

ARTEFACT

VALUE BY DATA

Introduction to Artefact & Feature Team

2022

What we aim to cover today.

1. Artefact at a glance.
2. Artefact & Azure use cases.
3. What is Artefact Feature Teams?
4. Feature Teams Operation Model & Deliverables example.

We are a **fast growing** data service company that helps organizations **transform data into value** and business impact.



We are global.

14 countries

16 offices

1000 employees

Europe, Asia,
Americas (North & South),
Middle East Africa



Americas

100 people



EMEA

700 people



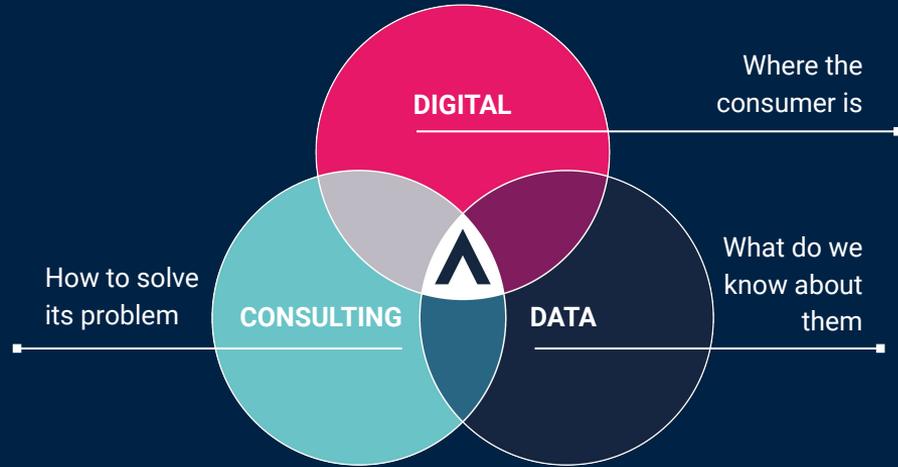
APAC

200 people



ARTEFACT

A **data & digital** services company providing an **end-to-end offer**.



DATA ACCELERATION PROGRAMS

- ^ Data Strategy
- ^ Data Governance
- ^ Data Platform Implementation
- ^ Data Factory
- ^ Data Consulting
- ^ Acculturation

DATA INDUSTRY SOLUTIONS

- ^ AI for Call Center
- ^ Demand Sensing
- ^ Consumer & Market Insights
- ^ Data for PEs
- ^ Data for Category Management

DATA DRIVEN MARKETING

- ^ Data Marketing Strategy
- ^ MROI
- ^ Lead Data Agency
- ^ Consumer Data Platform
- ^ Data Partnerships
- ^ Advanced Analytics
- ^ Personalization
- ^ Data for B2B Sales

DIGITAL MARKETING

- ^ Digital Marketing Strategy
- ^ Media Channels
- ^ Ecommerce Services
- ^ CRM
- ^ Digital Content
- ^ Digital Technology
- ^ In-housing Framework
- ^ People Acculturation

Our team comprises cross-functional expertise

Data Engineer



Experts in **cloud technology**, they are specialized in **building/reviewing data infrastructure** suited from the business need. They also help with **data flow automation** as well as the ability to **build specific tools** in order to activation, if necessary.



Data Scientist



Experts in **data modeling**, from traditional **Artificial Intelligent** models until **Deep Learning algorithms**, they are always guided by the business problem resolution. They are specialized in building **use cases prototypes, tracking and tagging and web analytics infra.**



Data Consultants



Consultants specialized with **experience in the market**, they are always ready to understand the **clients business challenges**, prioritizing and translating them to the technical team. They help with **project management** and **developing data governance.**



We take pride in the loyalty of **global leaders** in many industries.

