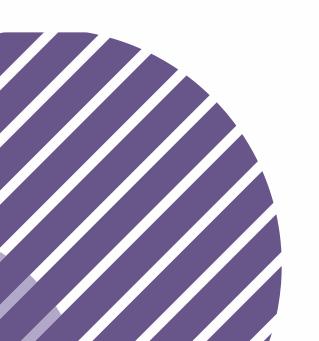






www.paragonshift.com



# About Paragon Shift

We empower our clients to **harness** their **data** using Big Data Analytics, Robotic Process Automation, and Artificial Intelligence.

Our business acumen, industry knowledge, and cultural sensitivity enable us to deliver **custom-made** products and services, on cloud and on-premises, fulfilling our clients' needs and aspirations.

## **Our Partners**















# Why Paragon Shift?

#### Partnerships, not projects

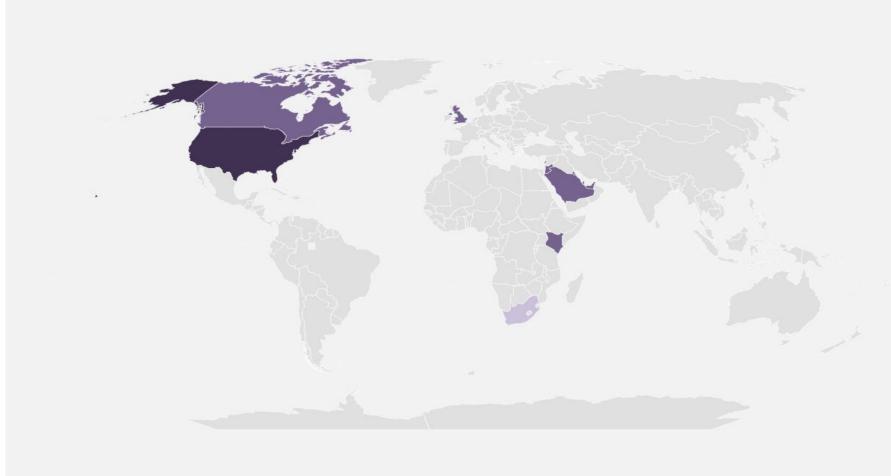
We value the long-term relationship that we build with our clients. Each engagement is a journey on which we embark, with our clients, to be part of their continuous growth.

## Always present

We lead from the front and play active and visible roles in all stages of a business's modernization, from advising, to planning, to execution, to support.

### We see the big picture

We have not only the technical knowledge but also the industry experience to understand our clients' business strategy and their market trends, patterns, and competitors.



We support clients in all major industries across the globe. Our cultural sensitivity, adaptability, and experience allowed us to expand across the United States, Canada, Europe, and the MENA region.



#### Banking & Finance

Customer segmentation
Sentiment analysis
Fraud detection
Credit risk modelling



#### Food & Beverage

Market basket analysis
Menu reconstruction
Customer preferences
Quality control



#### **Public Sector**

Employment tracking
Traffic analytics
Demographics analytics
Services improvement



#### Retail

Sales performance Market basket analysis Product propensity Product profitability



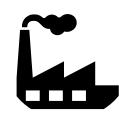
#### Education

Student performance
Teacher performance
Demographics analytics
Resource allocation



#### Telecom

Churn prevention
Connection downtime
Call center performance
Call center optimization



#### Manufacturing

Predictive maintenance Production performance Scheduling optimization Quality assurance



