

BLACKLIGHT SOLUTIONS LAUNCHES LIGHTHOUSE EARLY WARNING SYSTEM – EMPOWERING COMPANIES TO RESPOND TO RISKS AND OPPORTUNITIES IN REAL TIME

Lighthouse Early Warning System Introduces Advanced Analytics to Safeguard Business Systems and Send Push Notifications to the Right People at the Right Time

Austin, Texas – May 20, 2014 – Applied analytics solutions company Blacklight Solutions, today announced the launch of Lighthouse, an advanced Early Warning System that uses high-scale pattern recognition and predictive analytics tools to surface insights that impact business performance. Lighthouse runs on top of Blacklight Solutions’ data virtualization technology DataCurrent, to analyze a company’s raw data flows, incorporate unstructured data sources, introduce advanced evidence-based decisioning and anomaly detection matrices and enable real-time visualization and reporting.



Lighthouse serves as a system guardian and catalyst for businesses to make their data meaningful. As businesses rely on increasingly sophisticated data analytics, timely access to interpreted data is essential for successful client service, system management and business operations. Data is only useful if it can be made actionable within a critical window of time. Lighthouse, as an application of DataCurrent integrated with Spark, empowers companies to scale processing, filter through the noise, increase data awareness and alert the right people at the right time.

With Lighthouse features, Blacklight Solutions’ clients are able to:

- ⇒ Prevent revenue loss due to lags in system processing
- ⇒ Prepare in advance for environmental events to mitigate impacts to business operations
- ⇒ Conduct continuous monitoring of systems for network performance optimization
- ⇒ Implement real time, evidence-based decision frameworks for pricing and delivery strategy
- ⇒ Take action using rapid-response push notifications that alert the right people
- ⇒ Introduce strategic predictive analytics modeling, forecasting and tracking to notify clients
- ⇒ Easily visualize and track data with meaningful analytics and reporting on key indicators
- ⇒ Embed Lighthouse into client product applications for new revenue capture

Clients use Lighthouse to accelerate analysis of their owned data streams and elevate performance of critical business processes. “The Early Warning System Blacklight Solutions implemented has made a significant impact on our network-management processes,” said

Blacklight Solutions client David Shifley, SVP Information Technology at Impact Telecom. “We are now able to use more sophisticated, real-time decisioning, and have greater insight and reporting on performance measures. The push notifications ensure that the right people on the team are notified and can rapidly address any issues.”

LEARN MORE ABOUT LIGHTHOUSE

More Information on Lighthouse: www.blacklightsolutions.com/lighthouse-early-warning-system

Download Free Case Study: www.blacklightsolutions.com/lighthouse-case-study

Contact Us with Questions: contact@blacklightsolutions.com

ABOUT BLACKLIGHT SOLUTIONS

Founded in 2009, Blacklight Solutions is an applied analytics solutions company based in Austin, Texas. We create data analytics products that solve business problems. Today, businesses are facing increasing operational demands around processing, managing, analyzing and applying data. Blacklight Solutions delivers innovative solutions that enable companies to scale, meet critical information management needs and find new applications for owned data streams.

We leverage our own technology that glues data processing tools together to provide seamless integration and meaningful analytics. Data products we build can be embedded into client technology to create value by extending existing software applications or by generating additional revenue streams. Blacklight Solutions works with clients across more than 15 verticals, including advertising, healthcare, telecommunications and financial services.

ABOUT DATACURRENT

DataCurrent is Blacklight Solutions’ proprietary technology that allows business users to pull live cloud, application and NoSQL data into their reports and data presentation tools. DataCurrent uses enterprise standards that make connecting to the platform simple with any business intelligence tool; the technology is also extensible to new or proprietary data sources.

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MEDIA CONTACT

Christa Rose

Blacklight Solutions

christa@blacklightsolutions.com

(512) 795-0855 x 106
