

## Logical Glue - Data Science, Not Rocket Science

Logical Glue is a user-friendly software platform for building and deploying superior predictive models. The platform lets businesses automate better decisions on creditworthiness, marketing and collections in order to increase profitability. Unlike traditional methods, Logical Glue enables complete insight showing how and why every decision is made.

The models are hosted in the cloud and ready to use straight away, without any complex deployment process. The Logical Glue API allows easy integration into existing systems and workflows, such as underwriting processes.

Logical Glue is used by P2P companies, classic installment lenders, point of sale lenders, SME lenders, challenger banks and others engaged in better lending and alternative finance. These customers have realised the benefits of self-learning predictive models for customer acquisition, credit adjudication models, lending limits, risk based pricing, and debt recovery, to improve ROI.

Logical Glue is built for you - whether you wish to approve more good customers, reject unsuitable customers, improve profits, lower risks or open up new markets and introduce new products.

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