



Operationalize Data Science for your business

Design, develop and deploy your own Data for Business solutions, leveraging the Microsoft Azure ecosystem for successful industrialization

Ekimetrics.
Data Science for Business

Gold
**Microsoft
Partner**


Gold Cloud Platform
Gold Data Analytics
Silver Application Development

Operationalize AI remains a major challenge

Through 2021

75%

**of AI projects
will remain at the
prototype level***



Singularity of business-critical questions

that require in-depth technical and industry knowledge



Need for new industrialization capabilities

From engineering of all kind of data to automating and governing machine learning



Complexity of the adoption journey

Transferring academic AI knowledge into business solving usages and with compelling business cases

Operationalize Data Science for your business

Design, develop and deploy your own Data Science for Business solutions, leveraging the **Microsoft Azure** ecosystem for **successful industrialization**, with **3 underlying strong convictions** to build those solutions:

1

Useful

Business-first obsession

Identify and address critical business problems

2

Useable

Industrialized by design

Deploy replicable and scalable solutions, leveraging Microsoft Azure ecosystem

3

Used

Powered by data & driven by people

Deliver fast adoption and sustainable gains

OUR POSITIONING

Business needs at the heart of the approach - dual technical and business profile

Layer of services included to facilitate adoption of solutions

Many pre-industrialized technological core assets (AI modules, APIs, etc.) for fast deployment

CUSTOMER CENTRICITY, MARKETING PERFORMANCE, OPERATION EXCELLENCE & AI FOR SUTAINABILITY

Business cases & credentials



Group deployment of a data management platform

BI & Data Science
implemented on one single data platform

ALAINAFFLELOU

Building a business-oriented data architecture

Strategic asset
Benefiting to all business stakeholders



Customer strategy and activation platform through connected cars

+€1M
Aftersales incremental revenue per year in France

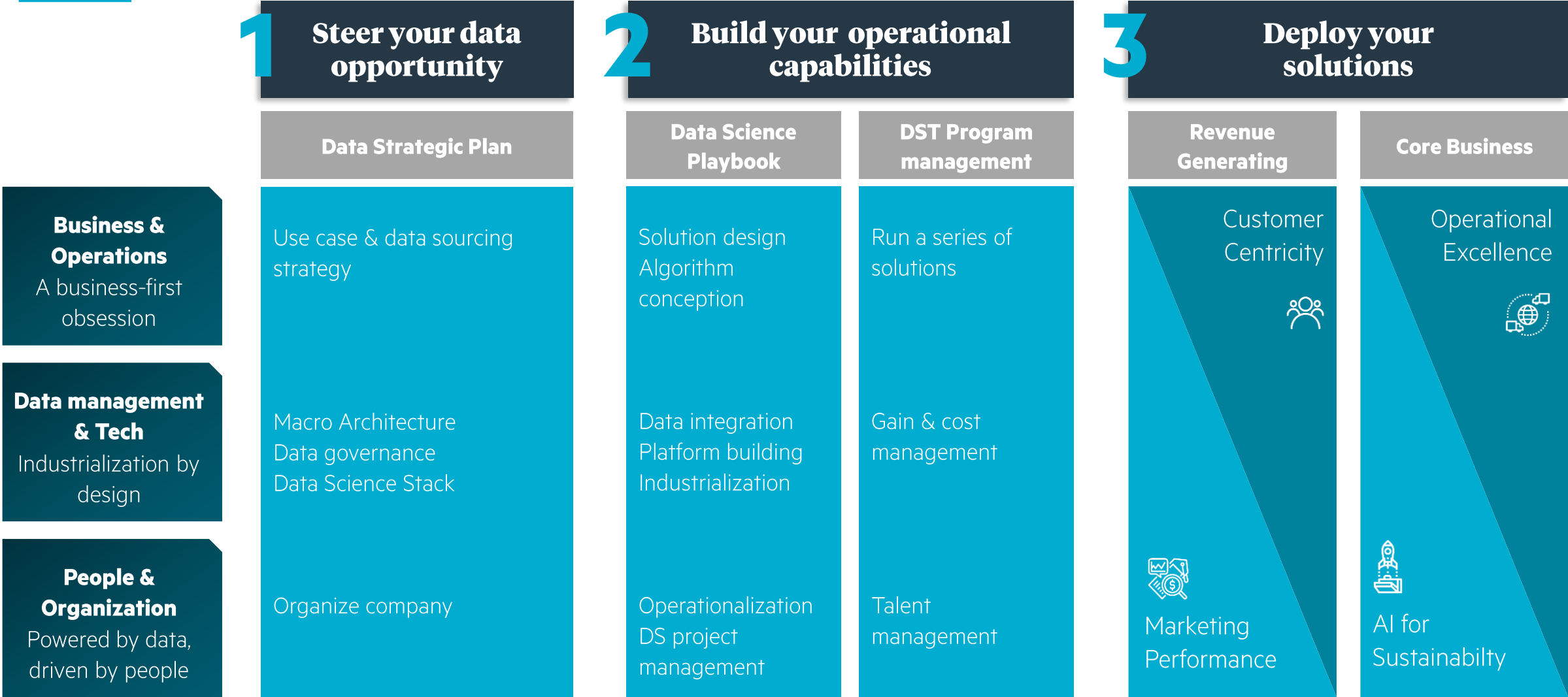
STELLANTIS

Steering tool for variable sales resources


Key contacts

- **Simon Bouloc** – Partner: simon.bouloc@ekimetrics.com
- **Renaud Caillet** – Partner: renaud.caillet@ekimetrics.com
- **Laurent Félix** – Partner: laurent.felix@ekimetrics.com

