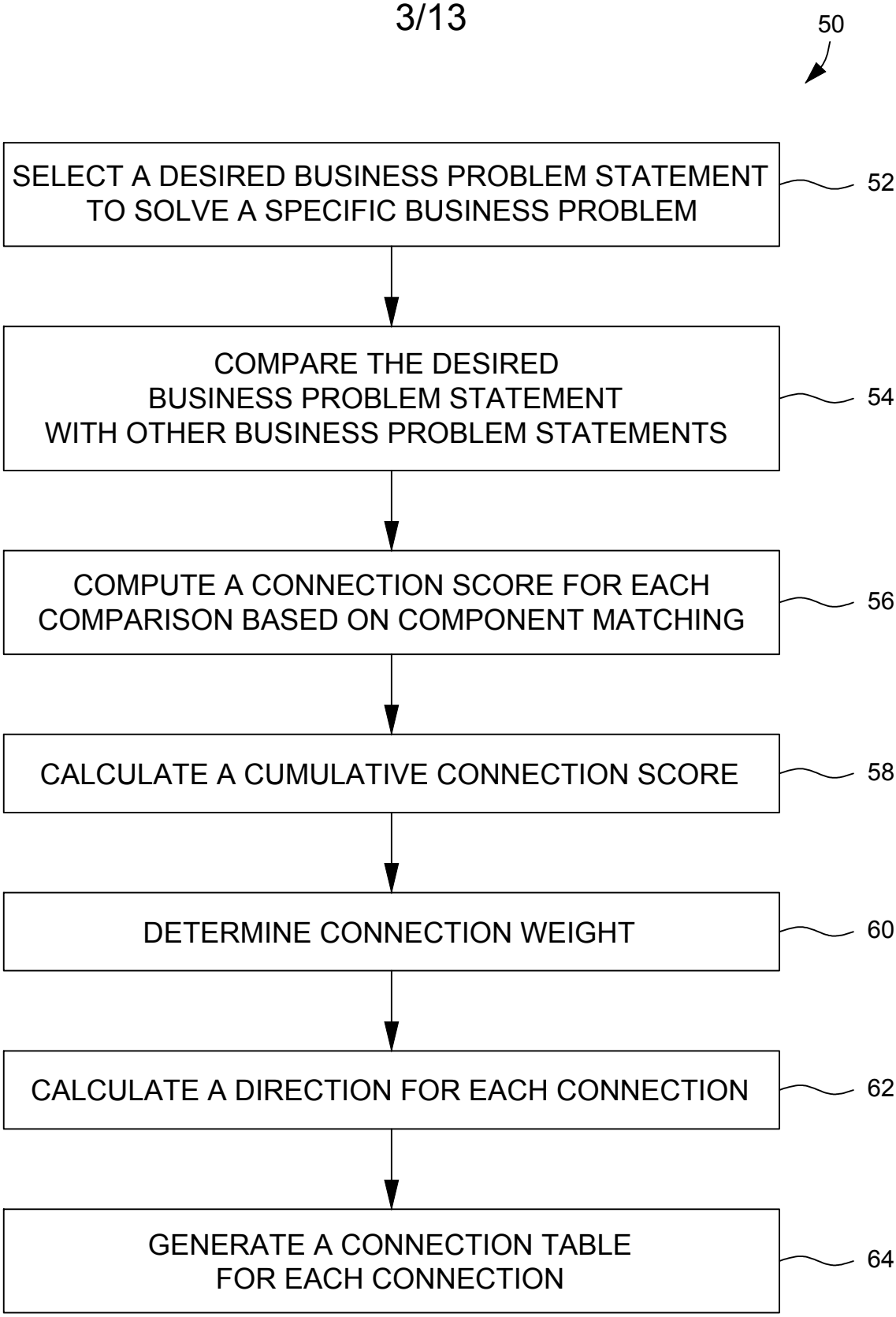

50
SELECT A DESIRED BUSINESS PROBLEM STATEMENT TO SOLVE A SPECIFIC BUSINESS PROBLEM
52
COMPARE THE DESIRED BUSINESS PROBLEM STATEMENT WITH OTHER BUSINESS PROBLEM STATEMENTS
54
COMPUTE A CONNECTION SCORE FOR EACH COMPARISON BASED ON COMPONENT MATCHING
56
CALCULATE A CUMULATIVE CONNECTION SCORE
58
DETERMINE CONNECTION WEIGHT
60
CALCULATE A DIRECTION FOR EACH CONNECTION
62
GENERATE A CONNECTION TABLE FOR EACH CONNECTION
64