CPG



Banking
Insurance



J.P.Morgan



Schroders



Travel
Hospitality



Automotive



Retail



Monoprix



Cosmetic
Luxury

L'ORÉAL



Dior



Van Cleef & Arpels



Health
Wellness
High Tech

sanofi



SARTORIUS

SAMSUNG



Telecom
Energy
Services



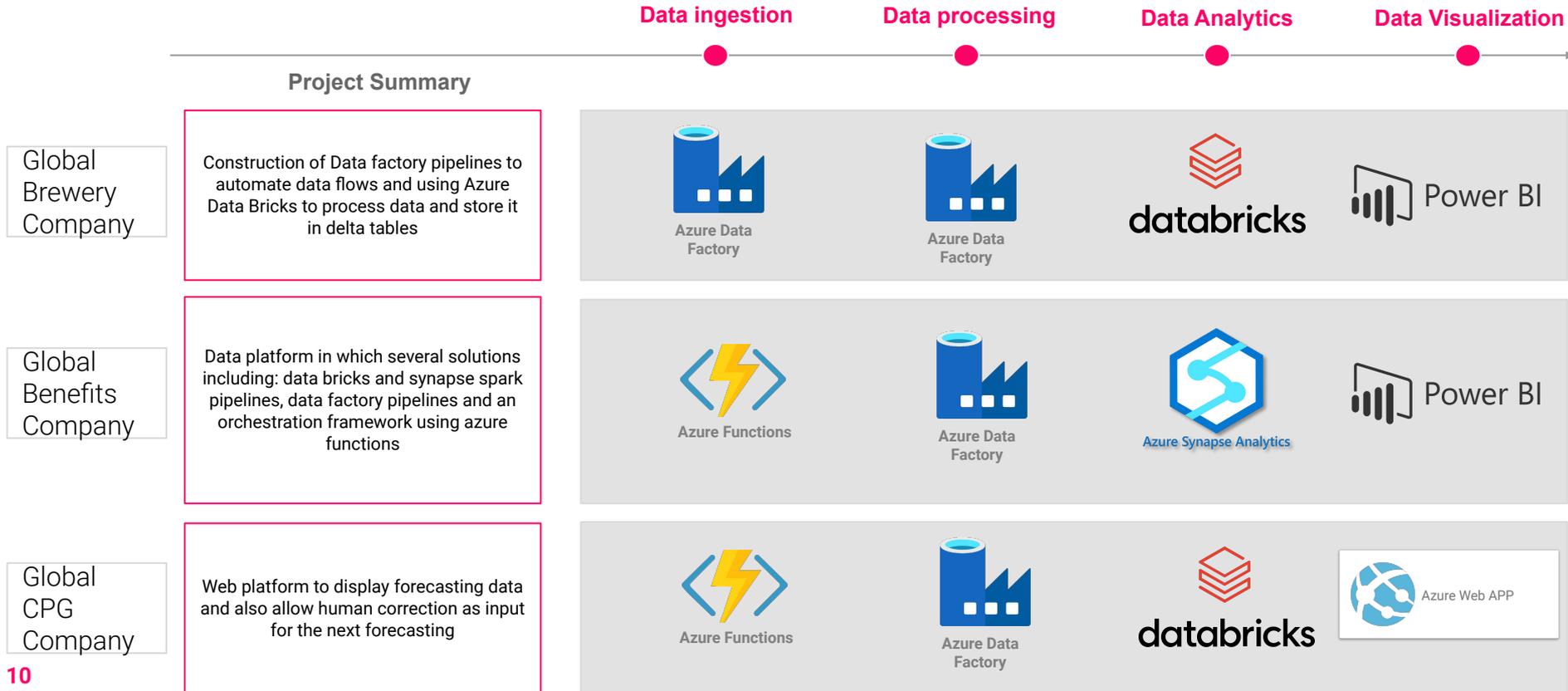
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In Brazil, we have 9 big clients helped in implementing and deploying Microsoft Azure stack in many of our clients .



We are familiar with most of the Azure stack with solid references of how to apply at scale on large corporations



Marketing ROI

Global Brewery

Context:



Today, external MMM study is not fully utilized across the brands because **it is not scalable to all brands, has low refresh rate, and low granularity of insights.**

Business Question:



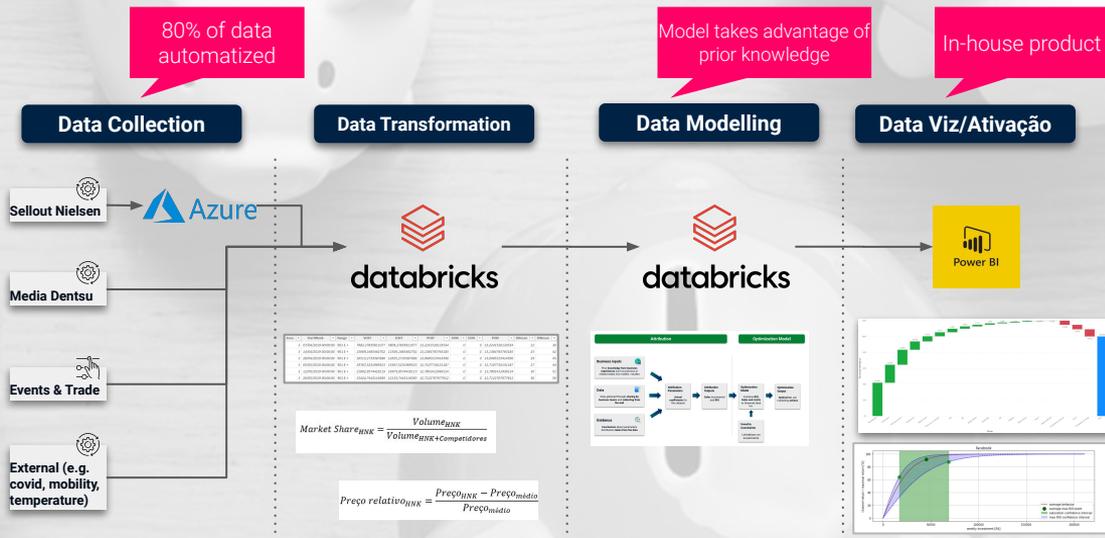
How to optimize marketing resources more efficiently through an in-house solution?

Business Value:

With our proposed MROI tool:

- Save around **BRL 1.3M/year** spent on foreign market studies for our 4 main brands (around BRL 350,000/brand).
- **Bring speed to decision making** of Marketing initiatives
- Solve pain points such as **availability of insights, data granularity and investment planning time, optimizing marketing actions**

MROI process



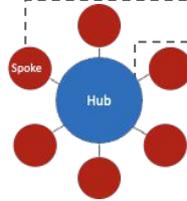


Services - Leader in food services and facilities management

How to take the most from data cloud resources to be able to share data capabilities globally and reduce processing and storage costs?