An end-to-end approach to deliver business gains thanks to our mastering of data science



Deployment of Data Science solutions for business uses




Customer centricity

Tailored experience	End-to-end journey
Sentiment analysis	Reco engine



Marketing performance

Live Mkt ROI	Digital excellence
Brand Equity	Pricing efficiency



Operational Excellence

Demand Forecast	Predictive maintenance
Staff empowerment	Back-office automation

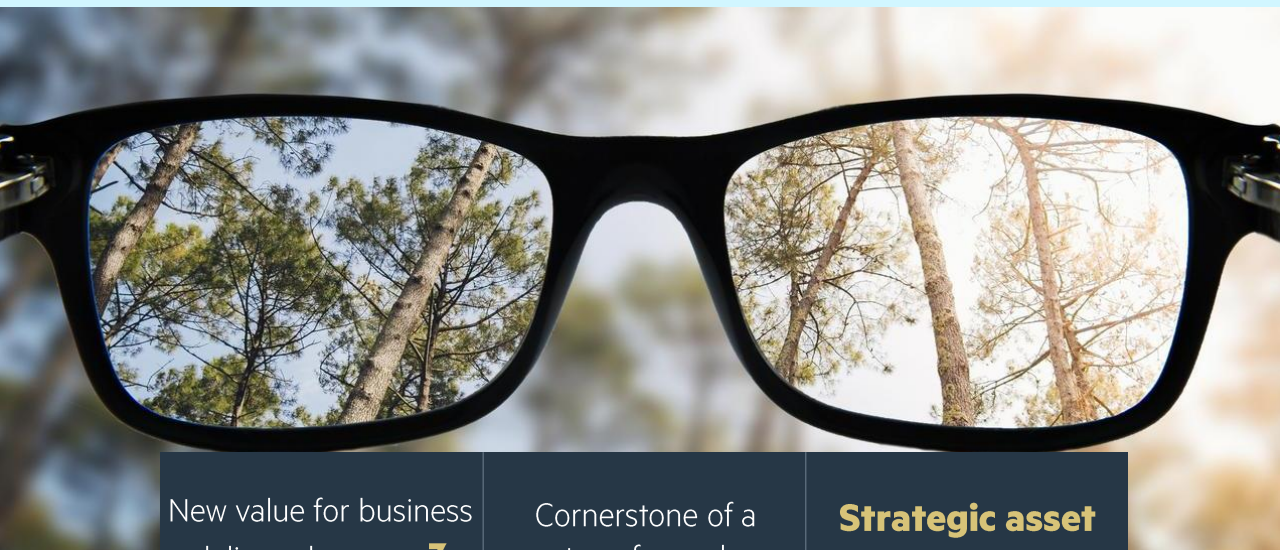


AI for sustainability

ESG & Climate intelligence Platform	End-to-end supply chain environmental footprint optimization and circularity
Greenwashing radar	

Since its beginnings, Ekimetrics has deployed more **+1,000 Data Science projects**, in more than 50 countries, having generated more than 1 billion euros in profits for its clients.

Transforming business through the phased deployment of a datalake architecture



New value for business delivered **every 3 months**

Cornerstone of a transformed **Client experience**

Strategic asset
Benefiting to all business stakeholders

Challenge

- Support the strategic pivot towards a client centric model by consolidating a 360° view on client data and enabling an omnichannel activation
- Industrialize business value adding use cases at a 3-month frequency while building data foundation for the future
- Deploy additional data / AI use cases with increasing sophistication and impact

Our approach

- Design & deployment of a cloud-based datalake architecture
- Prioritization of data sources to be industrialized
- Design & implementation of a core data model mirroring the business environment and ensuring consistency across use cases
- Gradual servicing of new use cases, interfacing with operational systems (e.g. Salesforce) and a growing scope of business units

Capabilities built

- Client / product referential
- Data governance framework incl. GDPR compliance
- Reporting capability
- “data as a service” platform providing autonomy to non data savvy functions
- Operationalization of a data vision borne by the data / digital office

Technical core

- Datalake architecture deployed on an Azure cloud infrastructure (datalake storage, blob storage, data factory, ...)
- Data processing via Databricks / Py-Spark
- PowerBI as reporting tool

Key success factors

- Integration of data / IT / business
- Deep understanding of a company strategy and conversion into an operational roadmap
- “value all along the path” approach where business gains are delivered on a regular basis and in parallel of building the strategic asset

Forecasting parts failure & personalizing the aftersales experience thanks to connected car data

**+€1M**

aftersales incremental revenue per year in France

Unify

Voluminous data sources with batches and real-time flows

Challenge

- Extract business value from data generated by connected cars with a focus on customer experience and maintenance
- Centralize all information regarding drivers' habits and the car's condition in real time and to highest standards of personal data security

Our approach

- Thorough assessment of connected cars data, processes and environment
- Strategic framing for business cases prioritization
- Development of prediction / recommendation system MVP, scalable for future industrialization
- Rolling process of industrialization over 6 months with value at each release

Capabilities built

- Real-time platform to manage the flow of incoming data
- Enriched customer segmentation based on driving habits and deployment plan for aftersales operations optimization
- Pipeline for personalized promotions delivered through traditional and new CRM touchpoints

Technical core

- Industrialized data-science platform for the whole data value chain from data integration to algorithm deployment and monitoring
- Real-time data processing on cars' physical condition allowing for anticipating aftersales operations (e.g. battery replacement)

Key success factors

- Transversal animation of the project, covering strategic insights and objectives, business sense and agility to meet end-client expectations, technical mastery to build the right platform and algorithms
- Proving the value with quick evidence and business value measurement in less than 6 months

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Reach out to our key contacts to know more about the offer:

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