FIG. 3

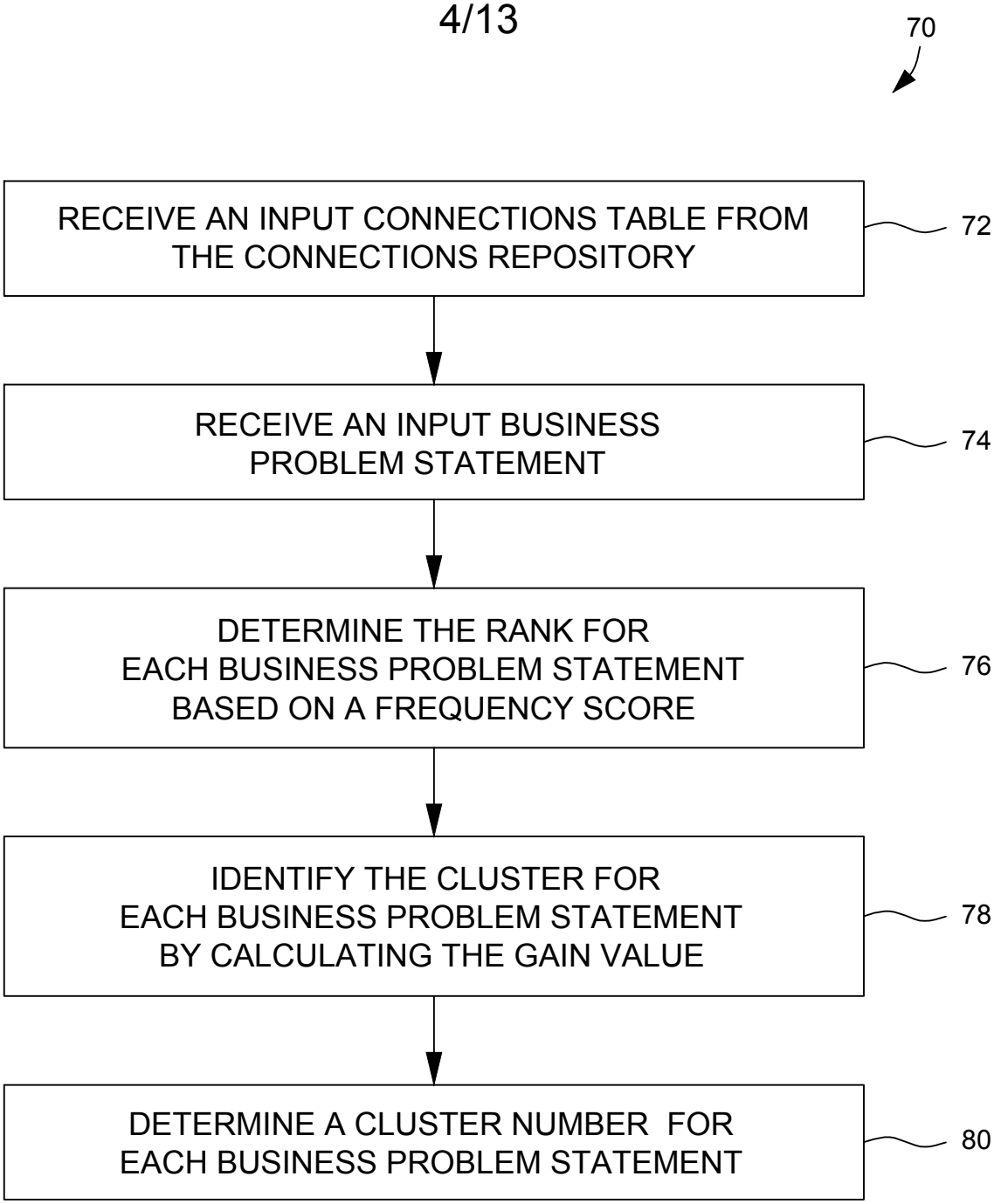

70
RECEIVE AN INPUT CONNECTIONS TABLE FROM THE CONNECTIONS REPOSITORY
72
RECEIVE AN INPUT BUSINESS PROBLEM STATEMENT
74
DETERMINE THE RANK FOR EACH BUSINESS PROBLEM STATEMENT BASED ON A FREQUENCY SCORE
76
IDENTIFY THE CLUSTER FOR EACH BUSINESS PROBLEM STATEMENT BY CALCULATING THE GAIN VALUE
78
DETERMINE A CLUSTER NUMBER FOR EACH BUSINESS PROBLEM STATEMENT
80

