

Enterprise Predictive Modeling Solutions for Risk Management

Predictive Modeling and Risk Management

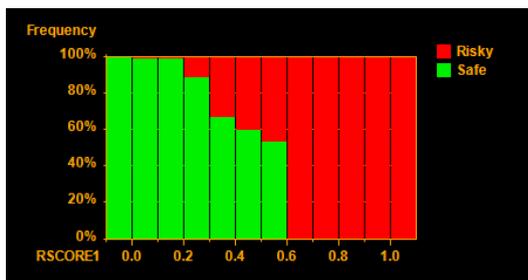
Risk management is an essential part of credit and insurance industries. Predictive modeling can be a very useful tool for risk management. Predictive modelling derives models from past historical data automatically based on statistical and artificial intelligence algorithms. It provides empirical predictions based on past experience.

Artificial Intelligence

Rosella Predictive Modeling Solutions are based on AI (Artificial Intelligence) algorithms such as neural network, self-organizing maps (SOM), decision trees, and statistical methods. Neural network is a very powerful tool to model complex information. In addition, it provides flexibility to combine using RME (Rule-based Model Evaluation).

Rule-based Model Evaluation (RME)

Single predictive models tend to show biases and weakness. RME (Rule-based Model Evaluation) models can overcome this problem. RME can combine multiple predictive models based on minimum, maximum, average, and so on. In addition, it provides conditional evaluation of predictive models as well as classification. RME is derived from SQL language. It's very powerful and easy to learn. The following figure shows RME model output result.

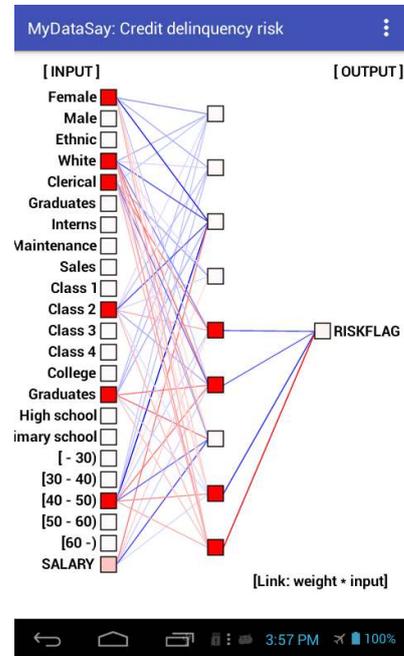


J2EE Web Deployment

Rosella predictive modeling web solution is based on Java J2EE application servers. It can run on various operating systems such as Windows, Linux, Mac OS-X, Unix, etc. Its high performance can provide vital services to a large group of users.

Android Application: MyDataSay

MyDataSay is an Android Application for deploying predictive models. Predictive models developed with CMSR Data Miner can be deployed on Android devices. The following figure shows neural network on MyDataSay.



Enterprise Solutions

Rosella predictive modeling provides complete enterprise solutions from model development to model deployment over web and Android devices. High performance web server and powerful neural net - RME combination can be essential for enterprise risk management. For more information on risk management and predictive modeling, please visit the following links;

<http://www.roselladb.com/credit-risk-analysis.htm>

<http://www.roselladb.com/insurance-risk-analysis.htm>