A4E

Company Brief

What we do

Using **data science** we deliver to our clients
automation of decisions and **processes**
making them more **efficient** and **agile.**

We help our clients grow!

Team & Investors

Hristo Hadjitchonev, CEO and cofounder (27+ years in software development industry) LinkedIn

- Entrepreneur, Global Strategic Operations Executive, Business Intelligence and Data Mining enthusiast
- Taurus, Rila Solutions, HP Global Deliver, Experian Decision Analytics
- MSc in Analytical Modeling of Economic Systems.

Nikolay Nikolov, COO and cofounder (17+ years in IT) LinkedIn

- Experienced Division Lead
- Long track as Business and BI Software Developer
- Nemetschek, Experian Decision Analytics
- MSc in Information Systems Development and Management from the University of London.

Alexander Efremov, Chief Scientist and cofounder (17+ years in data science) LinkedIn

- Engineering and Data Science zealot
- Retail Analytics, Experian Decision Analytics
- Associate Professor in Technical University of Sofia, about 30 publications on modeling and data science, Ph.D. studies at Delft University of Technology

Dimiter Atanasov, Chief Architect and cofounder (14+ years in software development) LinkedIn

- Software Developer, Technical Lead and Inventor
- Experian Decision Analytics
- M.Sc. in Computer Science with research and development of a dynamically scalable platform for distributed data analytics.

eleven VENTURES

UniCredit Bulbank

impetus

Clients

Неделя
Cafe & Patisserie

Coca-Cola

credissimo
пари навреме

Telerik™

SPORT 2000
SPORT DEPOT

stikcredit.bg
КЛИКНИ И ВЗЕМИ!

Бани Roca
онлайн магазин

UniMedica

telenor

Живот
БУЛСТРАД
VIENNA INSURANCE GROUP

ebag.bg

Use Cases

*"A4E helped us to turn the raw data sets into **valuable information**, which helped us to make the **right business decisions**. We'd highly recommend their services to any business in need to **master the art** of the numbers"*

Zdravko Mintchev, CEO

Неделя Café & Pâtisserie

- ✓ Real-time sales forecasting of demand
- ✓ Automation of Supply-Demand chain decision process
- ✓ Analytics for Location and Marketing performances
- ✓ **Waste minimized ~2% (7% industry average)**
- ✓ Solution delivered via A4E proprietary Analytics cloud platform
- ✓ Usage of big data – enriched weather data historical & forecast

*"A4E team was very proactive in finding the proper **efficiency boosting** solution and displayed **extremely high level** of work performance. They were full with alternative approaches in reaching the project objectives. Our expectations for valuable ideas and proactive work were **definitely exceeded**.*

Stoyan Ivanov, Country Manager

BU/HR/BA/SI

Coca-Cola

- ✓ Analysis of past marketing performances
- ✓ Geo targeting of marketing Campaign (300,000 households)
- ✓ New product marketing - 750ml glass pack
- ✓ **20% better performance compared to previous campaigns**
- ✓ Big Data utilization – rent per sq.m., income per district, NIS public data (age, gender, households, etc. distributions)
- ✓ Project delivered based on proprietary modeling algorithms

*"We strongly recommend A4E Ltd., their analytical services and proficiency. For us, the company stands out as synonym for **high-level professional standards**, **quality performance** and **tailor-made** approach to the customer. A4E team can deliver a professional and truly **relevant solution** for any business problem."*

George Karpuzov, COO

credissimo напри навреме

- ✓ Credit Score as a Service
- ✓ **Automation of the lending decisions 60-100%**
- ✓ Bulgaria, Colombia, Macedonia
- ✓ Non-performing credits % comparable with bank performance
- ✓ Integration of the business rules
- ✓ New market and new strategies A/B testing

A4E STRENGHTS

- 70+ years of combined team experience in AI, Machine Learning, Analytics, Software Development
- Proprietary **unique** know-how in **automating** analytical tasks, eliminating the human effort, reaching the level of unsupervised analytical solutions
- Growing platform that combines scalable **cloud based** Analytical Engine and Business Solutions for Enterprises – **AI as a Service**