FIG. 4

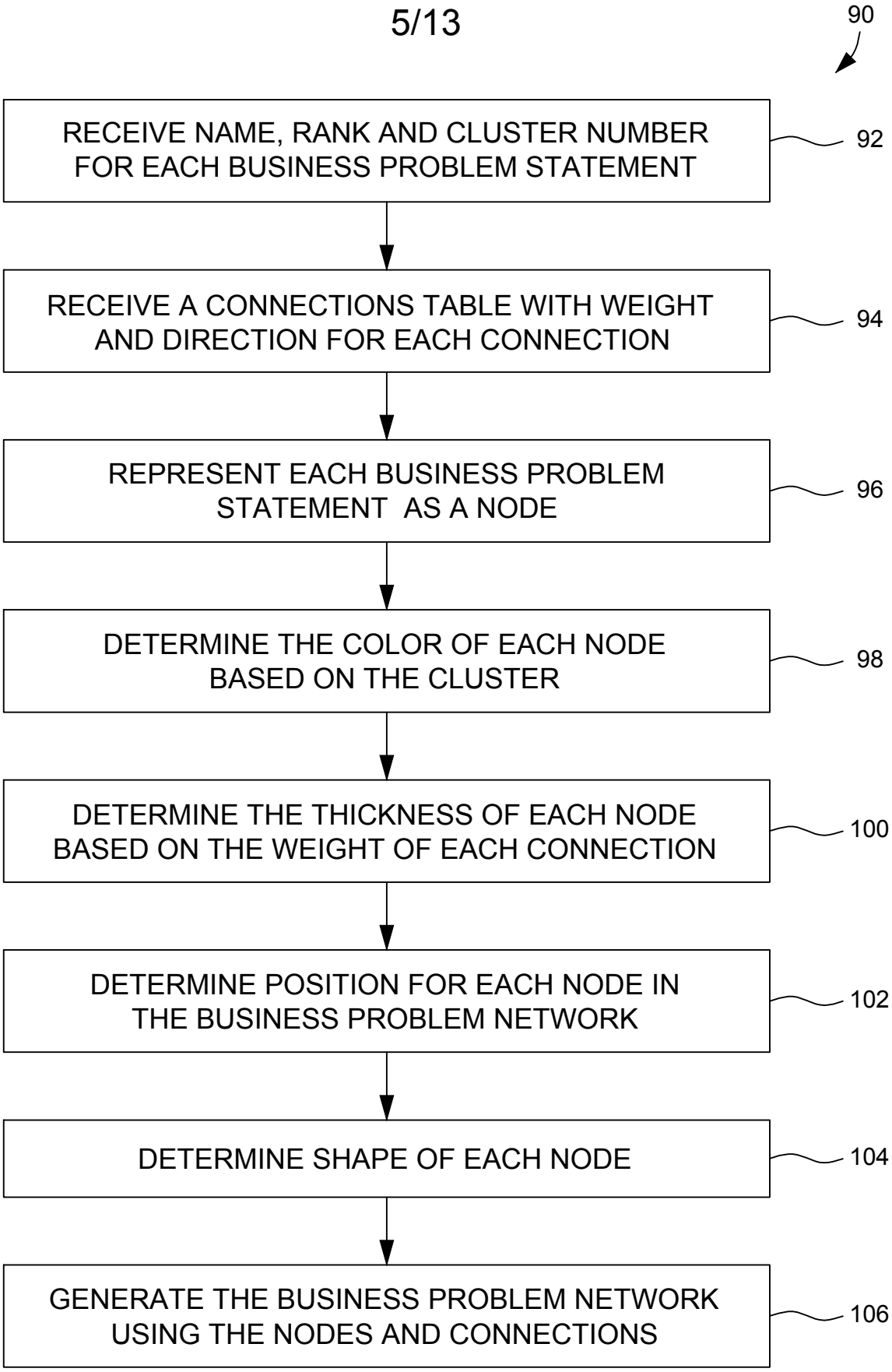

90
RECEIVE NAME, RANK AND CLUSTER NUMBER FOR EACH BUSINESS PROBLEM STATEMENT
92
RECEIVE A CONNECTIONS TABLE WITH WEIGHT AND DIRECTION FOR EACH CONNECTION
94
REPRESENT EACH BUSINESS PROBLEM STATEMENT AS A NODE
96
DETERMINE THE COLOR OF EACH NODE BASED ON THE CLUSTER
98
DETERMINE THE THICKNESS OF EACH NODE BASED ON THE WEIGHT OF EACH CONNECTION
100
DETERMINE POSITION FOR EACH NODE IN THE BUSINESS PROBLEM NETWORK
102
DETERMINE SHAPE OF EACH NODE
104
GENERATE THE BUSINESS PROBLEM NETWORK USING THE NODES AND CONNECTIONS
106

FIG. 5

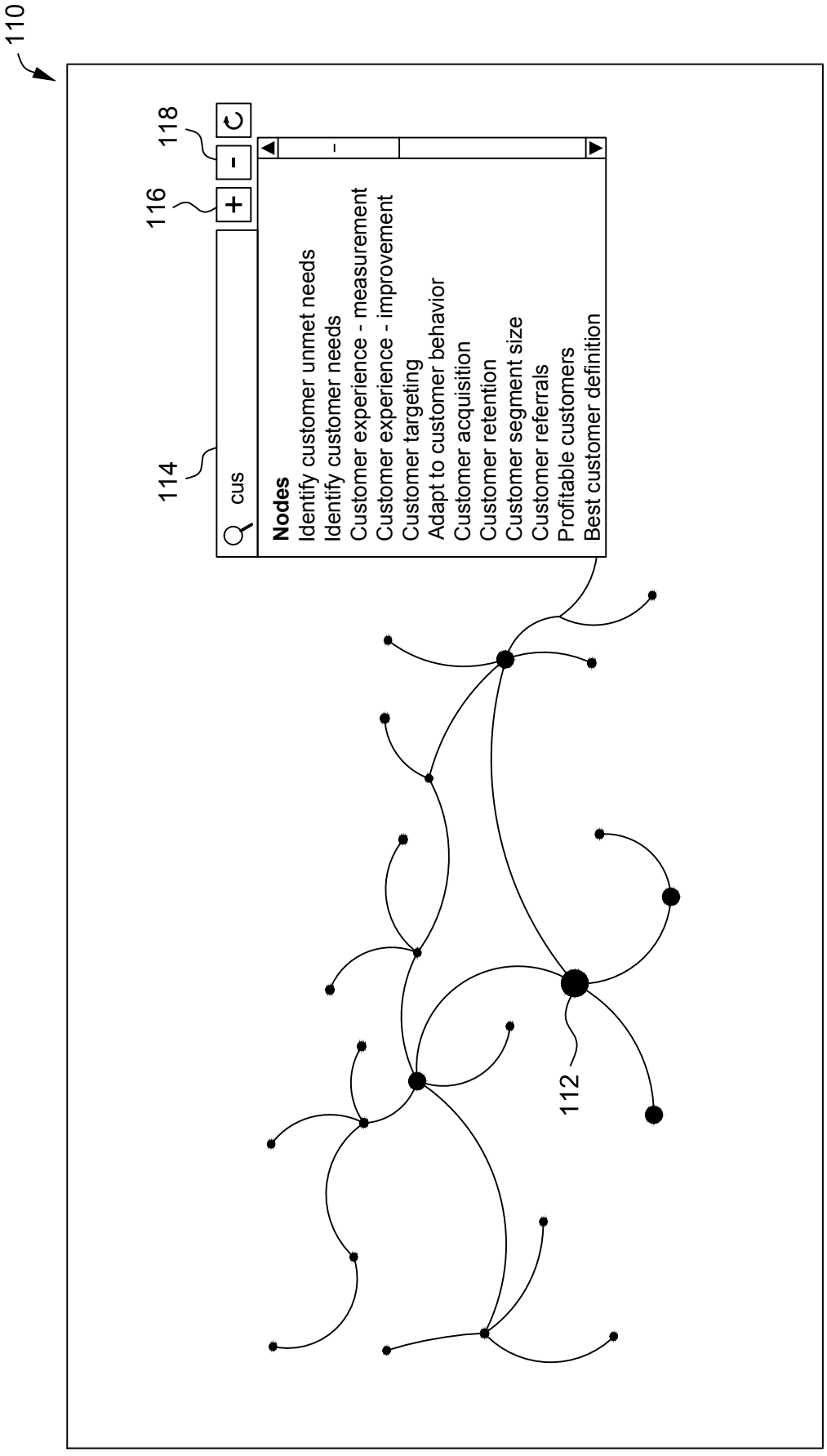

110
118
116
114
cus
Nodes
Identify customer unmet needs
Identify customer needs
Customer experience - measurement
Customer experience - improvement
Customer targeting
Adapt to customer behavior
Customer acquisition
Customer retention
Customer segment size
Customer referrals
Profitable customers
Best customer definition
112

