

SERVICE CATALOGUE

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

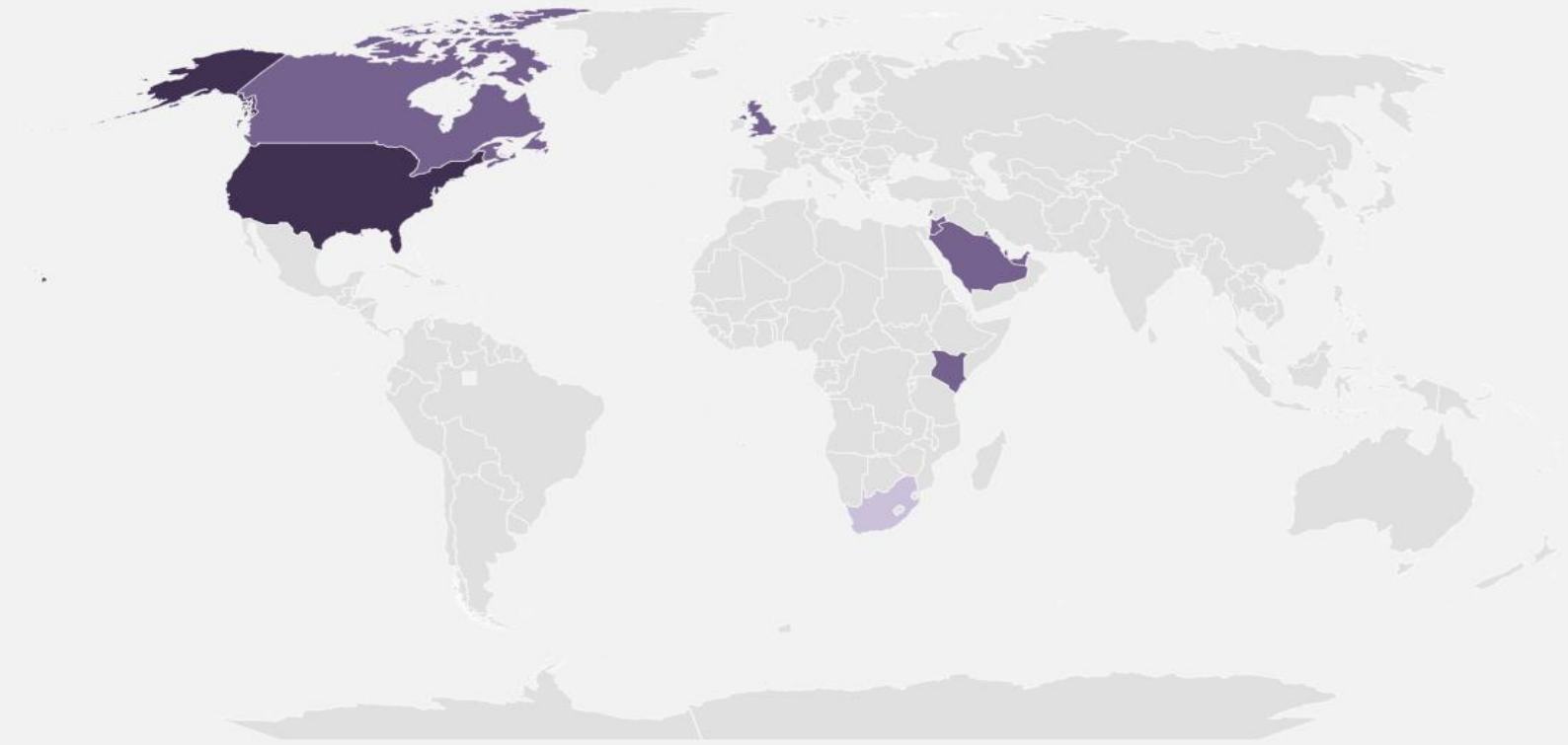
We value the long-term relationship that we build with our clients. Each engagement is a journey on which we embark, with our clients, to be part of their continuous growth.

✓ 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.



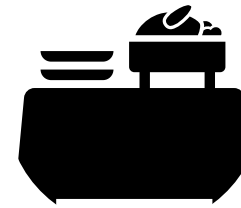
We support clients in all major industries across the globe. Our cultural sensitivity, adaptability, and experience allowed us to expand across the United States, Canada, Europe, and the MENA region.

