

Leni Adoption Stories:

From Insights to Impact



A New Way to Decisioning Excellence

Leni is AI built for you to experience the power of investigation without inhibition. Leni is designed for everyone, regardless of skills or background, to analyse data and share insights in seconds.



See More

Look for the whys beyond the what



Know More

Stay one step ahead with auto-insights



Trust More

Less complexity, more confidence with explainable AI



Do More

Get set up and go in <24 hours with self-service creator

Smart Search

Full Spectrum Analytics

Autonomous Nudges

Explainable Insights





Let's Solve



A Larsen & Toubro
Group Company

01 De-risking the time-to-market for a global pharma major's R&D division

Challenge

Higher lead time to plan and monitor clinical trials necessitating processing of humongous amount of data and intertwined multifold analytics interventions.

Key Solves

- ▶ A visual synopsis of the project and its details by monitoring the critical KPIs.
- ▶ Ad-hoc querying capabilities through an NLP-based search to identify project risks.
- ▶ Project simulations with desired attributes to forecast timelines, cost, and budget.

Impact

Saved
**190 person
months effort**
in existing portfolio
analysis

**Visual synopsis
of the project**
and its details by
monitoring the critical KPIs

**Improved
consistency**
in planning new studies



Let's Solve



A Larsen & Toubro
Group Company

02 Enriching medical affairs function with self-service insights for a global pharma major

Challenge

Managing a steady state of insights from multiple channels and enhancing user engagement with legacy BI infrastructure and which lacked intuitiveness, business alignment and ease of access.

Key Solves

- ▶ Enable business users to access real-time insights related to KPIs across dimensions and key datasets through NLP.
- ▶ Vital capability to generate autonomous insights to receive proactive business signals and recommendations.
- ▶ Bespoke augmented analytics platform for multiple business use cases.

Impact

1800+
analyst hours
reclaimed

95% reduction
in time to insight- from
months to minutes

**24/7 real-time
insights**
to plan timely interventions

03 AI-powered anomaly detection for a global pharma major

Challenge

Fragmented, manually-intensive and repetitive methods of anomaly detection with disparate data sources requiring different levels of data and sanity checks.

Key Solves

- ▶ Centralized, AI-based autonomous anomaly detection with sophisticated mix of algorithms to reason data anomalies.
- ▶ A three-step approach of identifying "What" "Where" and "Why" of data anomalies.
- ▶ Historical data deviation, data loss/addition and latest data deviation anomalies identified.

Impact

2,400
data stewards'
hours redeemed

Integrated signals and alerts systems
that can directly communicate to respective sales and business units

Automated process for data anomaly -
reducing risk of manual errors

Improved productivity and efficiency
to deliver accurate and reliable insights

04 Whitespace analysis and e-commerce trendspotting for a global CPG major

Challenge

Identify and optimise e-commerce brand portfolio across categories, geographies and channels. Spot emerging trends in untapped categories and segments.

Key Solves

- ▶ Market, product and portfolio data triangulation with online SKU and offline sales data to recommend pricing and identify product opportunities.
- ▶ Tap on emerging market trends and purchase behavior.
- ▶ Perform customer review and rating analysis.

Impact

> USD 500 Mn revenue opportunities unlocked in new categories across three geographies and nine product segments.

Sophisticated evidence-based trendspotting and portfolio recommendations

Real-time insights into portfolio whitespace opportunities, pricing and portfolio optimization

05 Tracking digital footprints for organic growth for leading global beverage giant

Challenge

Device an appropriate market expansion and penetration strategy to keep a watch on the market volatility and convert semantic web data around foodservices potential customers to aid field sales strategy.

Key Solves

- ▶ Integrated food services and restaurant data from online and offline channels.
- ▶ Identification of most valuable stores for expansion.
- ▶ Gain menu insights for new opportunities and optimize retail execution for brand.

Impact

Scanned
12K+
menus to tease out category specific insights

Globally-scalable solution across cities and customer attributes

Reduced time-to-insights
and improved bottler sales efficiency

06 Autonomous pipeline management and analytics system for a US-based healthcare intermediary

Challenge

A go-to-market sales pipeline health analyzer to monitor historical data around sales bookings and pre-empt potential customers churn.

Key Solves

- ▷ **Benchmarking:** Assess pipeline basis historical benchmarks
- ▷ **Outlier Detection:** Spot trend changes and anomalies in pipeline
- ▷ **Revenue Comparison:** Relate pipeline to Bookings forecast and spot abnormalities

Impact

200+ week hours
of efforts saved in
analyzing existing sales
pipeline on a monthly
basis

**Reduced
time-to-insights**
and improved sales
efficiency

**Faster sales
planning**
and efficient decision
making

07 Autonomous infrastructure management system for leading petroleum manufacturer

Challenge

Identify service and incident management related issues in real-time for more efficient infrastructure operations.

Key Solves

- ▶ Real-time insights into overall health of infrastructure service and operations.
- ▶ Identify "Why" for rise or dip in Incidents/User Experience score, service disruptions and cloud platform spend.
- ▶ Predictions on user experience, incidents, server disruptions for timely management interventions

Impact

Globally-scalable solution across IT service management (ITSM)

Predictions
on user experience, incidents, server disruptions for timely management interventions

Reduced time-to-Insights
and improved ITSM efficiency



Let's Solve



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08 CFO command center for account receivables optimization for a leading IT leader

Challenge

Perform collection and ageing analysis against cash receipts to track the AR Performance and monitor payment behaviors across customers, their regions and segments.