FIG. 6

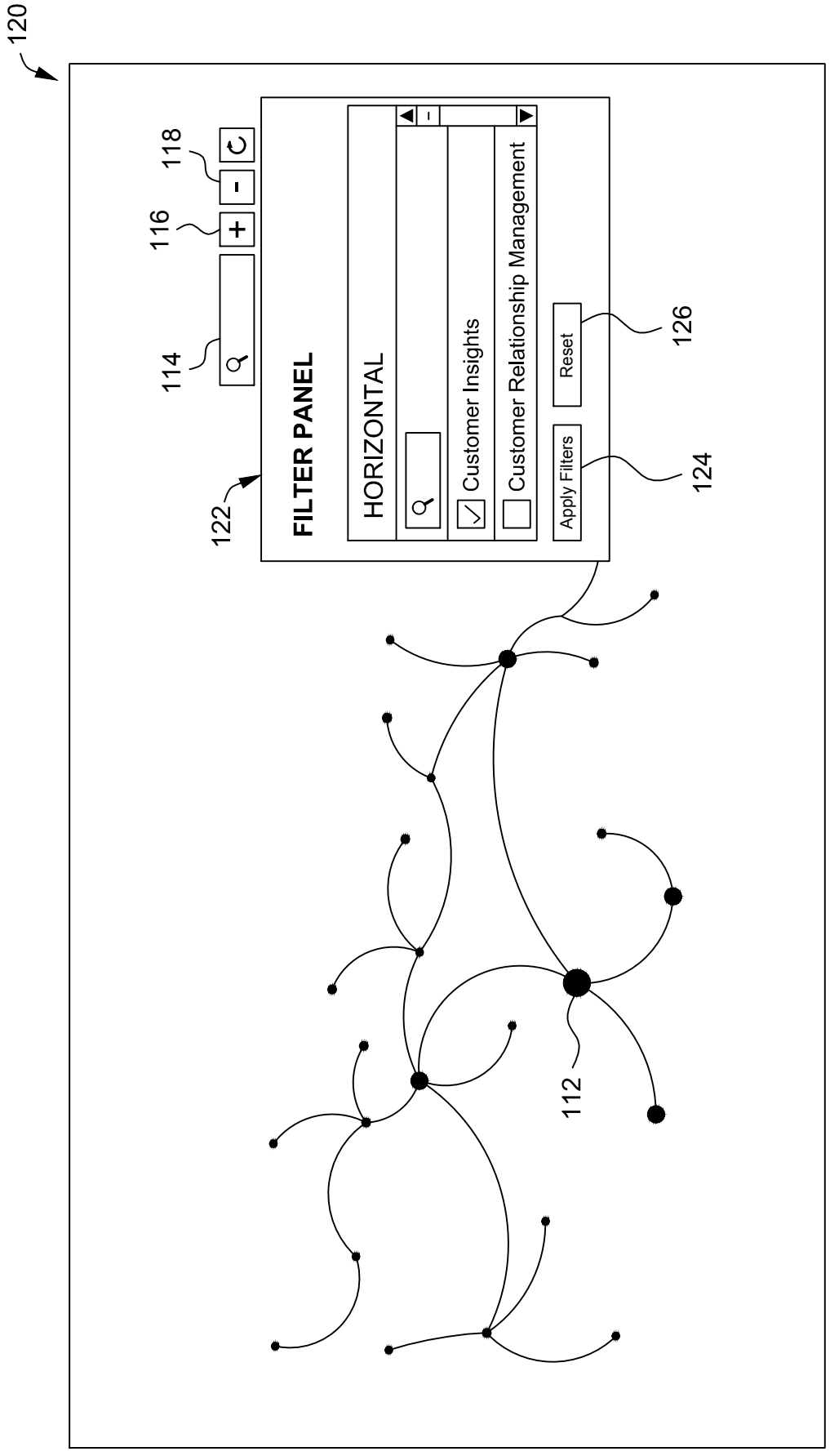

120
118
116
114
122
FILTER PANEL
HORIZONTAL
Customer Insights
Customer Relationship Management
Reset
Apply Filters
126
124
112