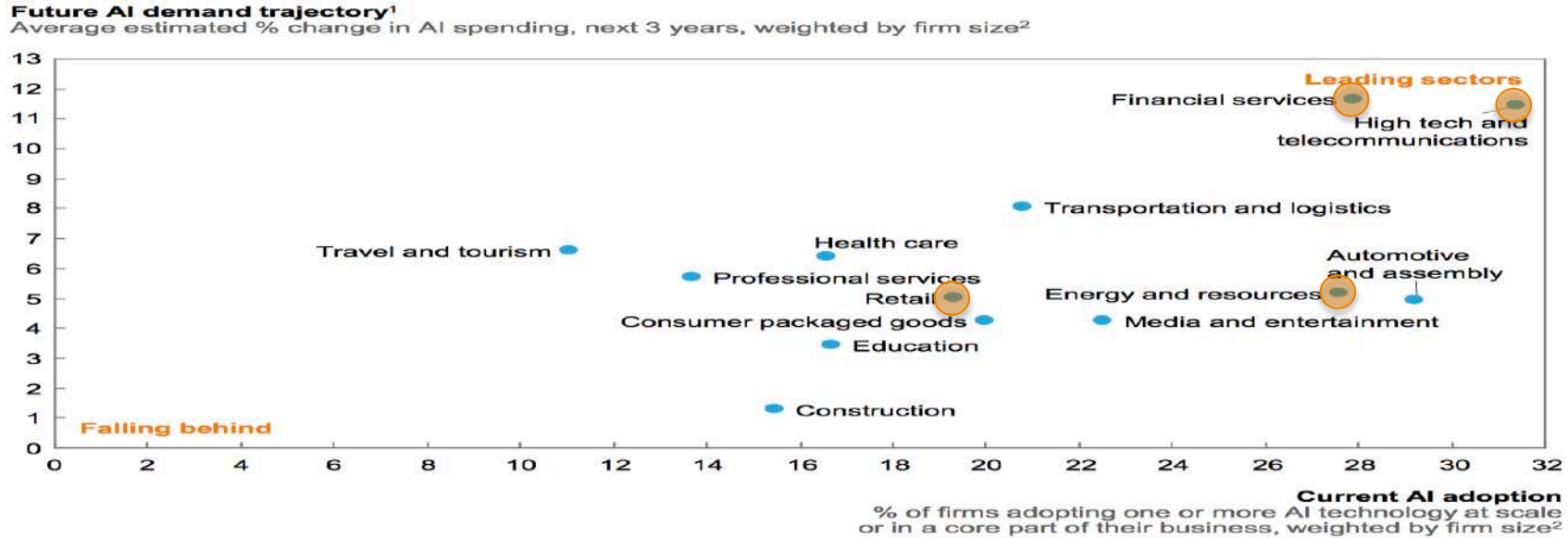
A4E SOLUTIONS MATRIX

	Retail (FMCG, Apparel, Wholesalers)	Banking	Fintech	Energy	Marketing
Demand Forecasting	Supply Planning	Supply Planning		Demand Planning	
Decision Process	Automated Orders Management	Cash Management	Automated Real-time Scoring		Behavioral/ Propensity Models
Risk Management			Automated Risk Modeling	Fraud Prevention	
Product Portfolio	Portfolio Management				Marketing Decisions
Market Basket	Promotions Management				Marketing Decisions
Geo targeting	Locations (POS) Assessments				Marketing Campaigns

A4E STRENGHTS

Sectors, Targeted by A4E Solutions

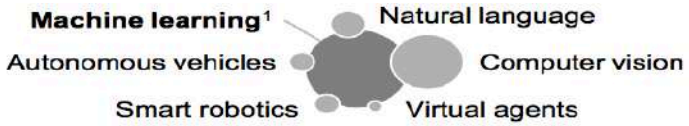
Source: McKinsey Global Institute - Artificial Intelligence paper (June 2017)



A4E STRENGHTS

- Retail Solutions working for A4E Customers

Source: McKinsey Global Institute - Artificial Intelligence paper (June 2017)



Applicability

High Medium Low

	Applicable technologies	Project	Produce	Promote	Provide
		Enlightened R&D, real-time forecasting, and smart sourcing	**Operations with higher productivity, lower cost, and better efficiency**	**Products and services at the right price, with the right message, and to the right targets**	**Enriched, tailored, and convenient user experience**
Retail		Anticipate demand trends, while optimizing and automating supplier negotiation and contracting	Automate warehouse and store operations; optimize merchandising, product assortment, and microspace	Optimize pricing, personalize promotions, and tailor website displays in real time	Personalize tips and suggestions, offer immediate assistance with virtual agents, automate in-store checkout, and complete last-mile delivery by drones

A4E STRENGHTS

- Under development for Utilities

Source: McKinsey Global Institute - Artificial Intelligence paper (June 2017)

Electric utilities		Enhance demand and supply prediction, assess reliability of integrated generation assets, and automate demand-side response	Optimize preventive maintenance, improve electricity production yield, reduce energy waste, and prevent electricity theft	Optimize pricing with time-of-day and dynamic tariffing; match producers and consumers in real time	Automate supplier selection, provide consumption insights, automate customer service with virtual agents, and tailor usage to consumer's preferences

A4E Case Studies - Nedelya

- Real-time forecasting of demand
- Automation of Supply-Demand chain decision process and Production Facility and Distribution
- Analytics for Location and Marketing performances
- Waste minimized ~2% (7% industry average)
- Solution delivered via A4E proprietary Analytics cloud based platform
- Usage of big data – enriched weather data (historical and forecast)
- MRR

