

Corporate Fact Sheet

Market Position & Mission

Accretive is a trusted provider of predictive risk analysis technologies and optimal business control advisory services. Accretive's single-minded mission is to dedicate its business process, technology innovation and deep industry expertise to help customers proactively monitor the health of operations, accurately predict risks and plan to take strategic actions—before problems appear.

Value Proposition

As a customer-centric and results-driven technology and services partner, Accretive is redefining the way companies expose risk by identifying future points of failure (using both known and unknown patterns), analyzing the likelihood and magnitude of impact and recommending the corrective actions needed to avoid negative business outcomes. Accretive's unique approach is based on a belief that analytics should deliver trustworthy, forward-looking insights that are both business oriented and actionable for executive decision makers as well as operational users.

Differentiation Factors

- » Uses mathematical emulation to predict both known and new patterns of behavior that big data and statistical approaches often miss because of their dependence on historical data
- » Monitors the overall health of operations across organizational silos to identify all risks and opportunities to improve performance
- » Simple to configure tools deliver value within 10 days or less and provide executive and operational users with easy to use interfaces
- » Deep expertise developed over 20 years through 400+ end-to-end studies for global companies covering over 15 industries captured in 10,000+ libraries

Key Benefits

- » Helps companies maintain the optimal balance between cost, quality and throughput
- » Allows business and technology leaders to prove decisions for a full range of projects including M&A, product development, migration to the cloud and economic risk determination before investments are made
- » Reveals when new dangerous patterns of behavior will appear and identifies which strategic actions are needed to improve business outcomes
- » Prepares decision makers to act in an ever shrinking window of opportunity by identifying potential threats in real time, reporting risks in terms of business impacts and detailing which remedial actions are required to avoid negative business outcomes
- » Provides market-ready, "quick-start" solutions to help companies easily progress from first phase projects to enterprise-wide optimal business control programs

History

- 1970s Accretive founder Nabil Abu El Ata works with team of scientist to define orbits for space exploration
- 1980s Dr. Abu el Ata begins to apply his theories to business systems
- 1990s Over 12 patents developed while working with First Data and other Fortune 1000 companies
- 2000s Dr. Abu el Ata teams with Maurice Perks to develop the new discipline of predictive dynamic complexity
- 2001 Technology is credited with improving business system by 3X
- 2002 Accretive is founded
- 2012 Over 350 global customers have applied the Accretive technologies to improve the efficiency and profitability of their business



Leadership

- » Charlie Fote, Chairman of the Board, Accretive; former Chief Executive Officer, First Data
- » Nabil Abu el Ata, Founder and Chief Executive Officer, Accretive
- » Annie Drucbert, Co-Founder and Chief Financial Officer, Accretive
- » Charlie O'Rourke, Board Member, Accretive; former SVP First Data
- » Merritt Lutz, Board Member, Accretive; Advisory Director, Morgan Stanley
- » Maurice Perks, Board Technology Advisor, Accretive; former IBM Fellow

Customers

Hundreds of global 1000 companies leverage Accretive's highly accurate optimal business control capabilities to thrive in the face of increasing pressures to innovate, contain costs and grow. Customers include market leaders and government agencies like CLS, Credit Suisse, McDonalds, IBM, Deutsche Bank, Thomson Reuters, KLM, London Stock Exchange, Italian Stock Exchange, Swiss Stock Exchange, First Data, Renault, BNP Paribas, Total Oil, Societe Generale, EADS, La Poste, Lehman Brothers, French Government Agencies, British Telecom, EuroClear, West Communications and France Telecom.

Geographic Reach

- » More than 400 projects delivered in 10 countries
- » Serve customers in North America, United Kingdom, Europe and Asia through regional sales and client relationship offices in: New York, Omaha (U.S.); Paris (France); London (UK)

Industries Served

Banking & Financial Services, Communications, Manufacturing & Logistics, Retail, Media & Entertainment, Travel & Hospitality, Government, Technology, Information, Energy & Utilities

Key Uses of X-ACT OBC Platform

- » Expose bottlenecks and system limits
- » Predict conditions that can cause systems to exhibit undesirable behaviors or reach a point of chaos
- » Monitor systems to preemptively reveal risks resulting from changing complexity
- » Use dynamic benchmarking for capacity planning and to identify new ways to operate better, faster and leaner
- » Validate design decisions and test non-functional requirements (NFRs) to avoid costly mistakes and go-live surprises
- » Design future-proof business and technology architectures
- » Validate that enterprise strategies will continuously meet business cost, scalability and performance requirements
- » Reduce the future effects of aging due to adaptation, technology upgrades or redundancies

Center of Excellence

Forward-thinking customers who are dedicated to using optimal business control as an integral part of the business decision process are invited to join Accretive's Center of Excellence. The purpose of the Center of Excellence is to share dynamic complexity risk management best practices and promote innovative and beneficial uses of the technology. Through the Center of Excellence, companies become empowered with the training, tools and knowledge they need to successfully and independently run enterprise-wide optimal business control programs that support high-performance business objectives.

Key Alliances or Partnerships

IBM, Microsoft, CSC, BNP Paribas, Solace Systems, Informatica, Ostia

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