

"European Funds - for the development of Innovative Economy"

Project title: Develop a prototype of the analytical StatC Platform for the support of business processes

Name of beneficiary: StatConsulting Sp. z o.o.

Contact data: Przemysław Wójcik, Legal and Financial Manager, e-mail: p.wojcik@statconsulting.com.pl, phone: (0-22) 847 97 17

Total project value: 5 805 320,00 PLN

Support amount: 3 004 910,00 PLN

Project implementation period: 2011-2013

Contract for the financial support of Project no. UDA-POIG.01.04.00-14-160/10-00 as part of measure 1.4 - Support for goal-oriented projects of priority axis 1 - Research and development of modern technologies of the Innovative Economy Operational Programme 2007-2013.

The primary objective of the project is the creation of the prototype of the analytical StatC Platform for data exploration (data mining), including text, hypertext and graph (social networks) data, integrated with a module for the management of marketing campaigns. The implementation of the project will consist of an industrial research and development works phase and a deployment phase.

In the deployment phase the platform, based on the results of industrial research and development works, will be prepared for business use, contributing to the support of business processes in the companies from the MSE segment, as well as from the banking and telecommunication sectors, also due to the creation of branch-oriented versions of the platform.

The ultimate result of the Project will be a scalable and fully parameterized platform for data exploration (data mining) and the management of marketing campaigns, providing the functionality which satisfies the requirements of business enterprises from the above mentioned above.

The general objective will be reached by completing particular objectives, which are characterized in the following way:

- Conducting industrial research oriented towards designing models of architecture, processes, data and individual modules of the solution as a coherent platform for the processing and exchange of data and processes. The platform is to constitute a response to the market demands in the field of knowledge acquisition from various available data sources (including, besides the traditional databases, also collections of text data and social networks).
- Development works, the goal of which will be the creation of the prototype IT platform and its testing in laboratory environment.
- Support for the deployment of the results of research works, including the creation of (technical, end-user, marketing) documentation and a test deployment of the platform performed by the applicant in order to assess the capabilities of applying the results in business practice.