Analytics newcomer Antuit partners with NUS

By **Jack Loo** | Sep 18, 2013

Singapore-based analytics firm Antuit has partnered with the Institute of Systems Science (ISS) at the National University of Singapore (NUS) to come up with research data for supply chains focusing in the region.

This collaboration focuses on developing a unique Trade Index leveraging proprietary data collected by Antuit. The Trade Index is intended to provide robust quantitative insights into Singapore's import and export trends at an aggregate and sector level.

Local corporations will then be able to proactively predict sector specific consumption and sourcing trends with greater accuracy. This leads to significantly improved operational and strategic decisions in key areas such as sourcing, inventory management, distribution and allocation of working capital investments.

The Antuit-ISS partnership will first concentrate its efforts on the consumer and enterprise electronics sectors in the Singapore/ASEAN region, with longer term plans to expand the Trade Index and its application geographically and to new sectors.

"We anticipate that the synergy between ISS and Antuit, by sharing our resources, expertise and proprietary data, will drive further innovation and significant business and financial impact in a way that we hope will ultimately reinvent aspects of the supply chain decision-making process across diverse enterprises," said Dr Carol Hargreaves, Chief of Business Analytics Practice, ISS at the NUS.

Started in only in March 2013, Antuit has established operations in Singapore, New York and Bangalore. The firm's clients include companies in the consumer packaged goods, consumer foods and retail/direct selling space.