Industries



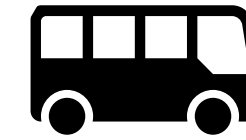
Banking & Finance

Customer segmentation
Sentiment analysis
Fraud detection
Credit risk modelling



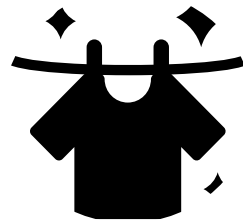
Food & Beverage

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



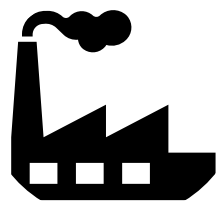
Education

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

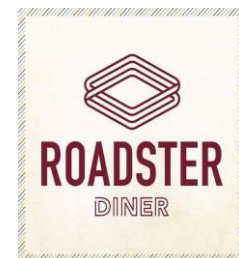
Education & NGOs

Banking & Insurance

Mfg. & Distribution

Govt & Telecom

Other



RENAULT



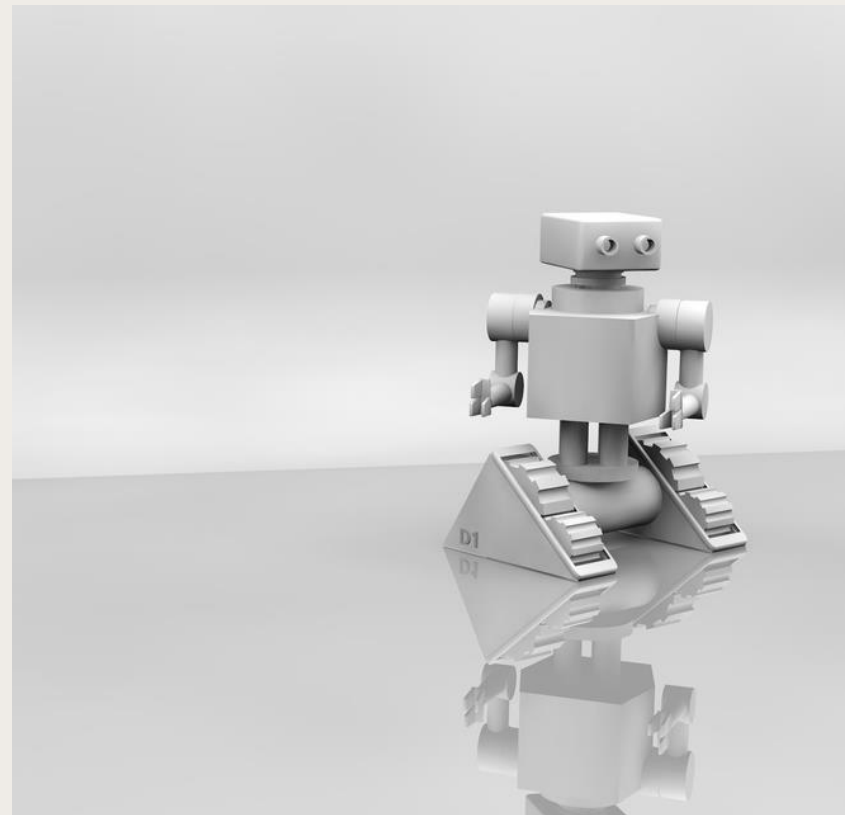
Benta Pharma Industries

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



AI and Automation



Data Strategy

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

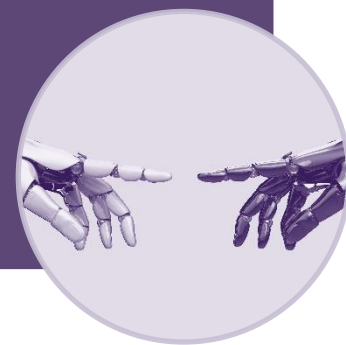


AI and Automation

your data through
interactive, dynamic
dashboards

- 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 dashboards

- Understand how you can align your data structure with your strategy to improve sales, enhance customer experience, and drive processes.

Strategy Identification



- After defining the strategy and the requirements of the organization, objectively select mission critical applications based on ROI and fact-based criteria.

