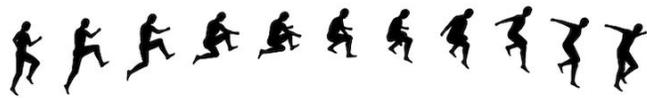


The background of the slide is a dark blue field filled with a network of glowing white nodes and lines. Various white icons are scattered throughout, including a hand pointing at a cloud, a person silhouette, a lightbulb with a brain inside, a Wi-Fi symbol, a smartphone, a document, and a person silhouette. In the bottom left corner, a hand is holding a glowing yellow lightbulb with a green arrow pointing upwards inside it.

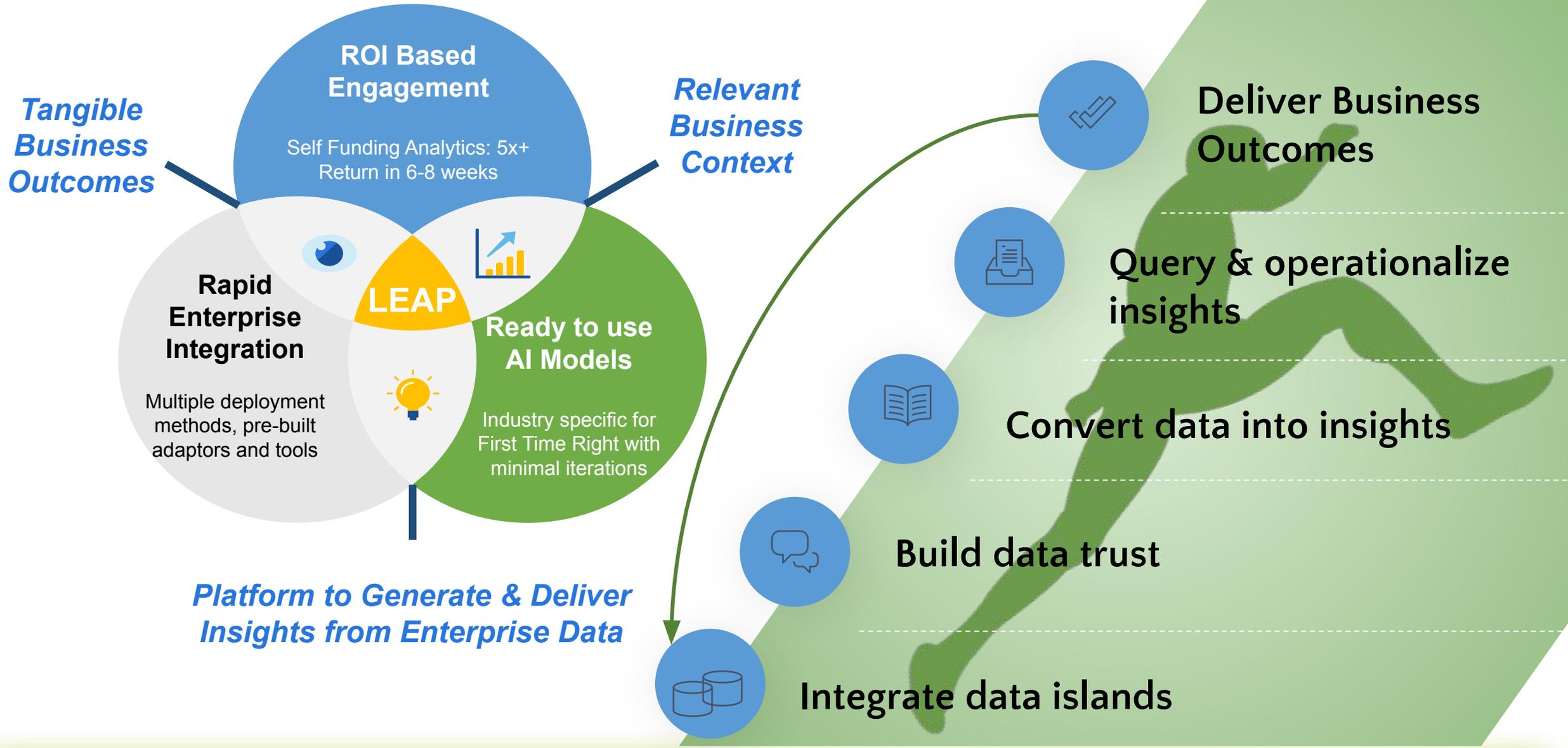
## 2 Hour AI Workshop - Delivers an Actionable Analysis of Candidate AI Models for 5x ROI

