AI & Insights for Corporate Business Functions

Derive clarity from chaos

OVERVIEW

The exponential growth of data brings new opportunity to meet the needs of customers, provide insight to employees, and make data-driven improvements to operations. Transformative insights can be mined from complex data, but require hard-to-find expertise to uncover.

Artificial Intelligence & Insights can provide corporate business functions with an understanding of how AI can positively impact their work by producing powerful insights driven from machine learning & deep learning. A short engagement will demonstrate how valuable insights can drive actionable decisions based on identifiable trends, needs and targeted services and transform the experience of your customers, employees and workplace.

MARKETING & SALES USE CASES

- Algorithmic Attribution Modeling
- Customer Sentiment
- Predictive Lead Scoring
- Insights Chatbots
- Data Visualization across multiple platforms

HUMAN RESOURCES USE CASES

- Attrition Modeling
- Compliance & Case Management
- Employee Productivity
- Frequently Asked Questions (FAQ) Chatbot
- Data Visualization across multiple platforms

...or a custom solution for your unique opportunity.

BENEFITS & VALUE

- **Fill the talent gap** and let Catapult be your Data Scientist

- **Bring artificial intelligence** into your enterprise culture

- **Remain competitive** as business turns to data-driven solutions

- **Pay only for what you need** with cloud infrastructure and agile services

Catapult Labs

SAMPLE CATAPULT LAB ENGAGEMENT:

WEEK 1:

Vision:

> Vision design session: a one day business design session to prioritize needs and outcomes for the Labs engagement

> Pick Catapult Labs proof points: what are we building? Why is it important to test this idea or answer these questions?

> Schedule review meeting

Environment build out and preparation:

> Deploy Azure infrastructure in Catapult-hosted environment

> Load client provided data and/or create synthetic data

WEEKS 2 & 3

Conduct Catapult Labs delivery work:

> Iterate on data and insights per the Catapult Labs proof points

> Add questions and ideas to the backlog

> Demonstrate delivered insights and data

> Start on release plan proposal

WEEK 4

### Wrap up Catapult Labs delivery work and present Release Plan:

> Update release plan based on Labs outcomes

> Archive technical assets from the Labs environment

> Finalize release plan proposal

> Prepare and give executive presentation

WHY CATAPULT LABS?

For clients who have hesitated at the uncertainties of their cloud journey, Catapult Labs will demonstrate the art of the possible and provide a path forward at a known cost. Catapult Labs engagements will provide a quick and low friction way to see the vision in action, build an informed roadmap, and gather data to inform budget and assumptions. Additionally, the client will have a working prototype that may be leveraged in post-Labs engagements. **A typical engagement accelerates a client's custom solution to the proof-of-concept level within four weeks.**

CATAPULT LABS AGILE ANALYTICS JOURNEY

Vision → Environment build-out and data preparation → Delivery → Presentation with proposed Release Plan
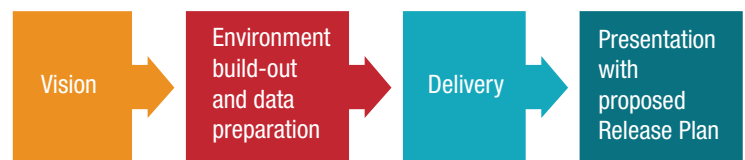
CLIENT EXPERIENCE OUTCOME

Upon conclusion of a Catapult Lab, the client shall have witnessed a compelling proof-of-concept demonstration that leaves them believing that their custom solution is both achievable and demystified, that Catapult will deliver their custom solution in a competent and efficient manner, and that we should be considered for additional scopes of work.

Catapult

How can we help you?
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