#### Insurance

Loss ratio analysis
Churn prevention
Fraud detection
Customer segmentation



#### Distribution

Inventory management
Transport logistics
Demand forecasting
Capacity management

# Trusted by our Clients

F&B and Retail

**Education & NGOs** 

Banking & Insurance

Mfg. & Distribution

**Govt & Telecom** 

Other

















SABIS<sup>®</sup>

























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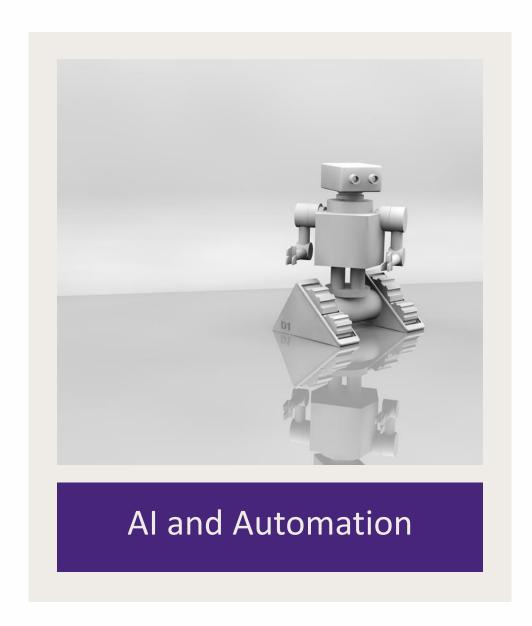


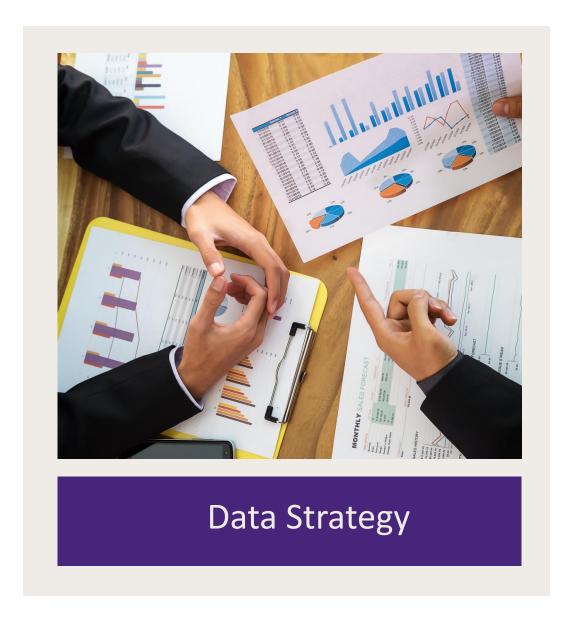


## **Our Solutions**

By first assessing your organizational goals and data strategy, we ensure that we plan, design, implement, and deploy custom solutions that highlight your business needs and meet your requirements.







# Big Data & Analytics

- Visualize your data through interactive, dynamic dashboards.
- Gain insights, make informed decisions and drive processes.

Data Visualization



- Gather, prepare, clean, organize, and store your siloed data.
- Migrate your data to Azure Cloud.

Data Management



 Our team members can be subcontracted to you on a project or time basis, or host training sessions for your team.

Training and Outsourcing



# Al and Automation

 Leverage software bots that mimic human interactions with applications and systems to execute your workflows.

Robotic Process Automation



- Build smart machines that execute workflows and learn as they go.
- Combine it with RPAs and create intelligent automations.

Artificial Intelligence



 Our team members can be subcontracted to you on a project or time basis, or host training sessions for your team.

Training and Outsourcing



# Data Strategy

Visualize your data through interactive, dynamic

 Understand how you can align your data structure with your strategy to improve sales, enhance customer experience, and drive processes.  After defining the strategy and the requirements of the organization, objectively select mission critical applications based on ROI and fact-based criteria.  Prioritize your technology initiatives based on their criticality to your organization and develop clear roadmaps to execute them.

Strategy Identification



System Selection & Optimization



IT Roadmap



## **Practice Areas**



#### Finance

Gross and net profit Cost of goods sold Debt to equity ratio Working capital



#### **Customer Analytics**

Customer segmentation
Churn prevention
Customer lifetime value
Product propensity



#### **Human Resources**

Employee performance Employee turnover Absenteeism rate Compensation analysis



#### Sales

Sales performance Cross-selling prediction Pricing analytics Product profitability



#### Operations

Supply chain analytics
Predictive maintenance
Transport logistics
Quality assurance

# Common Use Cases

Digital transformation empowers businesses to get real-time visibility into their operations, optimize their processes, and measure results.