Microsoft  
Partner

Silver Data Analytics



# LEAP: Generate & Deliver Insights from Enterprise Data



# 2 Hour Discovery Workshop

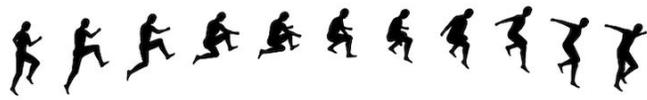
Agenda	Estimated Duration
Charter & Context Setting	5 minutes
Introduction to the Framework	10 min
<ul style="list-style-type: none"><li>● Opportunity Areas Exploration</li><li>● Benefits Mapping &amp; Scoring</li></ul>	30 min
<ul style="list-style-type: none"><li>● Conceptual Business Flow Review for each Opportunity Area</li><li>● Data Sources Analysis for Data Engineering Complexity</li><li>● Model feasibility (types, operationalization, accuracy etc.)</li></ul>	30 min
Rank Scoring & Refinements	30 min
Wrap up & Next steps	15 min

**Value:** Accelerate your ability to leverage insights driven decision making on high impact business priorities.

**Attendees:** Business SMEs of identified process areas, technology leaders, data SMEs

**Inputs:** High Impact Business Priorities, HL conceptual diagram of technology and data landscape

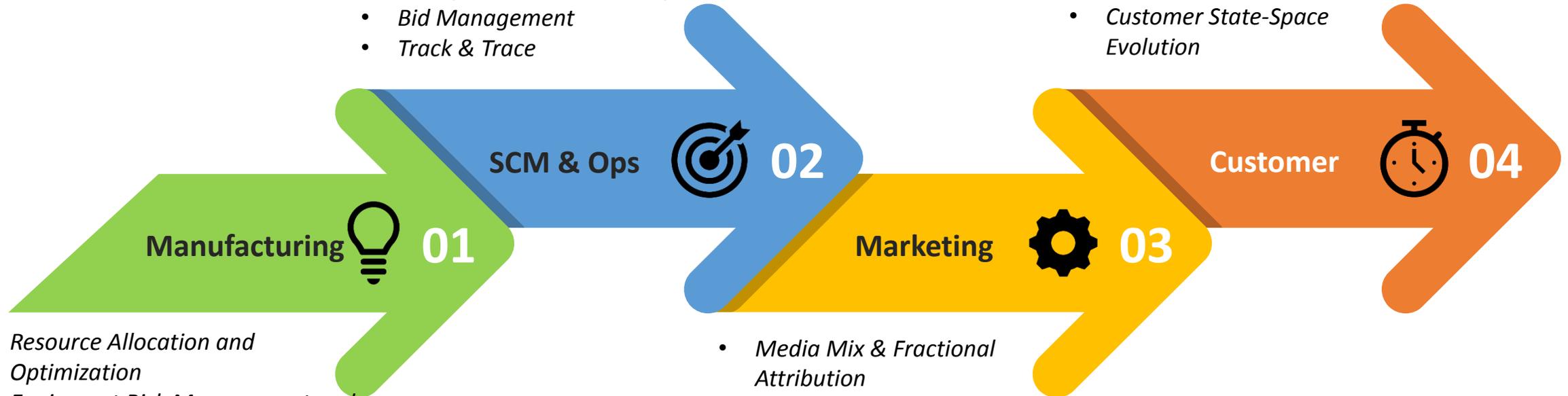
**Deliverables:** Prioritized and rank scored business use cases for analytics driven solutions.



# Ready To Deploy AI Models Catalog\*

- Demand Forecasting
- Capacity Utilization
- Inventory Optimization
- Dispatch Optimization
- Supplier Risk Scoring Model
- Transportation Network Optimization
- Bid Management
- Track & Trace

- Customer Lifetime Value (CLTV)
- Digitization of Customer Journey
- Online Conversion Optimization
- Response & Churn Propensities
- Conversational AI
- Customer State-Space Evolution



- Resource Allocation and Optimization
- Equipment Risk Management and PM Scheduling
- Improving Asset Utilization
- Shipment Delay Prediction
- Integrated Demand Planning

- Media Mix & Fractional Attribution
- Behavioral & Contextual Targeting
- Cross Device Fingerprinting
- Loyalty Marketing
- Share of Voice (SOV) Driven Search Optimization
- Multivariate Testing

