

The logo for AArete, featuring the word "AArete" in a dark grey sans-serif font, centered within a thin orange circle. This circle is nested inside a larger, light grey circle, which is itself nested inside an even larger, light grey circle. The circles are positioned in the top right corner of the slide.

AArete

Introduction to AArete

Our Microsoft Services

| About AArete

An award-winning **global management and technology consulting** firm driving client value through strategic profitability improvement, data-driven solutions and market intelligence.

We provide expert strategy, implementation, and support across a full spectrum of technology services including **data, analytics, security, cloud, and digital transformation** initiatives.



End-to-end Solutions

- Strategic Profitability Improvement
- Digital, Data & Technology Services
- Managed Services
- Advisory Services

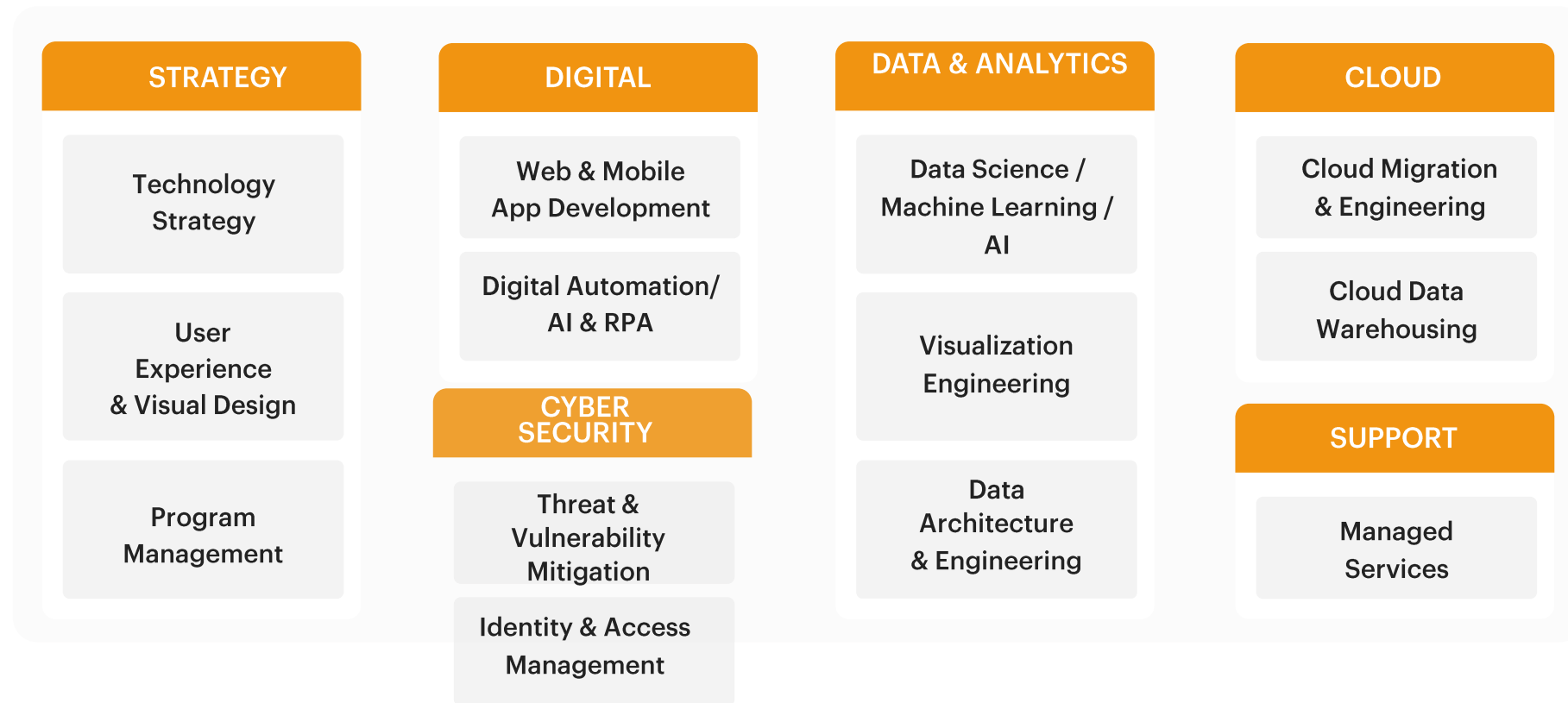
Industries

- Health
- Retail & Consumer
- Financial Services
- Education
- Transportation, Logistics & Distribution
- Public Sector

Select Technology Partnerships



Technology Services



DATA SCIENCE AND MODERN DATA PLATFORMS

Our team of data scientists, engineers and technology experts have deep expertise in architecting solutions using ML/AI and modern data platforms



DATA SECURITY AND HITRUST

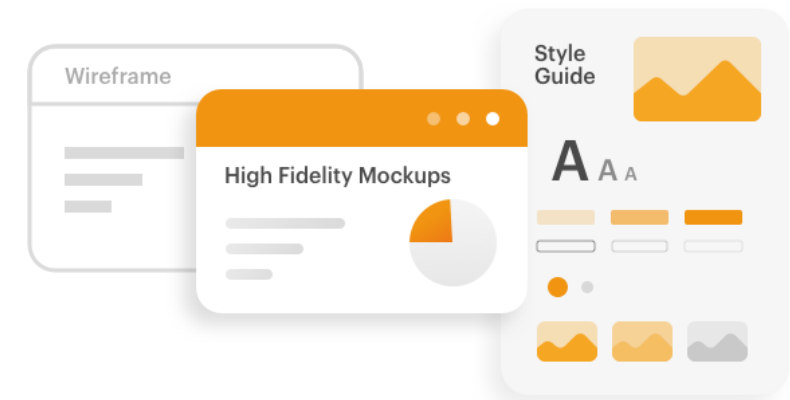
Our clients trust us with their highly sensitive data. We are HITRUST certified and have a comprehensive framework to protect data