- Operating Model: Deployment of a Hub&Spoke Global Operating Model Organization for the company.
- Data Platform: Prepare a common Azure data platform so each region can use generic pipelines and codes to facilitate ingestion and processing automation, as well as share of data use cases

Hub&Spoke Model



Centralized Hub with the following responsibilities:

- >Data Global Governance & Compliance
- >Global Data Services Design & deployment
- >Generic Component (OF, pipelines)
- >Common Data Model
- >Global Data Use Cases (engines)

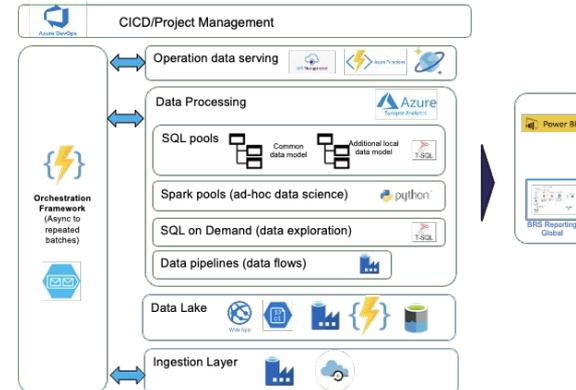


Regional/Country Spoke with following responsibilities:

- >Global Data Use Cases deployment / exec.
- >Global Data Use Cases SQUAD (temporary)
- >Local Data Use Cases
- >Work under data hub governance
- >Data team BAU : reporting, analysis ...



Azure Global Data Platform



One central data platform fueling the business needs of diverse team (ecommerce, marketing, sales, BI, ...)

Global Healthcare Company

Context

Company has an ambitious plan to **reach the e-commerce edge by 2025...** To achieve this objective we started building the big data foundation that supports the **accelerated e-commerce growth and enables AI use cases**



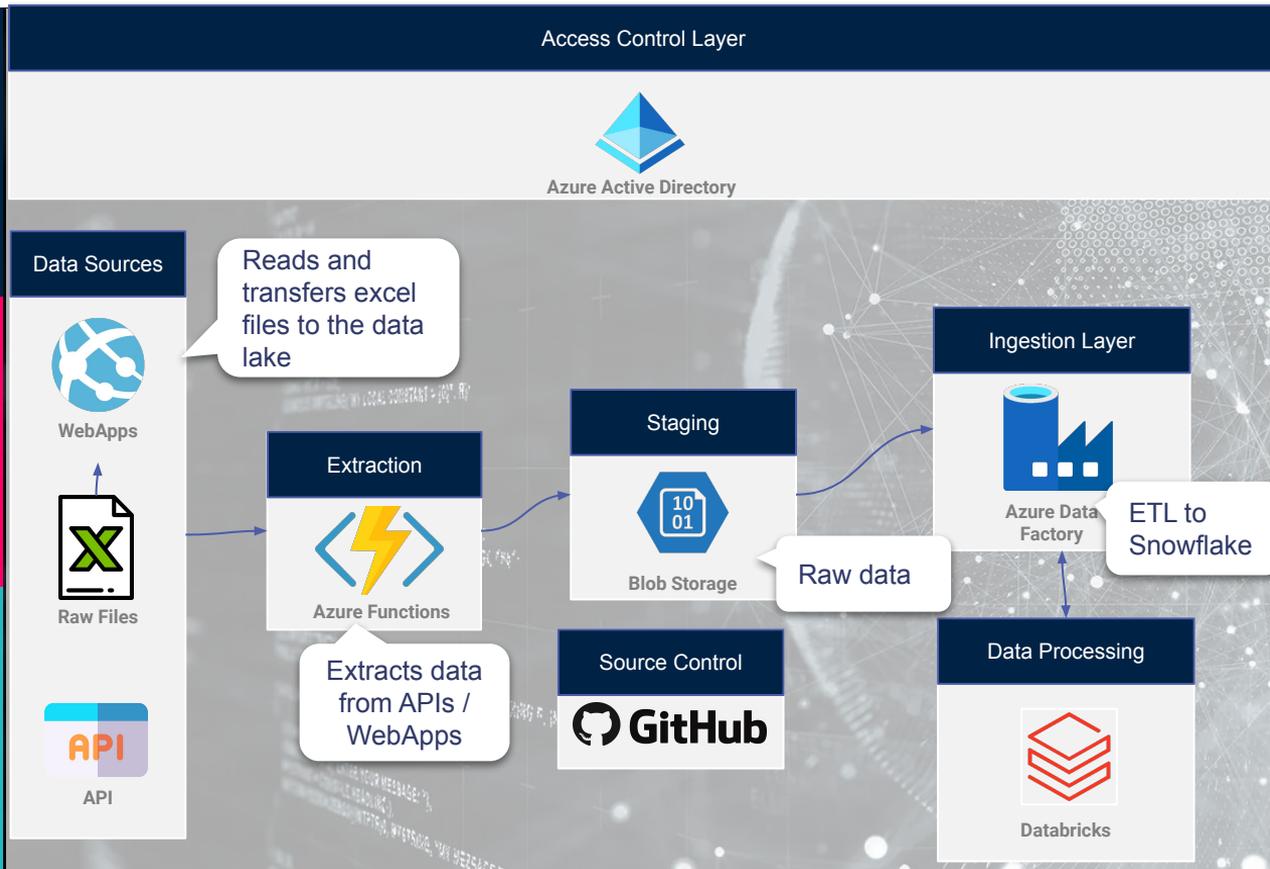
Objective

Centralized strategic data sources for e-commerce in a single source of truth enabling access to and cross-referencing of multiple databases in real time



Enablers

- ❑ DC: Understand business needs, design business cases, and connect business decisions with data
- ❑ DE: follow devops best practices, using lean, link data sources and make the data infrastructure globally scalable



Demand Forecast and Deployment tool

Food & Beverages company



Construction of a short-term demand forecasting tool and process management from start to finish supplying CDs with collaboration from 6 areas.