\*Not an exhaustive list

# Success Stories

**Data Management and Governance Transformation to Drive Member Growth**  
One of Largest Scientific Societies

## Challenge

Negative membership growth rate due to limited visibility and trust on enterprise data. Multiple data silos leading to a very cumbersome and manual process for reporting and analytics. Very high member acquisition cost and high churn

## Solution

- **Federated Data Org. design** to centralize core data management and quality process
- Implementation of data **validation** and **quality** checks at the time of data creation
- **Automated process** to drive high efficiency
- **Data Catalog** to drive better understanding and usage of data assets

## Business Impact

- **200%** Increase in new member acquisition rate
- **70%** Reduction in manual data quality process
- **80%** Reduction in time for new data integration

**Data Strategy to Build Competitive Advantage**  
US based Asset Lite 3PL provider

## Challenge

Limited usage of data to drive margin and revenue growth across business leading to flat growth. Limited adoption of Dashboard and Analytics across business team due to poor data quality and performance issues. Escalating infrastructure cost for IT Teams

## Solution

- Creating a **Data Management Org.** with Business Owners and Data Stewards
- Considerations - **Data Availability, Data Quality, Data Redundancy, Data Visibility, Performance**
- **Cloud based** future ready decoupled technology architecture
- Robust data foundation, with scalable architecture

## Business Impact

- **90%** Automation of data quality processes
- **30%** Reduction of operational cost around IT infrastructure
- **60%** Performance improvement in transaction execution

**Scalable Data Management Foundation to drive Customer Centricity**  
Global Manufacturing Brand

## Challenge

Data silos across different business functions leading to limited understanding of customer interactions across entire Marketing, Sales and Service lifecycle. No data dictionary/ glossary leading to inconsistent reporting and manual reconciliation effort

## Solution

- Creating an enterprise wide Data Organization to drive standardization and data quality
- Implementing an automated enterprise data catalog solution to build data
- Created required API's to build a seamless channel for dataflow and integrations across multiple sources

## Business Impact

- **30%** Increase in contract renewals
- **40%** reduction in analytical model deployment time
- **60%** Reduction in data processing and ingestion

# Innover's Approach for Creating Sustainable Data Ecosystem



DEFINE

- Comprehensive data strategy aligned with business vision
- Org. design and data management process to drive data trust
- Phased implementation roadmap, with clear outcomes and success criteria



BUILD

- Overarching governance model with clearly defined RACI Matrix
- Scalable solution architecture to meet today's and future needs
- Focus on building technical capabilities as per business outcomes



SUSTAIN

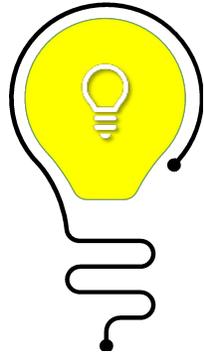
- Continuous measurement of value
- User adoption and feedback loop
- Operating model for sustained growth
- Measure performance and value definition



GROW

- Analyze redundancy vs KRAs
- Re-factoring and introduction of new capabilities
- Operationalizing new capabilities delivery model
- Improving ROI on investments

# We are a Digital Transformation & Process Optimization Firm



## Our Focus

“Data to Insights to Action” - creating closed feedback loops by connecting analytics digital & operational processes



## HQ: Atlanta, 15 Centers Globally

Delivery Centers in USA, Canada, Costa Rica, Ukraine & India  
Certified Minority Business Enterprise (CMBE)

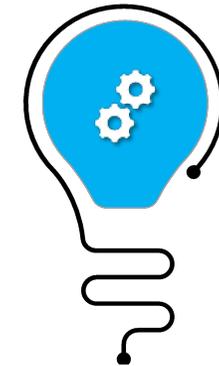
## Why We Exist?

Create **Connected, Insights Driven Experiences** for our clients



## Our Values

Customer Centricity  
ROI Driven Business Outcome  
Differentiate with Speed and Relevance



*Top 10 Most Promising Digital Transformation Service Providers in 2021*



*Startup of the Year | Gold Stevie® in 2021 American Business Awards®*



*Sales & Customer Service | 15th Annual Stevie® Awards Winner -2021*



*Top 10 Big Data Analytics - 2020*



*Top 10 Most Recommended Supply Chain Solution Provider -2020*

# Let's Jointly Solve a Problem

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