#### **Azure Data Migration**

From on-premise to cloud, or from cloud to cloud, migrate your data to Microsoft Azure Cloud.

#### **Operations Automation**

Automate payroll, invoicing and billing, inventory and supply chain management, marketing, customer service management, and others.

#### **Data Visualization**

Gain visibility into your operations, detect patterns, and derive insights in near-real time through interactive dashboards and graphs.

# **Customer**Stories

Our success is a reflection of our clients' accelerated growth and enhanced operations.

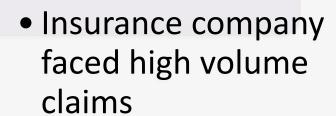
We present to you some real examples on how we helped our customers eliminate their outdated, legacy activities and modernize the way they do business.



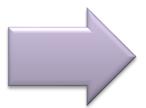
# Processing Claims

Screening, reading, and processing insurance claims made easier than ever

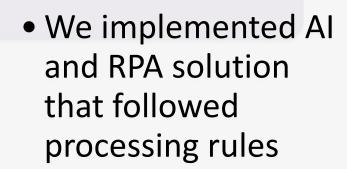
## Challenge



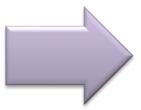
- Processing claims was redundant, time consuming and subject to human bias and error
- High costs, employee boredom, and lack of accuracy



#### Solution



- Automated processing claims that are redundant and rule based
- Transferred exception cases to human employees



#### Value

- Volume of claims processed increased by 400%
- Reduced costs and effort, increased accuracy
- Increased employee engagement on value-added tasks





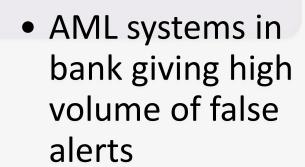




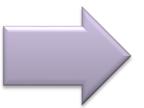
# Anti – Money Laundering

Detecting financial crimes and money laundering activities

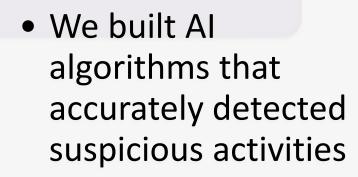
## Challenge



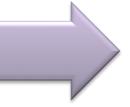
- Reviewing alerts was time consuming and caused delay in verifying processes
- Customer dissatisfaction



### Solution



- Adaptive AI model that increased in accuracy over time
- False alarms reduced by 300%



## Value

- Reviewing cases 4x faster, giving employees time for value-added tasks
- Efficiency in processing and higher customer satisfaction
- Quicker prevention of real financial crimes





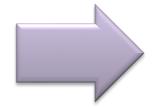




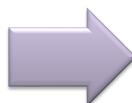
# Inclusive Learning

Modernizing educational strategy to promote accessibility and inclusion

## Challenge



### Solution



#### Value

- A global educational network's program lacked inclusivity
- Students with specific learning needs were not meeting objectives
- Modernization of teaching and assessment approaches was necessary



- We built a system that tracked students' responsivity to different learning approaches
- It also grouped students accordingly
- Dashboard visualized optimal learning approaches for each student



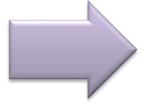
- Teachers implemented successful IEPs
- Enhanced learning experience and outcomes for all students
- Educational network expanded inclusive education services to include 3x more students



# Funding Scholarships

Pinpointing alumni who are likely to donate and assist in scholarship funding

## Challenge



#### Solution



### Value

• University did not have enough funds to expand scholarship program



- Pinpointing potential donors was necessary to secure funding
- Lack of data on best audience to target and successfully gather donations from



- We built dashboards that identified most responsive alumni members
- Al algorithms tracked alumni activities and preferences
- Predicted which members would most likely respond to outreach and donate



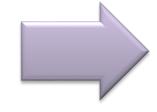
- Campaigns and outreach efforts were targeted to high value donors
- Institution secured target funding
- Scholarship program was expanded to include 15% more students



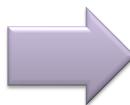
# Increasing Employment Rates

Tracking employment programs to Identify success rates and employment needs

## Challenge



### Solution



#### Value

 Ministry in the Gulf wanted to assess the success of nationwide employment program