Solution

- ^ A complete tool to manage the process of demand and deployment
- ^ Process integrated with Deployment, Sales operations, PRGM, GRs and Customer Services with 4 different views.
- ^ A global data framework that generates hundreds of machine learning models for each SKU X Customer combination

Achievements:

- ^ **5.5 pp gain in prediction accuracy** with a lower bias (approx. **R\$350k gain in revenue**)
- ^ Up to **40% of time saved** every week
- ^ **8 new structured data sources**
- ^ **+700k new data points** per month



Understanding of technical and business processes, validation of MVP scope (data, tools, models, output)

40+ Interviews

Incremental building of MVM in 4 sprints, initial integration of the views, understanding of business needs to be targeted

50k+ Models Trainings

Test and industrialization of the final product. Delivery of the MVP's final version

8 Views

DEMAND

Goal: Automate the process of building the naive demand prediction with a model capable of forecasting the demand for Salvador DC with a higher FA (2p.p.)

KEY GOALS

COLLABORATION

Goal: Allow other teams to collaborate in real time in order to increase FA and analytical power

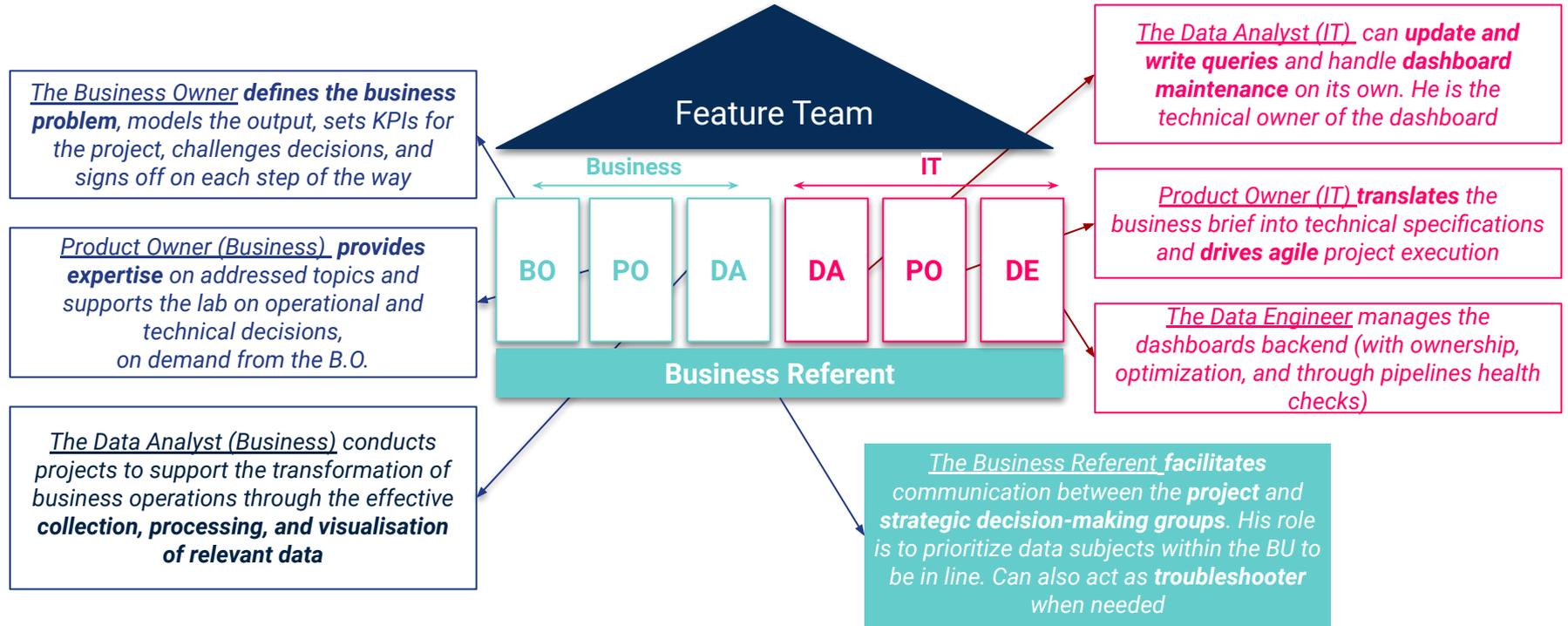
DEPLOYMENT

Goal: Automate the deployment process in the integrated tool and test some intelligence

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What is the Feature Team: Multidisciplinary team that can connect business to technology



This model makes flexible to allocate person with specific skills

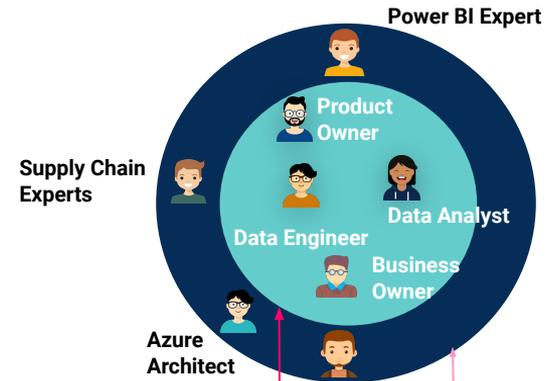


Responsibilities

- **Deliver at each phase** of the BI use case life-cycle (e.g. *Qualification, Production, Maintenance*) in close collaboration with business and tech teams
- Collaborate as a team with **daily alignment** ensuring information flow and transparency
- Contribute to the BI Factory community and **communicate achievements** to Partners (e.g. *write articles, present demos, share learnings, etc*)
- Implicate the Business Referent on a monthly basis