System Selection & Optimization

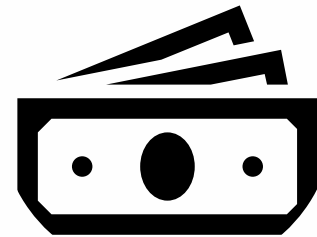


- Prioritize your technology initiatives based on their criticality to your organization and develop clear roadmaps to execute them.

IT Roadmap



Practice Areas



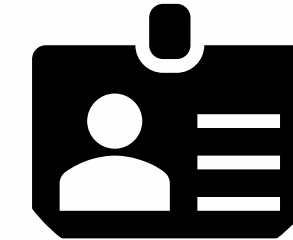
Finance

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



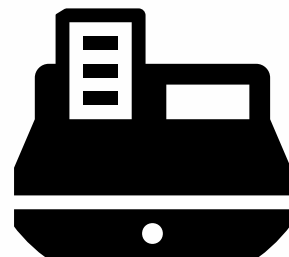
Customer Analytics

Customer segmentation
Churn prevention
Customer lifetime value
Product propensity



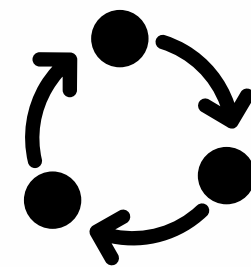
Human Resources

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.

