



# CUSTOMER SUCCESS

## Business Intelligence Working for World Peace

“Quantum4D allows us to measure the impact of multiple, diverse variables, such as the cost of rice and crime rates, on a region’s political stability in a single dynamic 3D environment. Quantum4D has greatly facilitated our ability to model multiple scenarios; our productivity has increased many-folds, and we have gotten our investment back many times already.”

Program Director

### Industry

Analyst Group

### Customer

A think tank consisting of academics and statisticians from leading universities in the U.S. including Harvard University and Stanford. Starting in 1994, under the patronage of the U.S. Government, the group was chartered to develop statistical models and original research on risks to sovereign nations worldwide, from political instability to state failure, and on key risk factors of interest to U.S. policymakers.

### Challenges

Since its founding, the group has expanded its focus from developing multivariate models for predicting extreme state failure to models that assess a country’s probability for major political change and the attendant key risk factors. The variables span economics, religion, politics, etc. The group found PowerPoint slides – at times up to 200 pages - highly inadequate as the communication medium during the development of these models and for their subsequent use.

### Why Quantum4D

This customer needed an interactive analysis tool that allowed statisticians to see, adjust and fine tune the model during development, and that allowed end-users of these models to view and dynamically explore multiple concurrent scenarios and outcomes. The group chose Quantum4D over other tools for its ability to allow users to render and manipulate thousands of variables in one space, and see the outcomes in real time.

### Results

With the assistance of Quantum4D, the group embedded their model in Quantum4D. Within minutes, statisticians were able to show world trends and drill down into specific countries in the Quantum4D workspace. The group is leveraging Quantum4D’s unique dynamic 3D visualization capability to discover relationships between seemingly disparate variables, and to measure the contribution of each variable – alone or in combination with other variables - to a nation’s political stability. Without Quantum4D this task was extremely difficult and time consuming. The group’s clients find Quantum4D visual simulation capability invaluable for showing multiple outcomes over time. These real-time interactive tasks were virtually impossible using PowerPoint. For a firm where business intelligence is the main service, Quantum4D has delivered excellent ROI.

“With Quantum4D we can explore scenarios in real time with decision makers.”