Objectives and Key Results

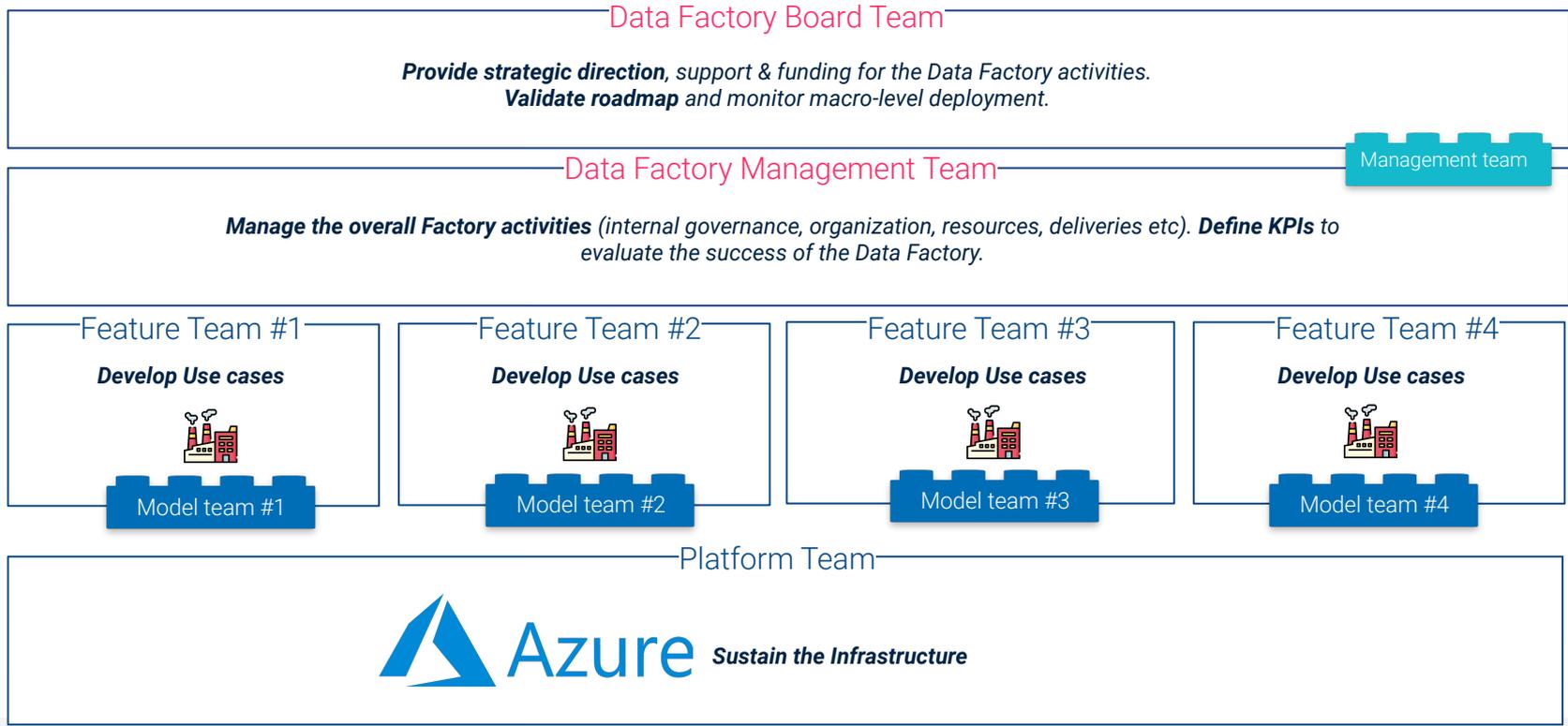
- **Business impact:** impact of use case on top line, bottom line and / or other business KPIs
- **AI use case adoption / Customer satisfaction:** Qualitative feedback survey results