Key Solves

- ▷ Plan for future liquidity with autonomous insights across AR performance and cash receipts
- ▷ Negotiate improved payment terms with intelligent recommendations
- ▷ Identify best and worst performing customers and enhance collections strategy

Impact

80%

savings in analyst hours and improved cash flows for CFO office

Globally scalable solution

with 24/7 real-time insights on working capital

Reduced time-to-Insights

and improved AR/AP efficiency



Let's Solve



A Larsen & Toubro
Group Company

09 Proactive campaign and communication strategy for a major retail bank

Challenge

Slow and scattered across retail business functions hindering the adoption of insights coming from disparate data sources.

Key Solves

- ▶ Built a 360-degree view of customer to assist in designing better campaign and communication strategy
- ▶ Informed targeting by predicting up sell and cross sell needs
- ▶ Self-service real-time insights available for business 24/7

Impact

800 bps

improvement in cross sell response rate for campaigns

Accurate prediction

of up sell and cross sell needs of customers



Let's Solve



A Larsen & Toubro
Group Company

10 Warranty analytics for a leading US-based HVAC systems manufacturer

Challenge

Design a centralized solution to report, diagnose and analyze warranty claims to autonomously alert production line on product malfunctions and faulty product components.

Key Solves

- ▷ Easy Access to critical questions around warranty costs, claims and quality.
- ▷ Ad-hoc querying capabilities through an NLP based search to identify financial, service and quality issues.
- ▷ Forecasts and Simulations with desired attributes to improve future visibility of business

Impact

18%

decrease in downtime on key productivity parameters

Unprecedented

360-degree view of warranty business

Seamless simulations, forecasts and autonomous alerts on product anomalies

11 Overall Equipment Effectiveness (OEE) Analytics for leading US-based battery manufacturer

Challenge

Create a dynamic analytical system to get deeper visibility in factory operations by identifying bottlenecks, improving factory uptime and reducing losses.

Key Solves

- ▶ Easy Access to critical questions around OEE, Availability, Productivity, Quality, Downtime, Production.
- ▶ Ad-hoc querying capabilities through an NLP based search to identify factory bottlenecks and productivity issues.
- ▶ Forecasts and Simulations with desired attributes to improve future visibility of factory operations

Impact

Unprecedented analytical view

of Factory operations and critical parameters

Reduced time to insights

and improved strategic decisions

Accurate simulations and autonomous business anomalies

12 Cognitive Financial Planning for a Dow-30 P&C Insurer

Challenge

Design a one-stop cognitive insights platform to identify root causes responsible for long-term trends in submission & underwriting performance and insurer's profitability.

Key Solves

- ▶ Root cause analysis - Assess profitability, submission/triage efficiency, underwriting and broker performance
- ▶ What-if analysis- Estimate impact of rate change in profitability, input parameters in quote conversion and change in commission on broker performance
- ▶ Real-time alerts for business-critical long-term trends

Impact

24/7 Real time insights

available for insurers and brokers

Optimized key functions

in insurance value chain

Reduction

in time to insights and proactive decision making

13 Optimized QA in Drug Manufacturing Units for a US based Pharma Major

Challenge

Optimize Quality Control and Assurance processes across globally scattered drug production units while maintaining highest safety standards in pharmaceutical manufacturing units.

Key Solves

- ▶ Created Operations Hub as a single source of truth, providing visibility in Quality Assurance across enterprise
- ▶ Granular insights on flagging production units with highest QA issues
- ▶ Co-related issues like lack of training of plant operators, machinery downtime, lack of raw materials or equipment for drug manufacturing flagged for causing higher QA requests

Impact

Unprecedented analytical view

of Quality Assurance processes across production units

Improves cycle time

for Drug manufacturing

Supports in maintaining optimal quality

of operations at all Production Units



Let's Solve



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Group Company

14 Autonomous insights for a leading Hi-tech Manufacturer

Challenge

Create a sales pipeline health analyzer by monitoring historical sales bookings data and identify changes in trends that would assist in achieving the forecasted targets.

Key Solves

- ▶ Benchmarked historical sales trends across sales pipeline
- ▶ Spotted changing trends and anomalies in the most recent pipeline statistics
- ▶ Communicated abnormalities to managers in natural language to improvise their operational strategy

Impact

200+ hours per week

efforts saved every month in analyzing existing sales pipeline

80% Improvement in sales trends monitoring

at granular level reducing false positive alerts

Business wide coverage across

3 geos, 6 customer segments and 9 product groups



Let's Solve

About Leni

Leni is an AI-powered investigative intelligence platform designed to make free-form insights exploration a reality for business users. Magnifying the 'peripheral vision' to spot trends and hidden insights, Leni cuts the chase to informed decision making for global enterprises.

Learn more about Leni

LTI (NSE: LTI) is a global technology consulting and digital solutions company helping more than 400 clients succeed in a converging world. With operations in 31 countries, we go the extra mile for our clients and accelerate their digital transformation with LTI's Mosaic platform enabling their mobile, social, analytics, IoT and cloud journeys. Founded in 1997 as a subsidiary of Larsen & Toubro Limited, our unique heritage gives us unrivalled real-world expertise to solve the most complex challenges of enterprises across all industries. Each day, our team of more than 33,000 LTIites enable our clients to improve the effectiveness of their business and technology operations and deliver value to their customers, employees and shareholders. Find more at <http://www.Lntinfotech.com> or follow us at @LTI_Global.