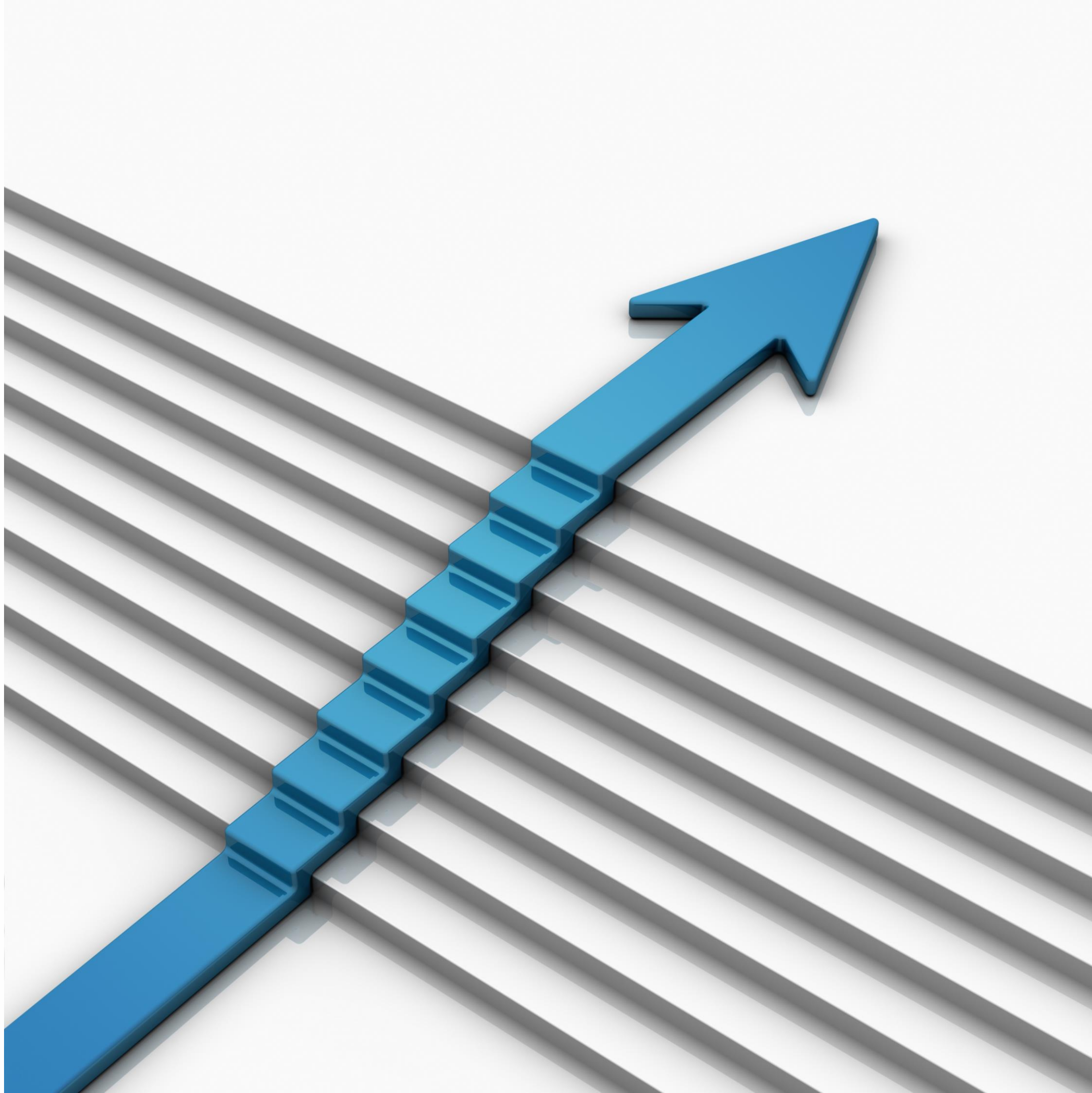




Customer Stories

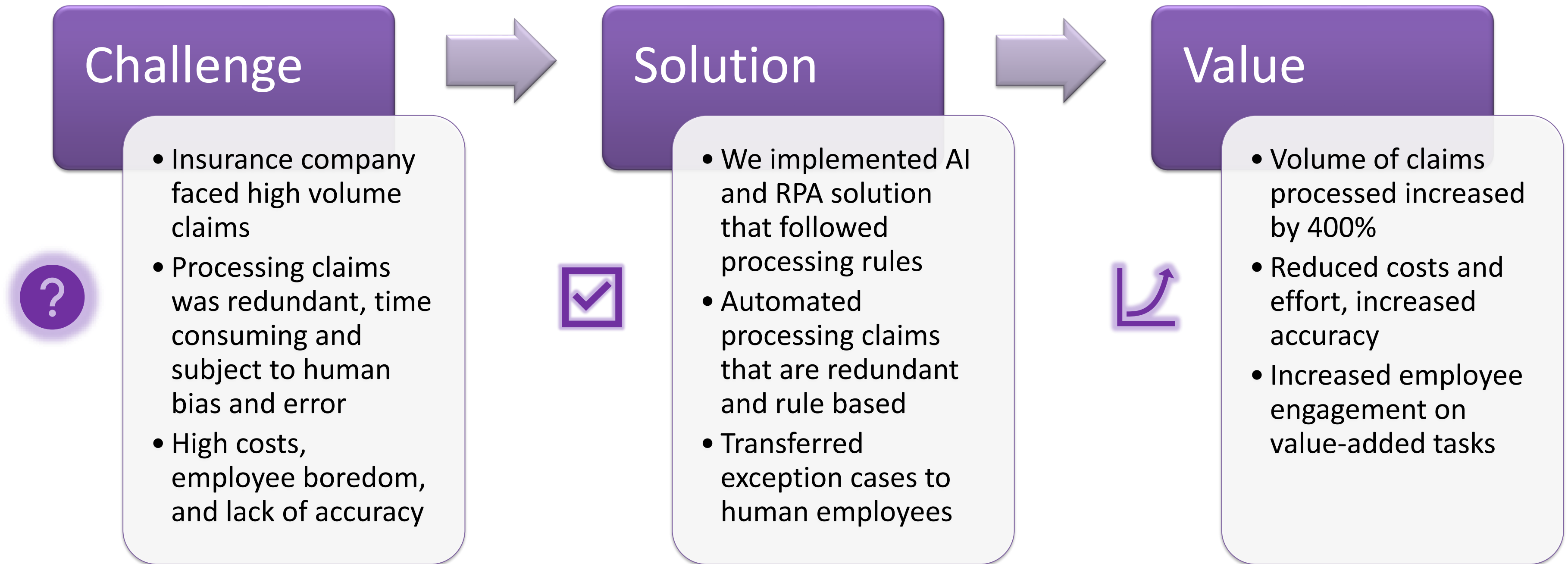
Our success is a reflection of our clients' accelerated growth and enhanced operations.

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.



