Korem’s vision is to create value for our customers by leveraging the power of geospatial technologies and data to make more insightful business decisions.

As a Geospatial Systems Integrator and reseller, Korem’s professional service experts perform analytical research, predictive modeling and segmentation studies that enable clients to get full value of their data by integrating location and analytic information in a single meaningful view. At Korem, the client is at center of our approach, our Customer Engagement Lifecycle ensures we remain deeply involved throughout the duration of the relationship:
Expertise

Enterprise Data Management and Analytics  
Data Quality, Address Validation and Geocoding  
Enterprise Geospatial Applications

Verticals

Throughout the years, Korem has developed core competencies in the following verticals:

Telecom  
Insurance  
Retail  
Energy and Utilities

Alliances and Partnerships

Korem has established strong partnerships with industry leaders to provide our customers with the best commercial solutions that fit their needs:

Pitney Bowes Software  
Google  
Alteryx  
Here
Korem’s Alteryx Offering

Korem’s team has developed a strong expertise on the Alteryx product line for both desktop and server components. Our team of specialists covers the complete range of capabilities offered by the product, from data integration to modeling and analytics. Also, by leveraging the server component of the product we enable the whole organization by building enterprise applications for customer service, operational systems and geospatial dashboards or by performing analytical research, predictive modeling and segmentation studies. These tools or resulting analysis provide our clients with a strategic advantage for making insightful business decisions.

Our Alteryx Know-How

Interoperability and Data modeling

Our Data & GIS experts create, reuse and share data models in order to manipulate large spatial and nonspatial datasets in various different formats.

Segmentation

Korem has extensive experience in all levels of Socio-demographic analysis including segmentation, site selection, demographic variable analysis and using demographic data in order to describe market conditions and potential.

Reporting

Korem has the ability to maximize this functionality to generate real-time and well-presented reports, giving the customers clear and actionable information as a function of their specific needs.

R Language

Korem has the expertise, the know-how and the experience to work with R in various applications, such as clustering, optimization applications, parametric and non-parametric modeling, big data and predictive analysis.
Alteryx Server Expertise

Alteryx has released a server version of its tool. This allows a data artisan to create, publish and share models with the entire organization which can then be executed on-demand. Korem has taken this approach to a next level by using the published data flows to embed them in web mapping portals.

Essentially, by leveraging the logic developed by the data artisans and business analysts, we can deploy web or mobile applications along with advanced mapping capabilities or with popular mapping tools, such as Google Maps.

The business logic and results developed by the data artisans can be used, as an example, to:

• Display the results on the map
  • Thematic
  • Trade areas, drive time, etc...
• Obtain information based on map interaction
  • Retrieve info on a point of interest
  • Generate a report filtered based on map selection

The resulting applications provide our clients a strategic advantage for making insightful business decisions.

Empower the Many with the Knowledge of the Few

By leveraging Alteryx' Server platform, a data artisan can create reports or models and have them accessed by the end user through a customized mapping application. Empower the many with the knowledge of the few.