

VIVEK CHUGH AWARDED SAS CERTIFIED PREDICTIVE MODELER

NEW DELHI - October 8, 2009 - Vivek Chugh, ROCK Head, Solutions | Digitas has been awarded the prestigious SAS Certified Predictive Modeler. He is one of the only five Asians to have been honoured with this award. SAS is the global leader in business analytics software and services.

SAS Certified Predictive Modeler examination tests a predictive modeler's ability to prepare data, build predictive models, assess models, score new data sets, and implement models. During this performance-based examination, candidates use SAS Enterprise Miner to perform the examination tasks. It is essential that the SAS Enterprise Miner predictive modeler have a firm understanding and mastery of the functionalities for predictive modelling available in SAS Enterprise Miner 5.

Elated Vivek stated that "Most successful companies are using analytics to predict targeted outcomes. I plan to integrate the use of advanced analytics within Solutions | Digitas to give it a competitive edge." Vivek currently heads ROCK, the one to one Marketing (or direct marketing) business unit of Solutions | Digitas. ROCK combines advanced analytics, marketing strategy and operational capability to deliver result oriented Direct Marketing and CRM program for blue chip companies. Its clients include Adidas, Hindustan Petroleum, Nerolac Paints, Hewlett Packard and many more.

Vivek Chugh is a marketing professional who is passionate about bringing more science into marketing. He has over 15 years of experience in marketing of which last 8 years have been in CRM and Direct Marketing. A known expert in analytical marketing, he has developed and implemented several data led marketing initiatives for brand like Pizza Hut, General Motors, Aviva, amongst others.

About Solutions | Digitas

Solutions | Digitas (formerly, Solutions Integrated Marketing Services) is India and South-East Asia's most-awarded 'marketing services' agency known for the power of its integrated ideas, and the business results it delivers.

Since 1995, Solutions | Digitas has helped Fortune 500 companies address diverse marketing challenges in India and South-East Asia through innovative marketing solutions. Part of the global Publicis Groupe (www.publicisgroupe.com) and its Digitas network, Solutions | Digitas (www.digitas.in) has four specialized practices: Digital Marketing; One-to-One Marketing; Experiential Marketing; Retail & Trade Marketing.