FIG. 7

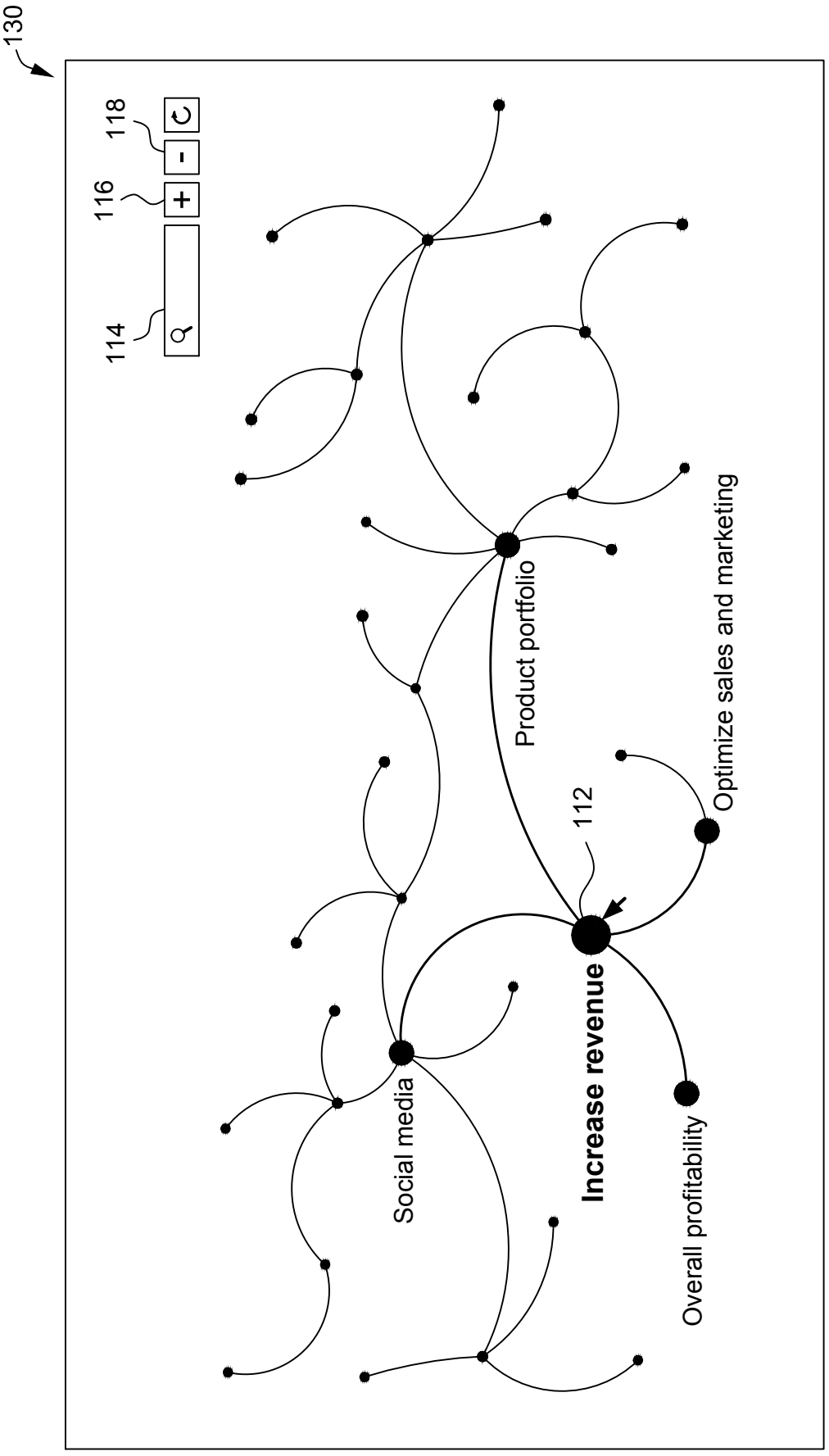

130
114
116
118
Increase revenue
112
Social media
Product portfolio
Optimize sales and marketing
Overall profitability

FIG. 8

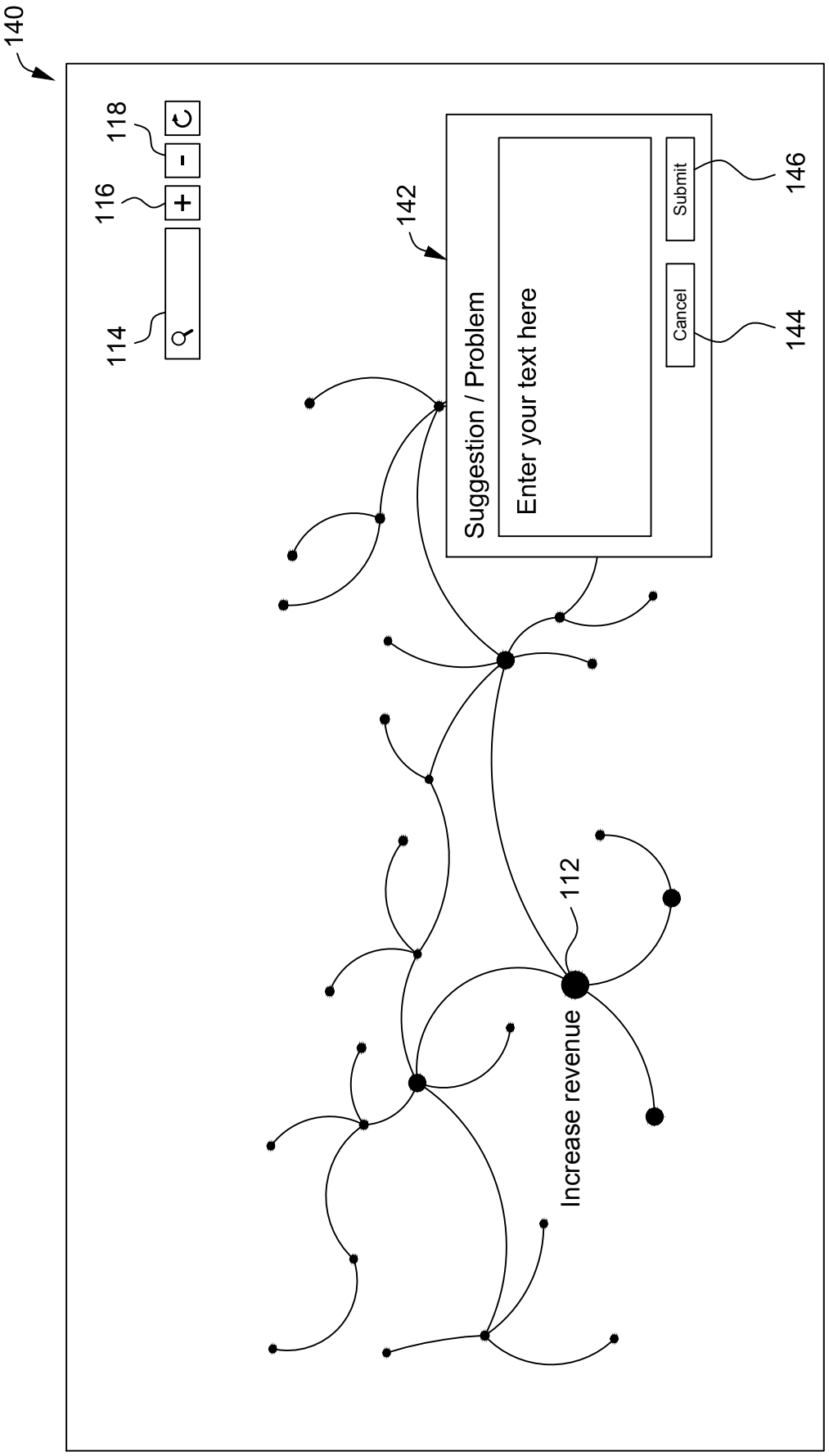

140
118
116
114
142
Suggestion / Problem
Enter your text here
Submit
Cancel
146
144
112
Increase revenue