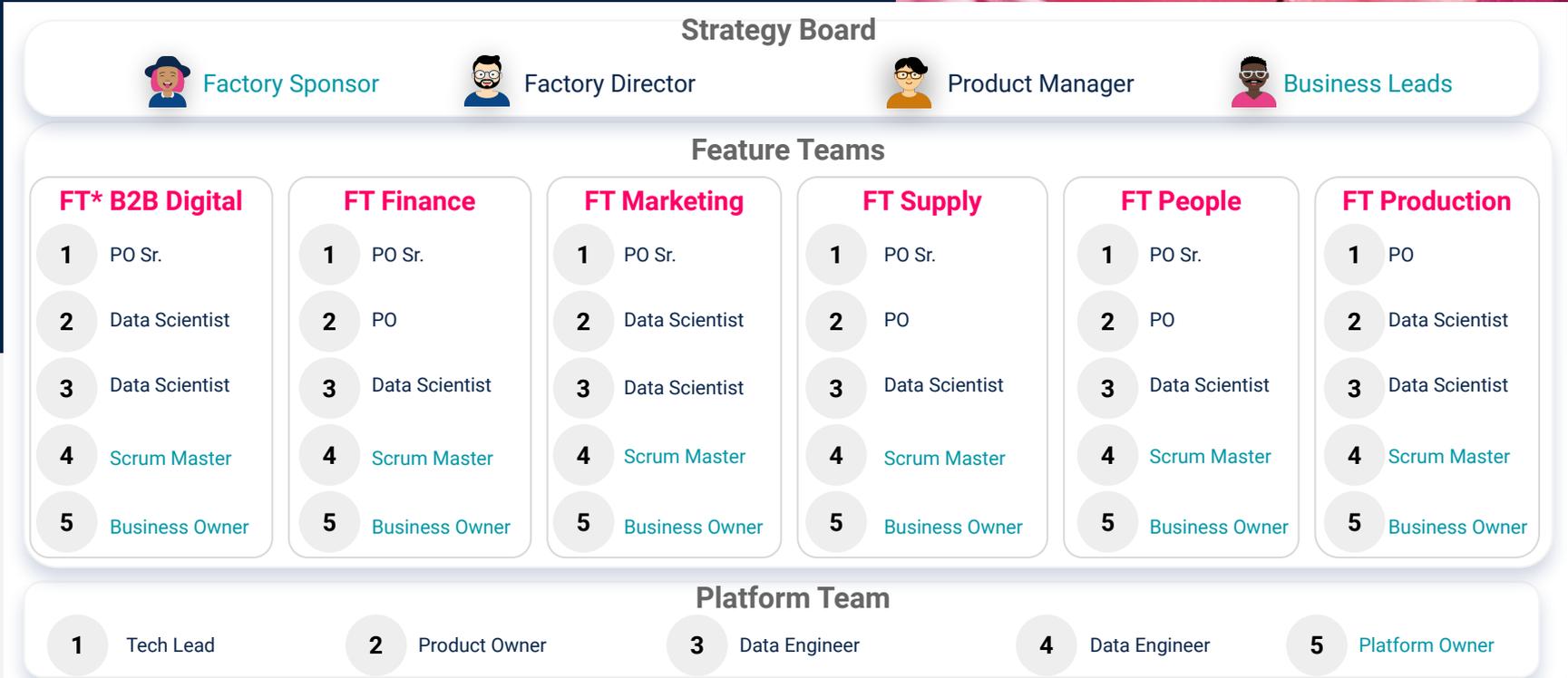
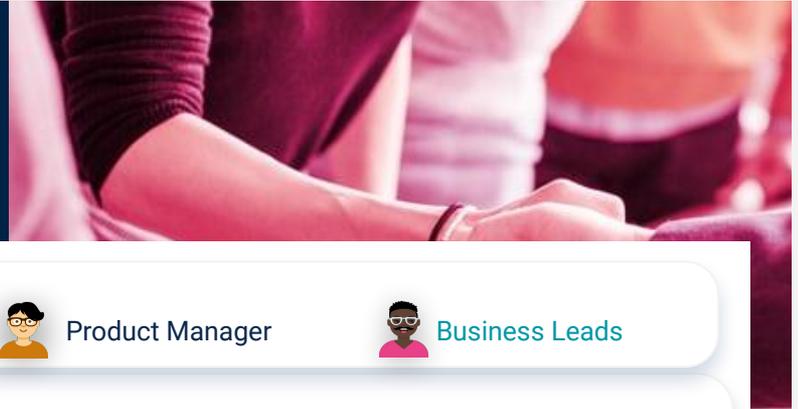
Core Feature Team
Involved on the use case
development daily

Extended Feature Team
Contribution depends on
project's needs

The **Data Factory** will be organized around data models types with a focus on “customer” satisfaction:



Global Brewery Company Example: multidisciplinary hybrid team



*FT: Feature team

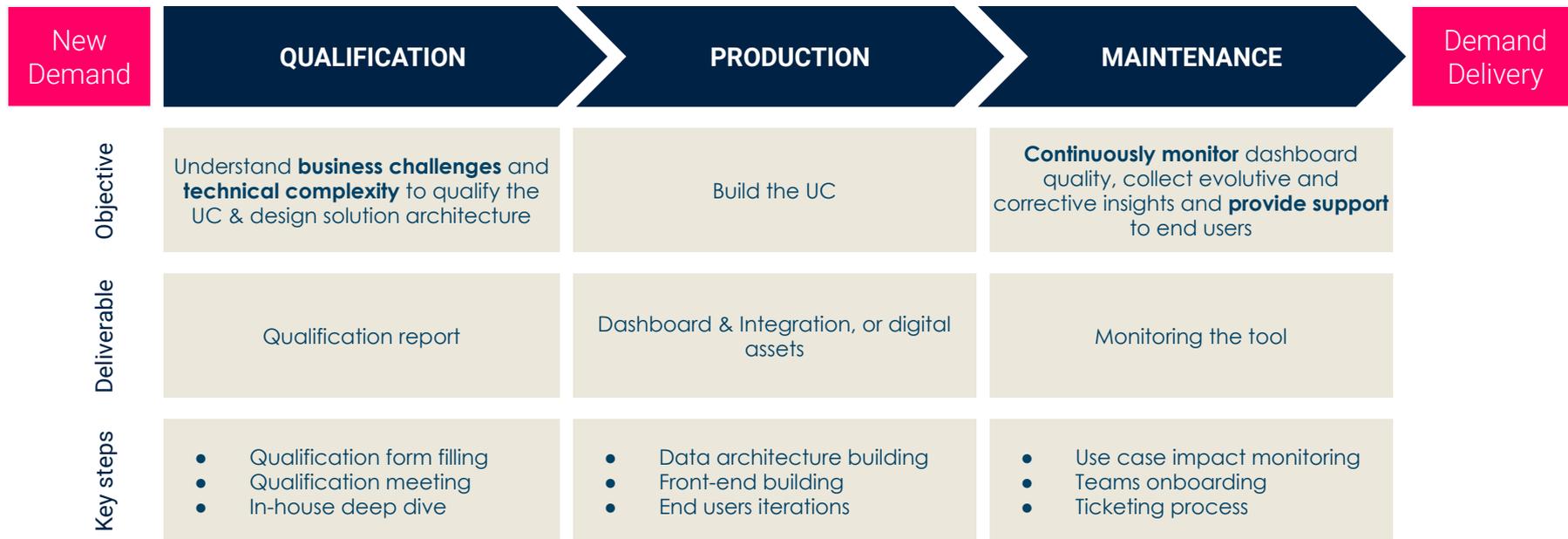
Client

Artefact

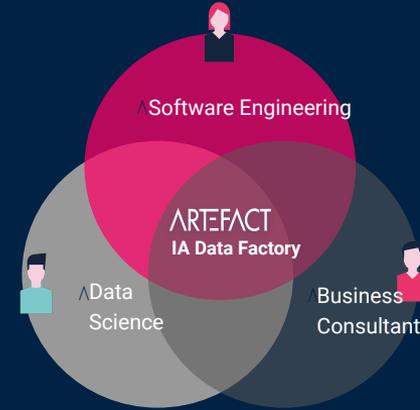
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Data use case lifecycle is structured around 3 steps



AI Data Factory methodology is able to delivery fully customizable Data products in **8~16 weeks**:



> **Understand the business needs** and **map** all the enablers, data and technology barriers to **build each use case**;

> **Prioritize and qualify the use cases** to be built in terms of **business impact and technical feasibility**.

