



Press Release:

KAIZEN ANALYTIX ANNOUNCES SUBSCRIPTION OFFERINGS & LEADERSHIP CHANGES

ATLANTA, July 10, 2019: Kaizen Analytix LLC, historically a leading analytics services provider, has recently formed a subscriptions team to further drive its mission of making analytics actionable and accessible.

Andy Williamson, one of Kaizen's original founders, leads the Subscriptions team as the Chief Product Officer. In this role, Andy oversees Kaizen's Insights-as-a-Service offering (a subscription-based service that provides low cost support to build, maintain and execute analytics for customers looking to keep costs down), as well as Kaizen's growing portfolio of product offerings. Within the products domain, Andy is driving the vision for the **Kaizen ValueAccelerators™** (a proprietary suite of packages and scripts which provide speed to value for everything from data cleansing to analytical modeling and visualization), **Kaizen DataLabs** (Kaizen's extensive library of data sources used to enrich customer-provided data to drive additional insights), and Kaizen's growing suite of applications like **KaizenPrice** for Entertainment Operators.

Additionally, Kaizen is excited to announce the hiring of **Steve Derbis**, Director of Product Engineering. Steve is driving development best practices, guiding product architecture strategy, and enabling new deployment methodologies to further enhance the accessibility and robustness of Kaizen's product offerings. Prior to joining Kaizen Analytix, Steve served as Director of Technology Innovation at Anthem Innovation (a division of Anthem Inc.), where he led innovation teams in the delivery of differentiating and transformational initiatives within the healthcare vertical. Steve has also served as the Chief Technology Officer at multiple software companies.

"We are very excited to announce the launch of our Subscription team, and are thrilled to have Steve join us in a leadership capacity," said Andy Williamson. "We see our subscription offerings as the next step of our evolution and a key part of achieving our mission of making analytics accessible to a wider array of companies. We have collectively spent decades helping some of the world's largest companies implement custom analytics solutions, and are excited to build products leveraging our experience that allow organizations of all sizes to benefit from the power of best-in-class analytics."

About Kaizen Analytix

Kaizen Analytix LLC is an analytics products and services company that gives clients unmatched speed to increased revenues, reduced costs, and maximized margins through advanced analytics solutions and actionable business insights. Working from client and industry data, Kaizen combines its **Kaizen ValueAccelerators™**, data, and data from **Kaizen DataLabs** with proven analytics subject matter experts to rapidly deliver insights across the value chain, from Sales and Marketing to Operations and Finance. For more information, visit www.kaizenanalytix.com