- Its data was siloed and unstructured
- Organizing their data was necessary to gather usable information



- We transformed their data
- Built a series of dashboards that measured program performance across tens of KPIs
- Visualized which activities are proving to be successful and the resources they require



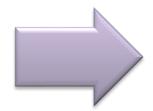
- Ministry discontinued unsuccessful activities
- Allocated available resources to enhance and expand successful activities
- Employment rates continue to increase at a steady rate



# Menu Engineering

Constructing restaurant menu based on trends and popularity of items

## Challenge

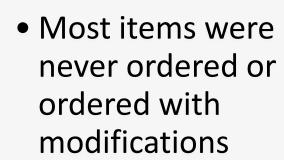


#### Solution



#### Value

 Less than 15% of the menu of a dining chain was behind 70% of sales



 Disruption of inventory, shortage of certain ingredients while others are wasted



- We created a series
   of dashboards that
   tracked and analyzed
   sales and revenue
- Identified items of highest and lowest revenue as well as customer preferences
- Helped reconstruct the menu based on combinations of ingredients that are most popular



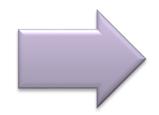
- The new menu boosted sales by 130% and helped attract new customers
- Waste of ingredients was reduced by more than 50%
- Increased efficiency in planning and managing inventory



# Optimizing Logistics

Analyzing inventory and warehouse data and optimizing delivery routes

## Challenge

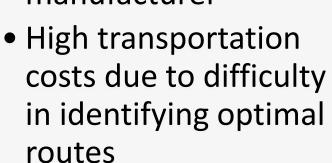


Solution



#### Value

 Uncertainties caused by COVID-19 made timely delivery difficult for a manufacturer



Customer
 dissatisfaction due to
 inaccurate date
 estimations



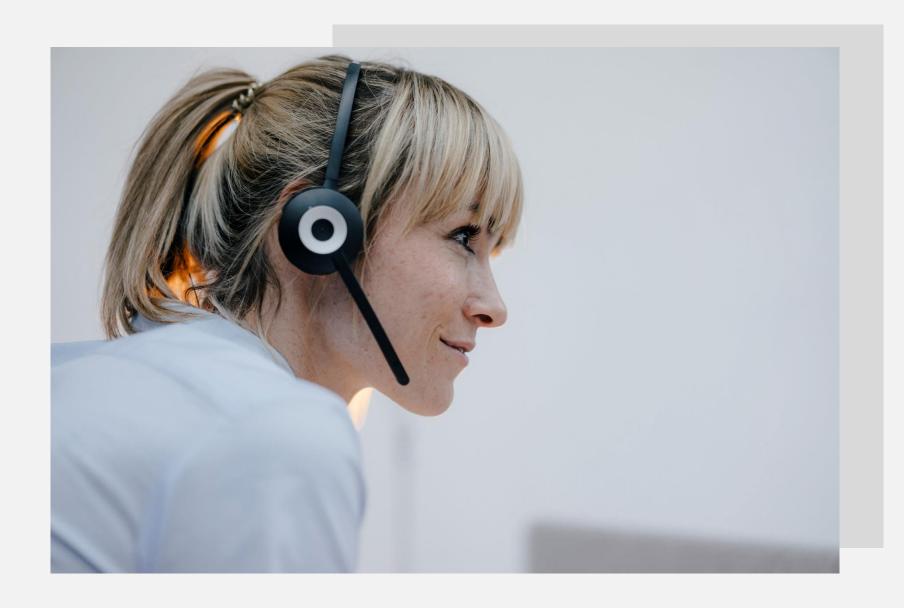
- We developed a system that analyzed inventory, city regulations, and customer orders
- Recommended optimal routes and delivery schedules accordingly
- Dynamically changed recommendations in response to external changes



- Saved significant time in delivery to customers
- Elevated customer satisfaction
- Reduction in transportation costs enabled manufacturer to maintain a competitive advantage



# Contact Us!





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