Неделя
CAFÈ & PÂTISSERIE

Industry: Pastry and cakes retail and production
Size: 37 + retail locations
Revenue: € 9M (2016)
Web: http://nedelya.com

A4E Case Studies – Coca-Cola

- Analysis of past marketing performances
- Geo targeting of marketing Campaign (300,000 households)
- New product marketing - 750ml glass pack
- 20% better performance compared to the previous campaigns
- Big Data utilization – rent per sq.m., income per district, NIS public data (age, gender, households, etc. distributions)
- Project delivered based on proprietary modeling algorithms
- ARR

Industry: Beverages
Size: 10000 +
Web:
http://www.coca-cola.com

A4E Case Studies Sport Depot

- Analysis of historical sales data
- Model and forecast of next winter season demand
- Supply order recommendations for 23 stores and distribution based on:
  - Sport
  - Gender
  - Color
  - Size
  - Pricing category
- Project delivery based on proprietary forecasting algorithms
- Project based and ARR

SPORT 2000 SPORT DEPOT

Industry: Sporting goods retail
Brands: 60+
Locations: 21
Revenue: €35M
Web: sportdepot.bg

A4E Case Studies – Credissimo

- Credit Score as a Service
- Automated Scorecard updated on biweekly bases
- 5 seconds response time per request
- Integration of the business rules
- 80% automated decisions

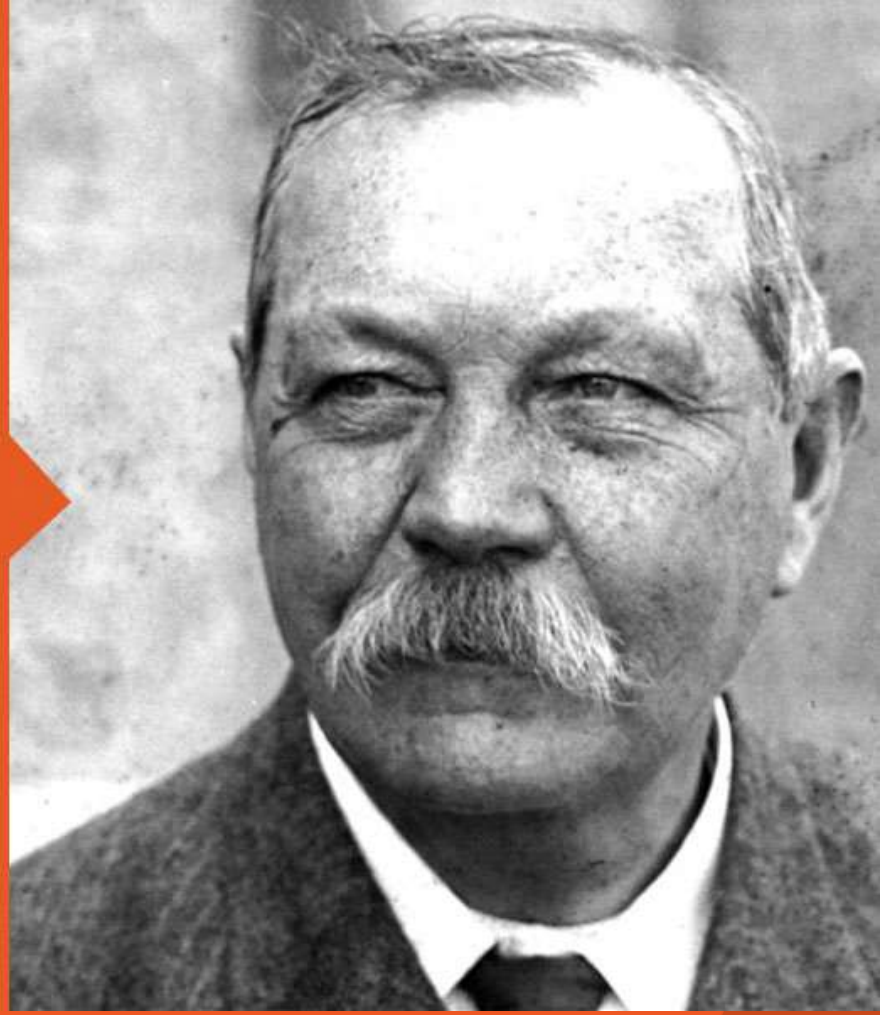
credissimo
пари навреме

Industry: Financial Services
Users: 2M +
Markets: Bulgaria, Macedonia, Poland
Revenue: € 11M
Web: credissimo.bg

ANY QUESTIONS?

"It is a capital mistake to theorize before one has data."

Arthur Conan Doyle



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