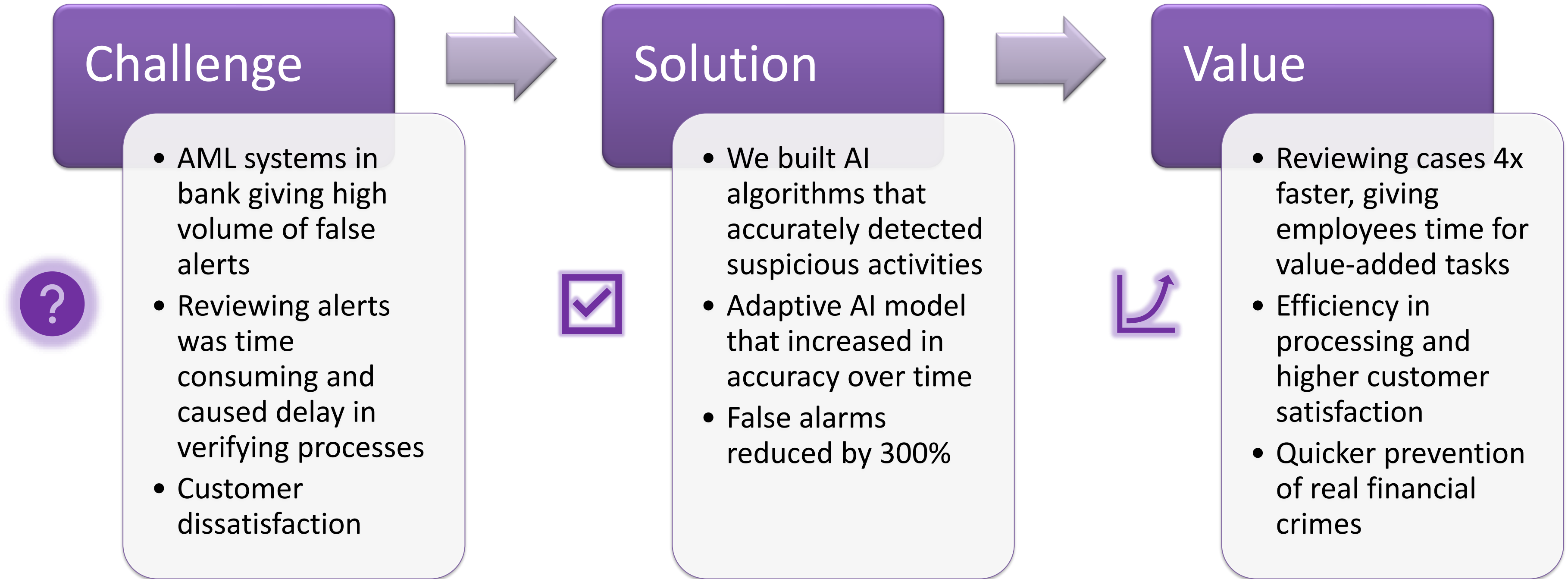
Processing Claims

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



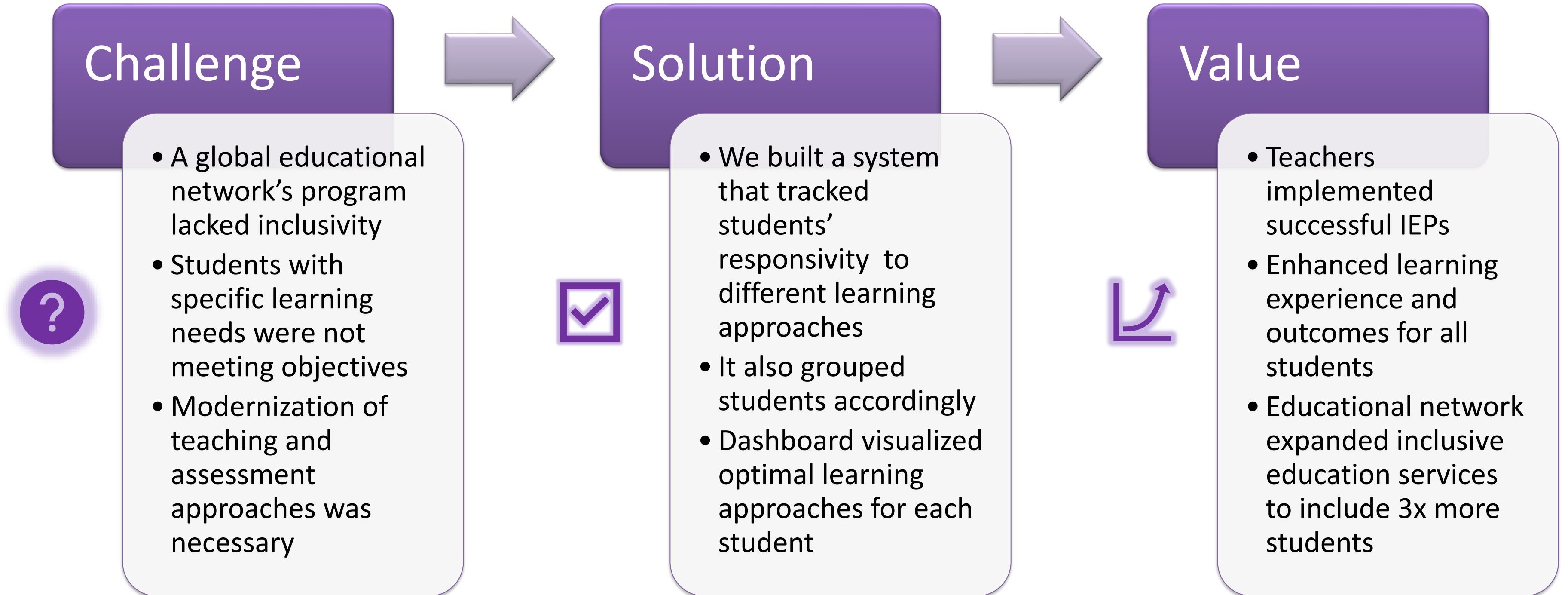
Anti – Money Laundering

Detecting financial crimes and money laundering activities



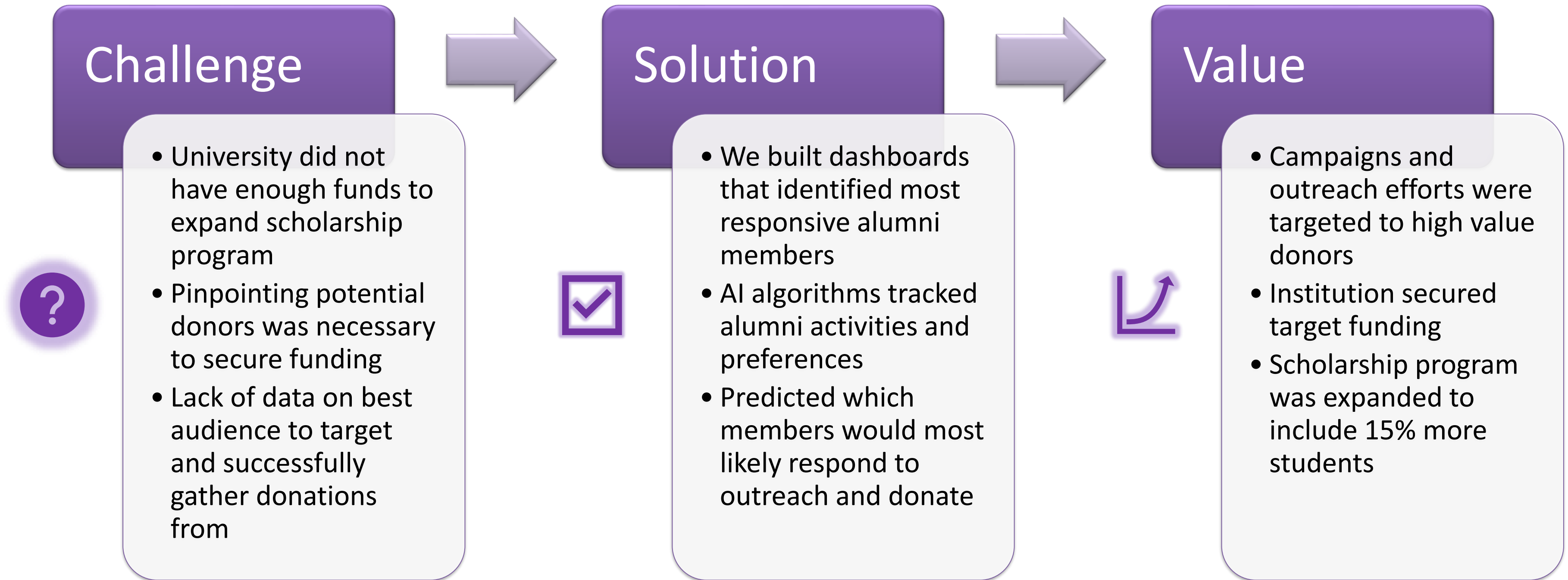
Inclusive Learning

Modernizing educational strategy to promote accessibility and inclusion



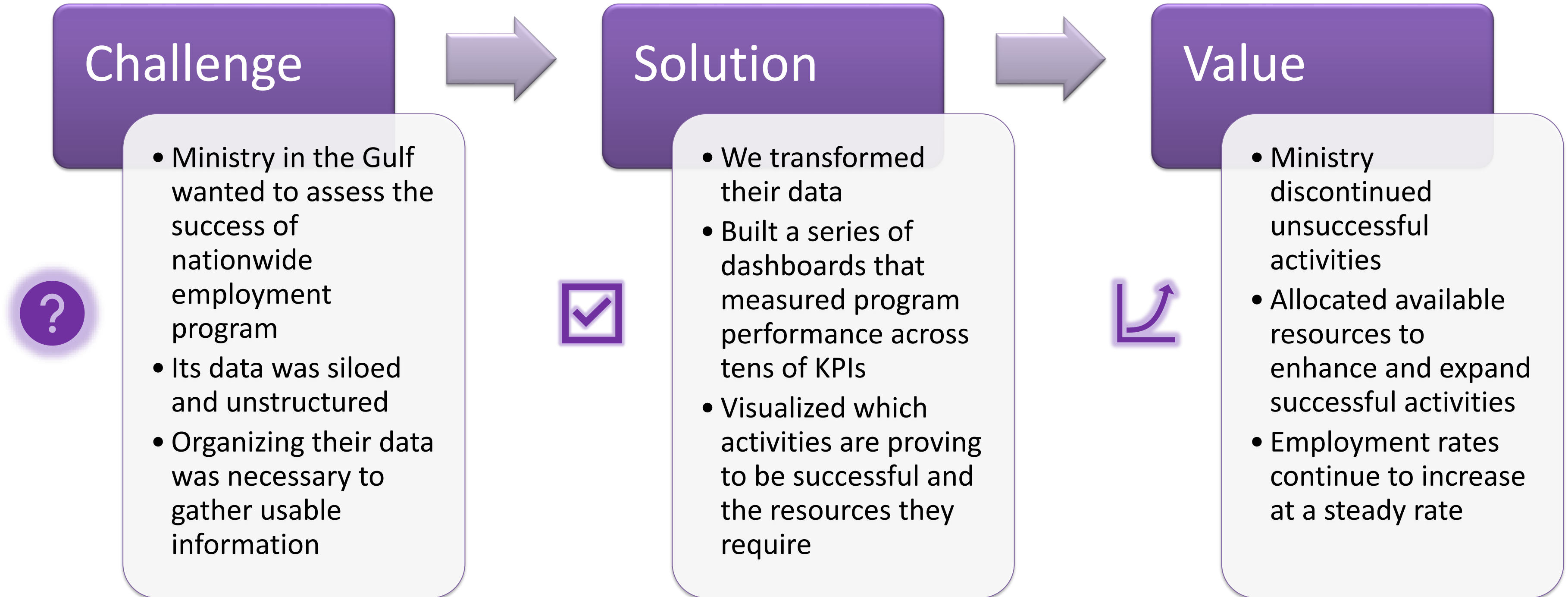
Funding Scholarships

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



Increasing Employment Rates

Tracking employment programs to Identify success rates and employment needs



Menu Engineering

Constructing restaurant menu based on trends and popularity of items

Challenge

- Less than 15% of the menu of a dining chain was behind 70% of sales
- Most items were never ordered or ordered with modifications
- Disruption of inventory, shortage of certain ingredients while others are wasted

Solution

- 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

Value

- 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

- Uncertainties caused by COVID-19 made timely delivery difficult for a manufacturer
- High transportation costs due to difficulty in identifying optimal routes
- Customer dissatisfaction due to inaccurate date estimations

