

## ORACLE EMERGING BUSINESS PARTNERS

### Indico BI

Indico BI is the developer of a BI product, Indico, which uses actuarial data analysis to enable volume manufacturers to improve product quality and reduce costs in their post sale value chain. The company's initial target market is automotive warranty costs which analysts estimate to be \$30bn a year. Its first customers include blue chip global manufacturers like Ford, Mazda, Honda and Hyundai. Founded by James Davies in 2005, Indico BI is based in London and South Wales. The company's rapid progress is already attracting considerable interest from venture capitalists.

Whilst working for Lloyds of London as an actuarial analyst responsible for the pricing and monitoring of \$100m's of insured warranty risk, James recognised that the methodologies being applied by the insurance industry to assess risk and forecast cost could offer significant insights to manufacturers in many industries. Over the last 2 years he and his colleagues have developed the analysis tools into a product set called Indico and are currently marketing this to auto OEMs.

Historically auto OEMs typically relied on forecasts with low levels of accuracy e.g. ranges of 80%-120%. The power of Indico was highlighted when in the first fiscal year using Indico, Mazda has predicted its budget 18 months in advance with 99.7% accuracy. The Indico product produces high top-level accuracy from a granular analysis of model and dealer behaviour. This detail enables manufacturers to significantly reduce their post sale costs, introduce model improvements more quickly and resolve dealer performance issues.

Indico BI took the opportunity when selecting its data platform to select a product that would naturally appeal to its blue chip client base. It wanted to adopt a robust, scalable platform that could help it to scale to meet global business demand, a traditional enterprise IT system. However it needed a supplier who was able to understand the needs of an early stage high growth company.

The company was able to turn to Oracle as it offers a range of products designed for this type of growing organisation and Indico BI decided to use the free Oracle Database XE as the backbone for its information platform. Additionally, Oracle has worked with Indico BI from early on in the company's development to provide access to its vast technical and industry expertise helping to ensure that Indico's IT platform is able to respond flexibly to changing business demands.

*"At an early stage in our development Oracle introduced us to its products which give us a path to adopt its technologies as our business grows," says James Davies, Managing Director, Indico BI. "Having Oracle work alongside us to build robustness and scalability into our core product platform, as well as being able to tap into its industry and technical expertise has been invaluable for us. We are able to claim some of the world's leading automotive brands among our customer base and we've been able to reassure them that Indico is built-to-last on an Oracle platform. We have truly benefited from the enthusiastic support of the emerging business team and look forward to developing deeper ties with Oracle as we continue to grow."*

#### Indico BI

**Web:** [www.justgooddata.com/](http://www.justgooddata.com/)

**Address:** 18 Holbeach Mews, London. SW12 9QX

**Telephone:** +44 8451 305521