FIG. 9

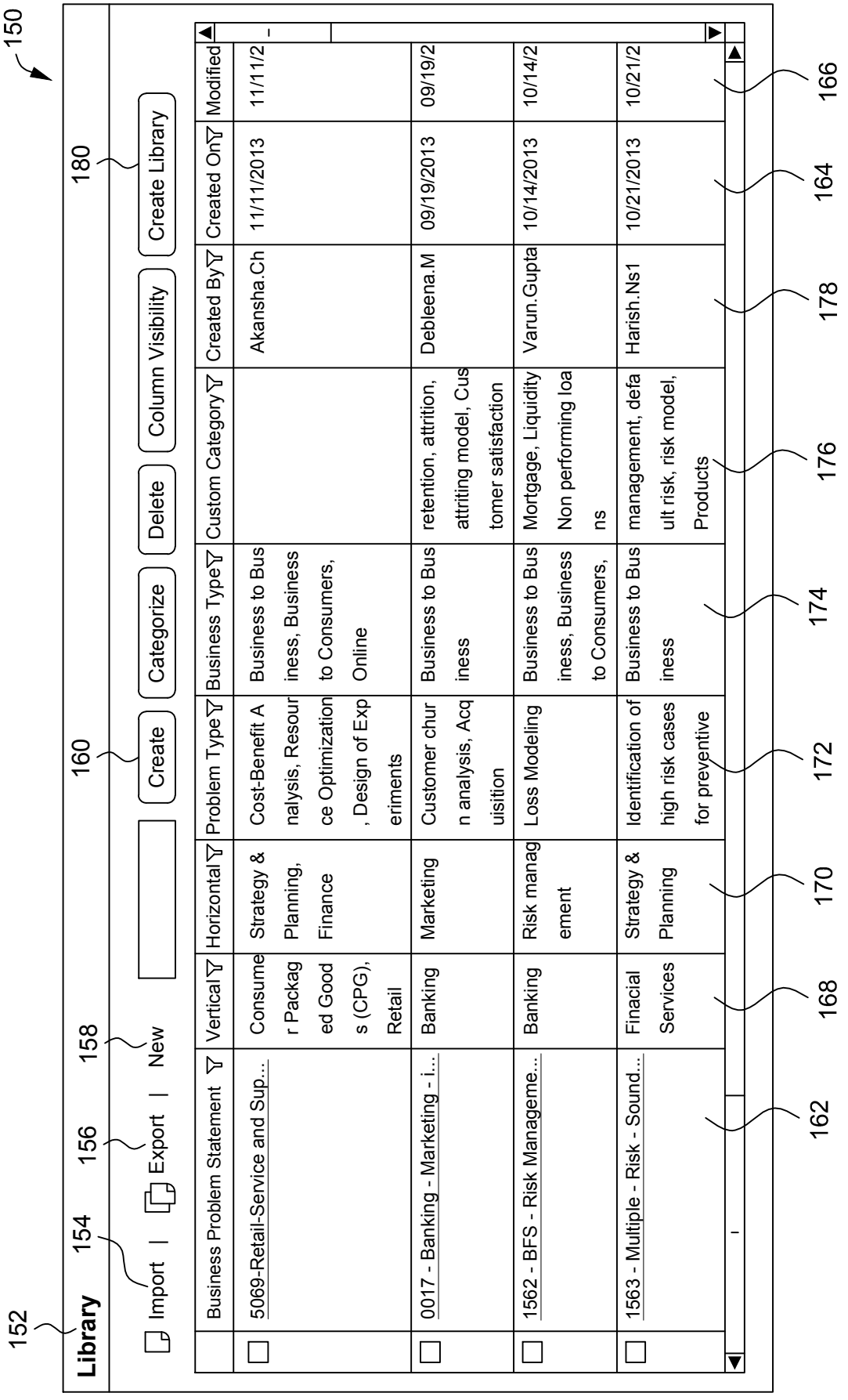

150
152
Library
154
Import
156
Export
158
New
160
Create
Categorize
Delete
Column Visibility
180
Create Library
Business Problem Statement
Vertical
Horizontal
Problem Type
Business Type
Custom Category
Created By
Created On
Modified
5069-Retail-Service and Sup...
Consumer Packaged Goods (CPG), Retail
Strategy & Planning, Finance
Cost-Benefit Analysis, Resource Optimization, Design of Experiments
Business to Business, Business to Consumers, Online
Akansha.Ch
11/11/2013
11/11/2
0017 - Banking - Marketing - i...
Banking
Marketing
Customer churn analysis, Acquisition
Business to Business
retention, attrition, attriting model, Customer satisfaction
Debleena.M
09/19/2013
09/19/2
1562 - BFS - Risk Manageme...
Banking
Risk management
Loss Modeling
Business to Business, Business to Consumers,
Mortgage, Liquidity Non performing loans
Varun.Gupta
10/14/2013
10/14/2
1563 - Multiple - Risk - Sound...
Finacial Services
Strategy & Planning
Identification of high risk cases for preventive
Business to Business
management, default risk, risk model, Products
Harish.Ns1
10/21/2013
10/21/2
162
168
170
172
174
176
178
164
166

