

**FOR IMMEDIATE RELEASE**

## **CUSTOMER LOYALTY ANALYTICS AT GARTNER BI SUMMIT**

*Aimia discloses how to monetize data and turn information into profit*

**LONDON, UK. 03 FEBRUARY 2012** — Garth Ralston, Head of IT, Analytics and Campaign at Aimia, a global leader in loyalty management, will be a featured speaker at the Gartner BI Summit in London on Tuesday 7th February. Aimia launches and operates loyalty programs including brands such as Aeroplan in Canada, Nectar in the UK and Italy and Air Miles in the Middle East; they generate value for their clients by providing analytics that give them insight beyond the typical 'market basket analysis'.

Mr. Ralston will present on Tuesday at the event being held at the Park Plaza Westminster Bridge, London. He will discuss how the Kognitio in-memory analytical platform, on which Aimia built its solution, enables them to monetize data for retailers to gain valuable insights that help them improve customer retention, share of wallet and spend.

**A Big Data Problem.** Tight competition and shrinking margins among retailers means they need to retain their best customers which requires Aimia to deliver train-of-thought analysis on full-volume point-of-sale (PoS) data. To accomplish this, they need to move through the data in nanoseconds – the Kognitio in-memory analytical platform enables them to do that.

*"Aimia is powering customer loyalty and driving Big Data analytics that yesterday's databases can't handle," said Steve Millard, Chief Operating Officer at Kognitio. "Using the Kognitio in-memory analytical platform the way they do enables retailers to gain insights in an easy, self-service fashion," he added, "we are proud to have partnered with Aimia for several years now on a truly innovative solution."*

*"Our customers want answers and they want them fast," said Garth Ralston, Head of IT, Analytics and Campaign at Aimia. "They are constantly deepening their understanding of their customers through analysis of shopping data to provide their customers with what they want and our analytical platform enables them to do that with speed and accuracy. Across the board we process 68 billion shopping bills, that's a lot of data. The Kognitio platform has the ability to cope with our demands. It's this capability that allows us to gain valuable insight for our leading global retailers."*

The presentation will expand on a case study about how Aimia offers retailers and suppliers the ability to analyze full PoS data volumes in order to boost statistical confidence from the data. The front-end application for retail analysts enables them to self-serve two years of data at any one time, as opposed to small representative samples. Linearly scalable analytical appliances from Kognitio reduced query response times by a factor of 60; what previously took over 5 hours now runs in less than 5 minutes.

Kognitio has been providing in-memory analytics since 1989, offering cutting edge solutions that are globally redefining the way companies mine, analyze and monetize data.

For more information on the Gartner BI Summit please visit

[www.gartner.com/technology/summits/emea/business-intelligence](http://www.gartner.com/technology/summits/emea/business-intelligence)

For more information on the Aimia-Kognitio case study, visit [www.kognitio.com/aimia](http://www.kognitio.com/aimia)

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### **About Kognitio**

Kognitio stands at the intersection of Big Data Analytics and Cloud Computing. Having delivered the first in-memory analytical platform in the world, it was designed from the ground up to turn massive amounts of raw, complex data into valuable business insight. As an appliance, in the cloud, or on industry-standard x86 servers, Kognitio matches the highest amount of raw computing power to scale, over the most complex queries, without the administrative overhead of manipulating data. Clients span industries, including market research, consumer packaged goods, retail, telecommunications, financial services, insurance, gaming, media and utilities. To learn more about Kognitio, visit [www.kognitio.com](http://www.kognitio.com) and follow us on Facebook, LinkedIn and Twitter.

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### **About Aimia**

Aimia, is a global leader in loyalty management. Aimia's unique capabilities include proven expertise in delivering proprietary loyalty services, launching and managing coalition loyalty programs, creating value through loyalty analytics and driving innovation in the emerging digital and mobile spaces. Aimia owns and operates Aeroplan, Canada's premier coalition loyalty program and Nectar, the United Kingdom's largest coalition loyalty program. In addition, Aimia has majority equity positions in Air Miles Middle East and Nectar Italia as well as a minority position in Club Premier, Mexico's leading coalition loyalty program and Cardlytics, a US-based private company operating in merchant-funded transaction-driven marketing for electronic banking.

Aimia is a Canadian public company listed on the Toronto Stock Exchange and has over 3,800 employees in more than 20 countries around the world. For more information about Aimia, please visit [www.aimia.com](http://www.aimia.com).

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For more information, contact: Carissa Rafferty - Kognitio [carissa.rafferty@kognitio.com](mailto:carissa.rafferty@kognitio.com)

Twitter: @kognitio