> **Ingest, prepare and harmonize** all the **necessary data** defined in the previous phase

> **Design and structure the technical environment** for the use case.

> **Build** the models and algorithms that **best respond to business decisions** (MVM - Most Valuable Model)

> **Define the key performance identifiers** to evaluate the model;

> **Structure and automate** the data process (ETL) to capture, iterate and **accelerate the execution of models**;

> **Run tests in the "real world"** to evaluate the effectiveness of the model.

> **Scale** the scope of the **created product**;

> **Design and create** digital products for **large-scale activation**;

> **Scale the product** to business areas to **accelerate day-to-day decisions**.

What is a use case? Is something that can bring **tangible business value**

What is a use case?



A use case **is a digital product** in which we identify a problem, propose a solution and execute the corresponding action, **all the use case must have:**



1

Answer a Business Problem



2

Can be build incrementally



3

Can be measured

Real Case Example

Automated Digital Marketing efficiency using ML

Leverage consumer data to develop personalized marketing approaches & media content at an individual level

2-5%

15%

Demand Forecast IA Models

Optimize product flows (for cost, service levels) across sourcing, plant, transport and warehouse network

10%

7%

Improve Digital UX for POS

Enhance outlet selection, assortment and merchandising optimization at POS level

17%

-4%

x%

Sales lift

x%

Cost reduction

Artefact is an expert in the 4 key challenges of this project, therefore we believe we are the ideal partner you are looking for.

Explore the right data/analysis from the business needs to accelerate decision making...



BIZ DATA ANALYTICS

...characterize and correlate the data to amplify and speed up the indicators...



TECHNICAL EXPERTISE

... building dashboards from UX best practices for easy end-user adoption...

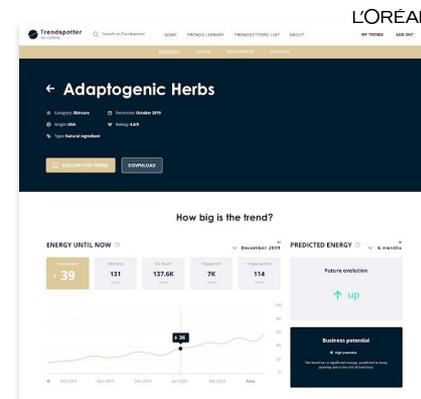
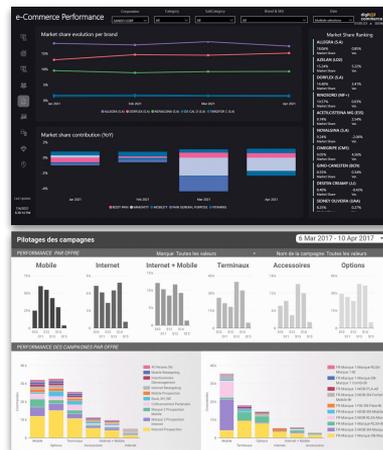
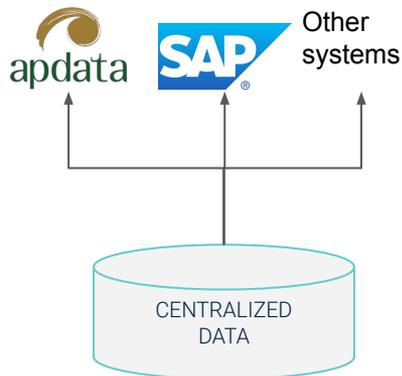
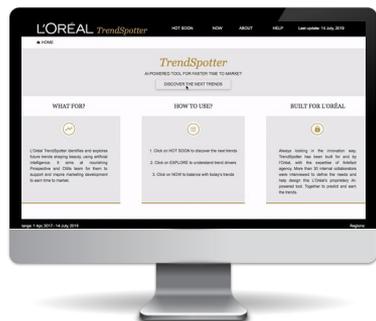


DATA VIZ / FRONT-END EXPERTISE

... and AI analysis for the detection of opportunities and trends



AI EXPERTISE



Artefact is the right partner because we have a specific methodology based on the user story to build dashboards that are not only about KPI visibility but about the actual business.



