


URL <http://implisense.com/en/>

## Quick facts

 Company:	Implisense
 Sector:	Economy & Finance
 Product / service:	Service
 Type of data:	Sales Data
 Origin:	Germany




## Benefits

-  The service provides customers with deeper insights into their markets and customers. It can be used as stand-alone software-as-a-service solution in the web browser, as a powerful plug-in for CRM systems or customised in applications via our JSON interface.




## How Open Data is used

-  Using the data mining expertise, Open Data is analysed to improve processes in sales and marketing by using extensive data analysis. The algorithms developed analyse the sample companies, existing customers, and suggests qualified new customers that match the target group profile. The algorithm also recognises opportunities for upselling and cross-selling in the existing database.



## Future plans

-  The company funded within the ODINE incubation programme, supporting startups and Small and Medium Enterprises (SME) that build sustainable businesses around Open Data. With the ODINE-project ECEP, the founders want to create a platform to monitor and analyse trends in the European company landscape for everyone.