FIG. 10

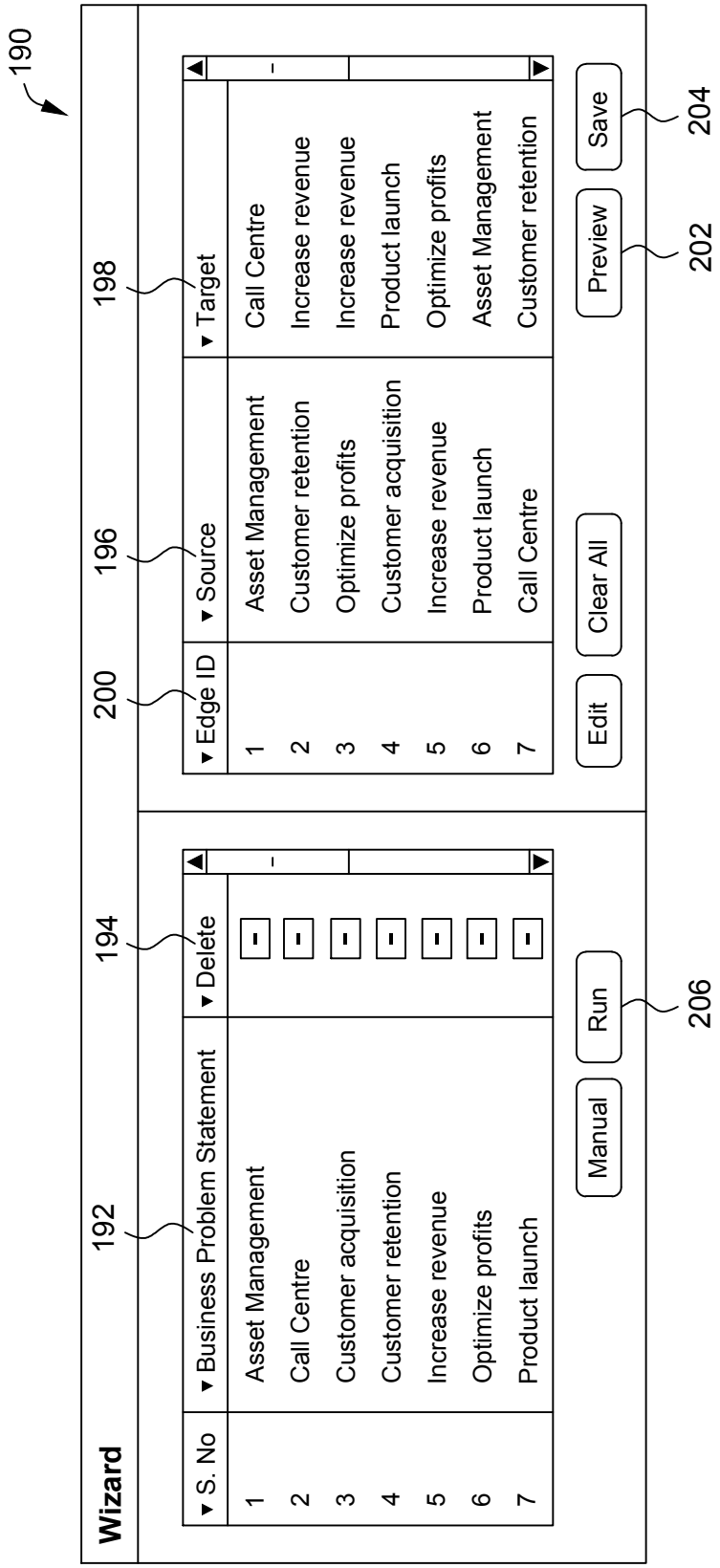

190
Wizard
192
194
196
198
200
S. No
Business Problem Statement
Delete
Edge ID
Source
Target
1 Asset Management
2 Call Centre
3 Customer acquisition
4 Customer retention
5 Increase revenue
6 Optimize profits
7 Product launch
Asset Management
Customer retention
Optimize profits
Customer acquisition
Increase revenue
Product launch
Call Centre
Call Centre
Increase revenue
Increase revenue
Product launch
Optimize profits
Asset Management
Customer retention
Manual
Run
Edit
Clear All
Preview
Save
202
204
206