BIZ DATA ANALYTICS

Start from the business question

Identify the user story to be answered

Identify the KPIs and correlated data

Select the analysis that fits the user story

ILLUSTRATIVE

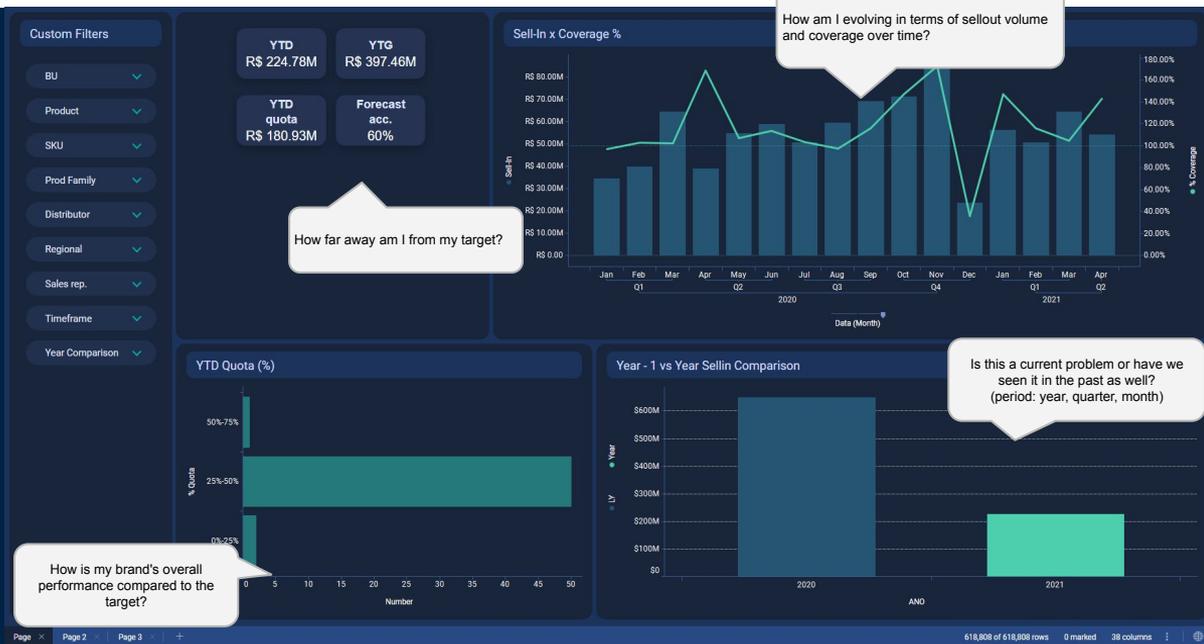


I want to...

"...See target vs sales by brand and customer."

Then...

"...I can evaluate if I should look for alternative actions for the rest of the period."



Solutions must be generated from the business needs, aligned with the business strategy, and fully **validated by the user.**

We are technology agnostic: We adapt to the data environment and the business challenges of our customers.

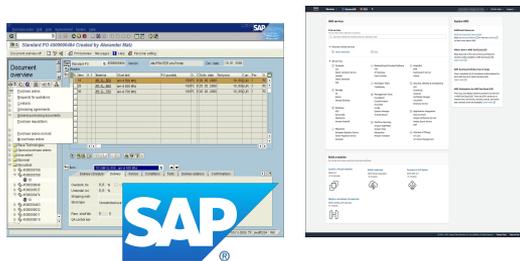


Global Benefit Company

Global CPG Company

SAP R3/ERP (legacy systems) + AWS

Snowflake + SAP



In addition, we also master most of the technology stacks in the market, having certifications from Google, Amazon and Microsoft



→ Our goal was to migrate the data coming from SAP R3/ERP among other systems to the AWS environment (S3 and Redshift) by using custom and native integrations, such as AppFlow.

→ Creating personalized WebApps and Dashboards using data and processes with complex operation inside Snowflake.

Artefact has developed Dashboards for companies around the world and applied the best practices for visualizations.



DATA EXPERTISE
VIZ / FRONT-END

Global
Healthcare
Company

Ecomm Data Foundation



- ▲ A 3+ year partnership featuring several data projects, the latest one focused on E-commerce, which included more than 30 analyses in the final Dashboards

Dashboard Examples: sell-out, market share, traffic evolution



Global Tech
Company



CDM Dashboard

- ▲ A fully automated Dashboard shared globally with 30+ countries for the company to monitor media performance in real time



Dashboard used by 30+ countries

We develop many Artificial Intelligence projects, from trends detection to voice shopping



IA EXPERTISE

Global
Healthcare
Company

Pricing optimization

- ^ Preliminary evaluation
- ^ Use case modeling
- ^ Implementation strategy definition



BUSINESS VALUE

Prioritization for price increases for products with a lower chance of losing volume

Global CPG
Company

Demand and supply forecasting

- ^ Short-term demand forecasting
- ^ Start-to-finish process management for supplying the DCs
- ^ More than 50k trained models for demand forecasting
- ^ 8 screens in a customized portal, one for each area involved in the project

DEMAND

More than 5% gain in model accuracy



COLLABORATION

Engagement of 6 areas that previously did not contribute to the generation of the demand forecast

DEPLOYMENT

Automation of the supplying process, integrating forecasting results and testing of intelligent features

We have a track record of success in end-to-end data management projects with other customers

Global
Healthcare
Company

BI Acceleration Program

- ^ **Building the Foundations:** Understand data needs, data vision and qualify use cases for Advanced Analytics
- ^ **Consolidate and Launch:** New BI Portal, report redesign according to business needs
- ^ **Aculturate:** Data governance (building catalog and defining owners) and Workshops for change management



Global
Healthcare
Company

Centralization of strategic data sources for e-commerce

- ^ **+10 prioritized data sources**
- ^ **Data lake** with automatic data ingestion flow
- ^ **Data warehouse** for data consumption
- ^ 9-page dashboards with **30+ views**



Global
CPG
Company

Leverage intelligence to impact sell-out in order to maximize profitability

- ^ **Store prioritization**
- ^ **Price simulator** to help in the negotiation process
- ^ Supply analysis tool with **sell-in suggestion**
- ^ **Alert system** for the execution team in the stores



Global
CPG
Company

Optimizing and building a lean cloud architecture for sales intelligence

- ^ **Mapping and documentation** of the entire legacy system (with local server)
- ^ **Optimization of +250 sales, invoices and product tables** into 4 main tables for easier use and maintenance
- ^ **Playbook with data flow mapping and future mapping** including business context



ARTEFACT
VALUE BY DATA



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Thank YOU!