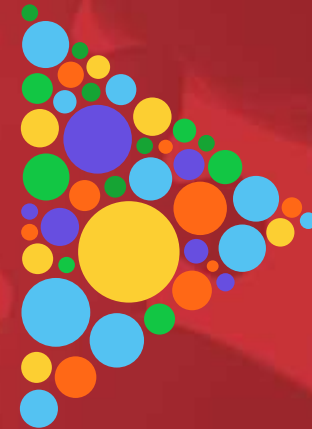




## Connecting the Different Pieces of the Puzzle Together

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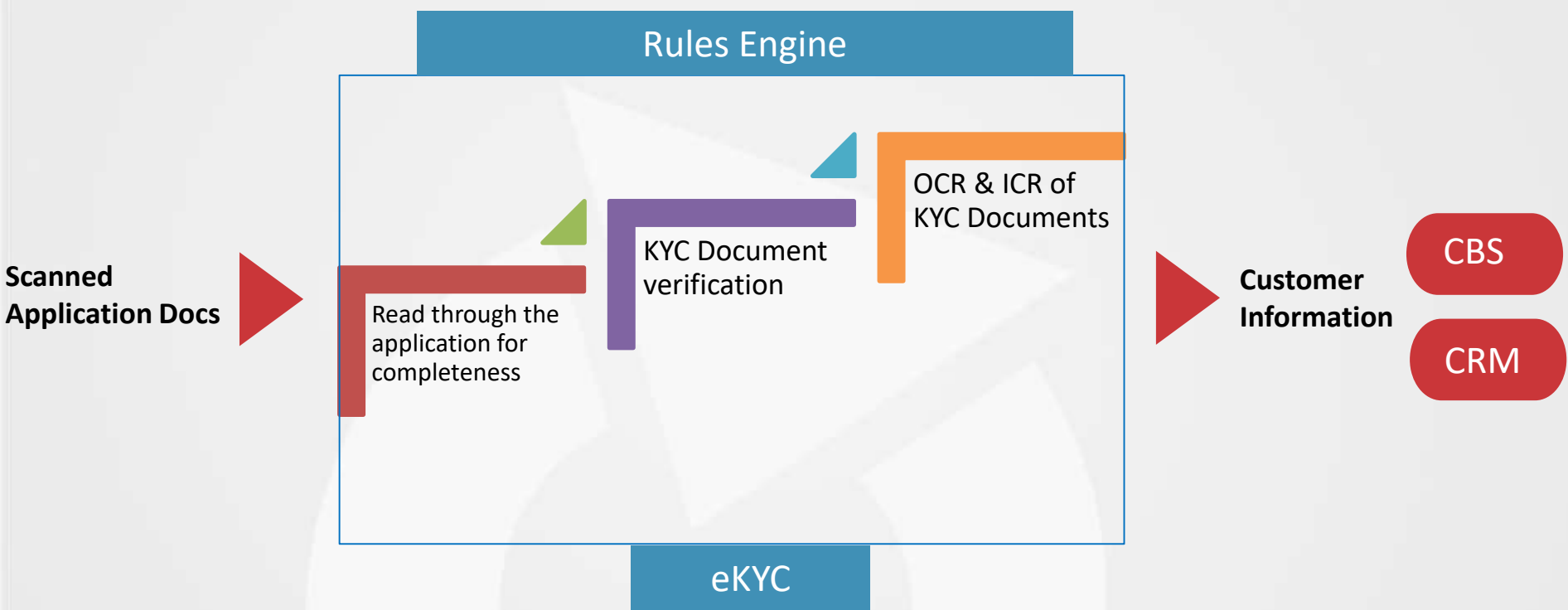
# Problem Statement

Loss of  
Productivity

- Document verification is still a manual activity in most of the banks

Chances of  
Fraud

- This can be fraudulent, costly, time consuming & error prone leading to slower customer service & risk of reputational loss



# Our Solution



**AI Engine** A scalable and intelligent image & data processing software that analyses images & classifies mandatory fields for handwritten text, images by type and confirms correctness of compliance documents. This engine uses Artificial Intelligence technologies such as Computer Vision and Machine Learning.

**Efficient** Banks can reduce inefficiencies in processing document verification for new customer on-boarding by automating the capture and screening of documentation provided for completeness and accuracy. With our solution banks can reduce errors and processing time by more than 90%.

**Intelligent** Our solution can source these documents both from workflow and core transactional systems used at the bank. The solution is scalable and can learn to handle new scenarios with Machine learning supported by supervised training.



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# Features

- Form Templates for different processes in the product lifecycle can be setup with rules for processing different data types. Eg: text, tick, signature , photo fields etc.

## Template Setup



- Form scans are uploaded, converted to standard format , split into pages, de skewed, page sequence verified , fields cropped , compared to template . analyzed based on ink color, handwriting, pixel density and classified as filled or not filled.

## Image Processing & Classification



- Different document types can be identified and tagged. Eg: Drivers License, Voter ID, Passport etc

## KYC Document Classification



## Key Technologies Used



Open CV (Computer vision) used for classification, verification & feature detection of documents



Neural networks and regression algorithms for character recognition of both hand written & printed text



Machine learning for document classification



OCR technologies for Image processing

# Benefits

Revenue  
impact

- Discourage fraudulent account creations and reduce losses
- Higher customer acquisition translating to higher revenues

Cost savings

- Deliver higher accuracy in compliance in the processing of customer on-boarding & KYC Verification
- Organizations can move head count of staff involved in document verification to more value-added tasks

Superior  
Customer  
experience

- Speed of verification significantly improves the turnaround time to process new application form resulting in superior customer service TATs.



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# Customers



Currently running the pilot implementation of GIEOM Validator for Axis Bank



GIEOM has recently been embedded into Temenos core banking system, one of the largest core banking system vendors of the world; making our solutions available for over 2000 financial institutions worldwide



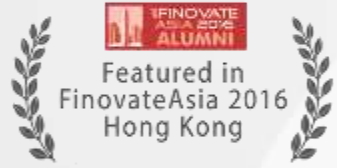
*Over 500,000 Users from 40 Banks across 50+ countries Use GIEOM Digital BluePrint & GIEOM Policy Builder.*



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# Awards & Recognition



# GIEOM Founders



**JOHN  
SANTHOSH**  
*CHIEF EXECUTIVE  
OFFICER*

John comes with extensive customer engagement experience from his previous role as Director of Sales at Oracle (OFSS). He was also the COO of ERP Research Centre at IIM Bangalore for couple of years before setting up GIEOM.



**SHARATH J**  
*DIRECTOR OF CUSTOMER  
FULFILMENT*

With his previous work experience at ABB, he ensures that project deliveries and go-lives happen before the promised dates. There is no implementation that is tough, no customer request that is undoable for Sharath.



**BHAVANA  
MALLES**  
*DIRECTOR OF PRODUCT  
ENGINEERING*

Bhavana is the ultimate product development expert with many years of experience with Oracle (OFSS). She works with clock work precision and works relentlessly everyday to make every functionality of the product work beautifully.



**ARUN KUMAR**  
*DIRECTOR OF  
PRODUCT  
MANAGEMENT AND MARKETING*

Arun spent most of his career doing technology and business consulting in energy & utilities, banking and supply chain at Oracle and Wipro. Arun loves design – of material things, of art form or of software



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**Charles Darwin**, best known for his contributions to evolutionary theory, once said:

**'It is not the strongest of the species that survive, nor the most intelligent, but the one most adaptable to change.'**

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