FIG. 11

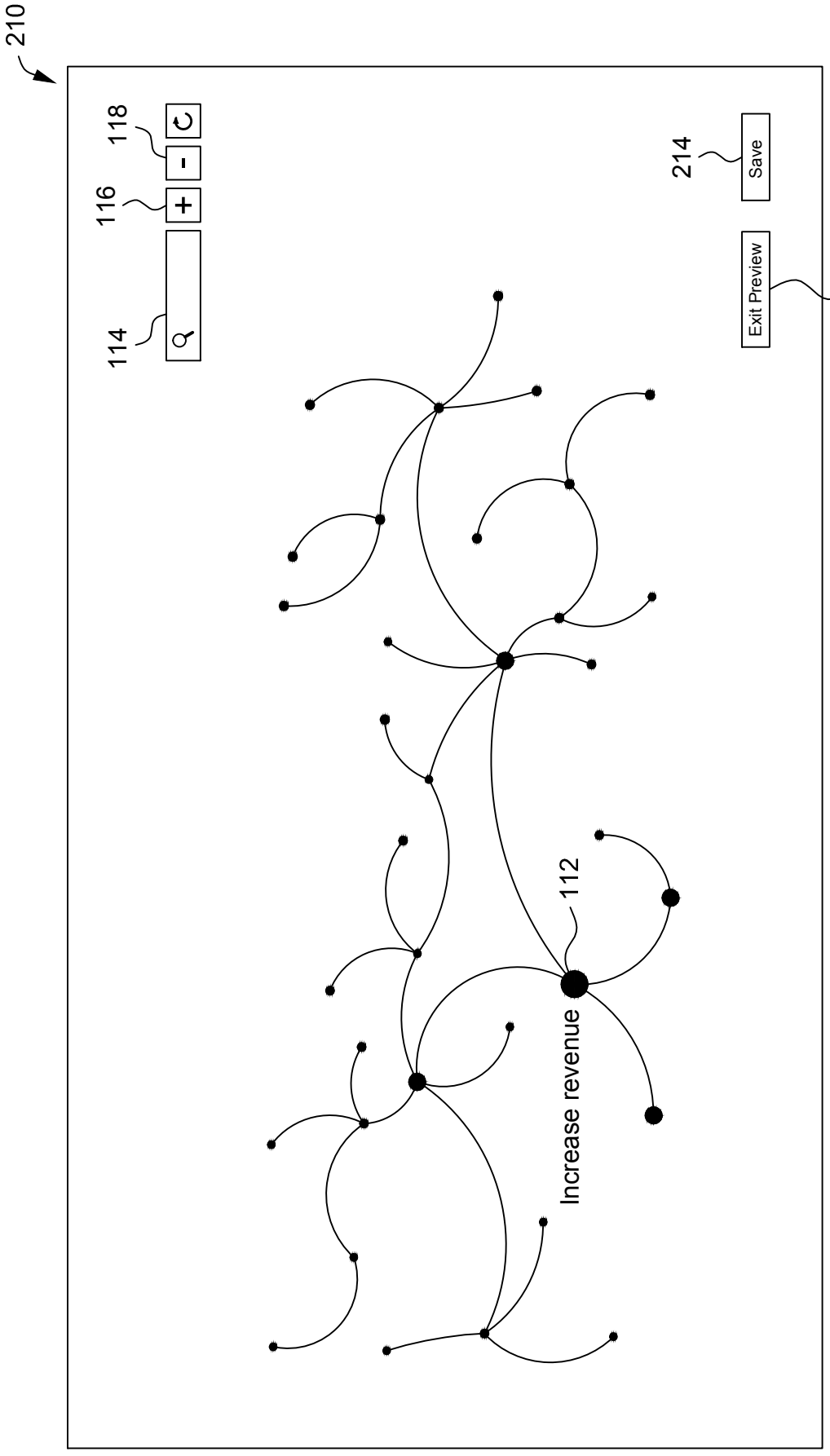

210
118
116
114
214
Save
Exit Preview
212
112
Increase revenue

FIG. 12

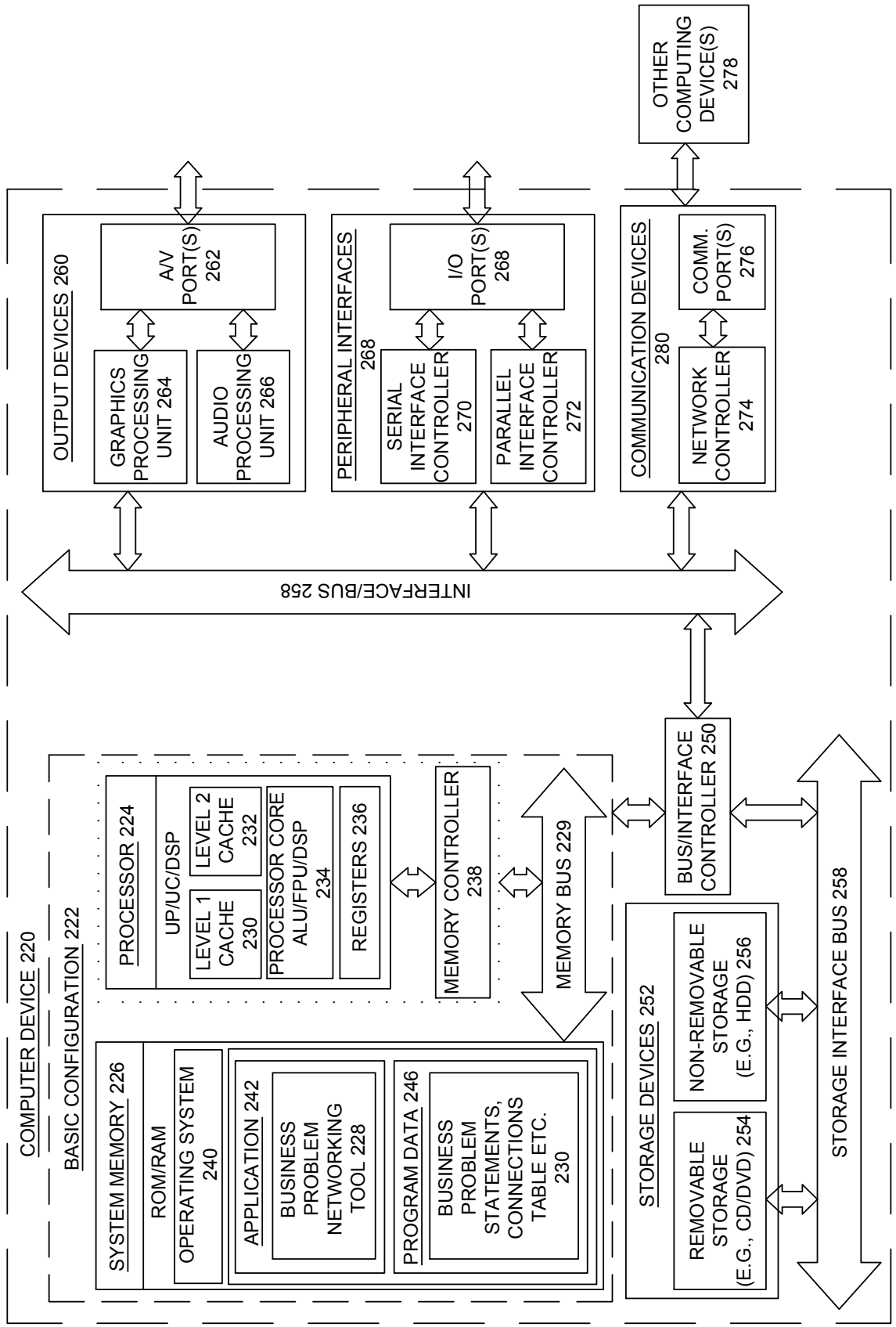

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FIG. 13