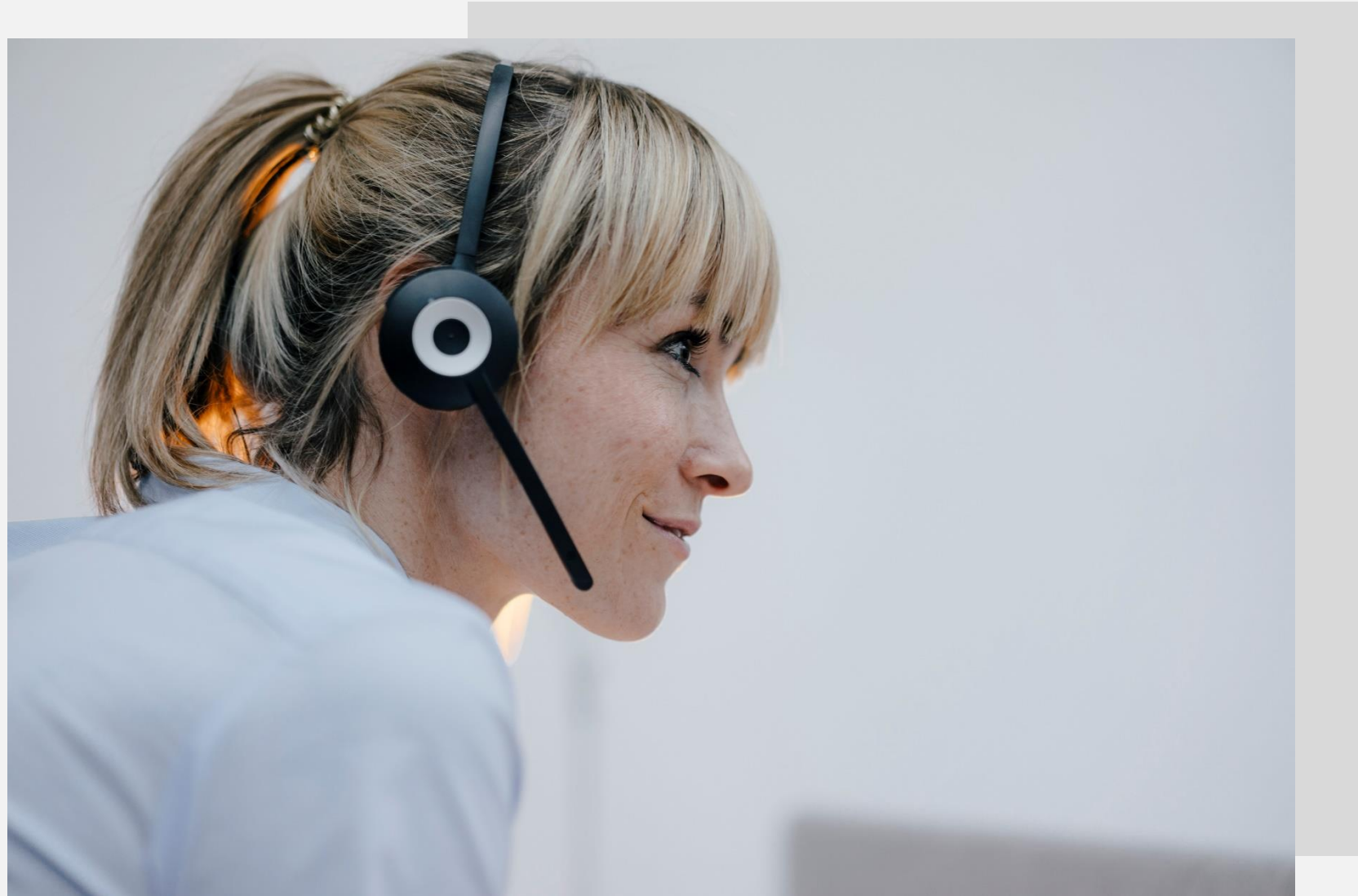
Solution


- 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

Value

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

Contact Us!



 info@paragonshift.com

 [LinkedIn](#)

 www.paragonshift.com

Our Offices

United States

600 Superior Ave - Suite 1300
Cleveland, OH 44114

Dubai

Standard Chartered Tower - Lvl
5 Emaar Square, Downtown Burj
Khalifa- Dubai

Lebanon

311 Saifi - Level 4 - Tabaris,
Ashrafieh- Beirut