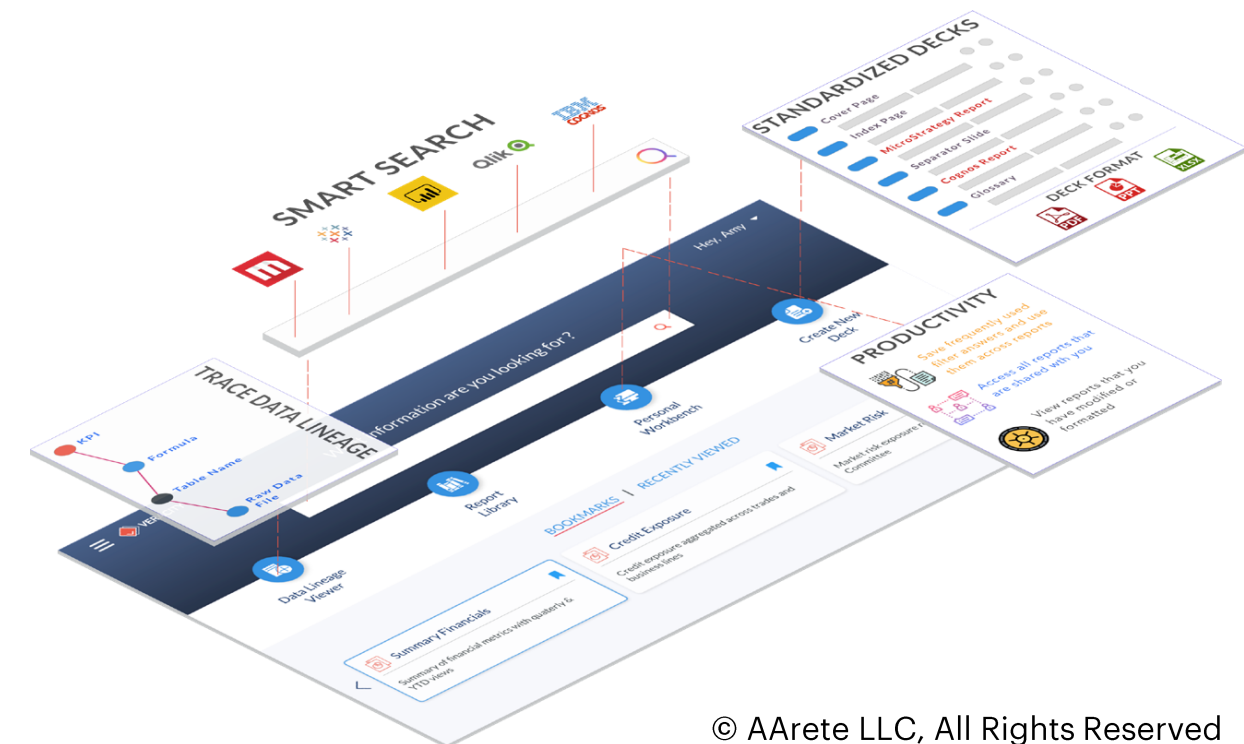
LARGE-SCALE MIXED-USE DATA MANAGEMENT

We are skilled at designing systems for massive, high frequency, streaming data loads for use by analytical, transactional and data science teams

Product Design



We build modern applications centered on user experience, and apply visual design principles to build clean, crisp applications that maximize user engagement with intuitive navigation and tailored visualizations



| Who We Work With?

Health

Empowering health payers and providers to optimize costs and revenues.

Transportation, Logistics & Distribution

Improving cost structures and operational efficiencies for trucking, air, freight, ground, and transit companies.

Retail & Customer

Managing retail and customer costs across the supply chain, including operations, warehousing, merchandising, and customer service.

Financial Services

Delivering strategic profitability improvement, FinTech, and RegTech solutions for global & regional banking and financial services institutions.

Public Sector

Helping state and federal government bodies to do more with smaller budgets, especially through customized data analysis.

Diversifies Industrial

Increasing operational efficiencies while driving strategic profitability improvement for industrial organizations.

Education

Enabling public & private universities, academic, medical centers, and research institutions to do more with less to support decentralized structures and board missions.

Technology & Professional Services

Leveraging data to generate competitive advantages for the firms in the high tech, legal, executive search, and accounting industries.

| Capabilities & Use Cases

1 Data & Analytics



Sales & Inventory Analytics

Integrate CRM, ERP, Logistics & Finance data into one self-service analytics system with intelligent search & predictive analytics



Customer Master Data Mgmt.

Build operational and analytical MDM systems to capture a 360 view of the customer demographic, sales, and LTV



Pricing & Promotion Analytics

Design simulations for pricing, conduct what-if analysis, develop targeted promotions, manage product mix/inventor

2 Cloud & Tech Strategy



Cloud Strategy & Migration

Gain economic efficiency & performance scale by migrating enterprise applications and data stores to the cloud



Cloud-based Data Warehousing

Leverage the cloud to scale data ingestion, storage, processing and analytics for streaming, unstructured & aggregated data



Tech Modernization

Consolidate technology portfolio, optimize infrastructure/DevOps, and modernize architecture to run lean, responsive IT ops

3 Consumer Experience



User Digital Journey Tracking

Tag and capture user journeys across all web and mobile channels; personalize journeys based on preferences and purchase history



Augmented Reality Apps

Develop AR-powered experiences that enable customers to interact with virtual products integrated with physical spaces



Hybrid In-Store & Online Sales

Develop in-store and online experiences that drive sales through behavioral analytics and personalized product recommendations

4 Enterprise Applications



Customer Service/Sales Portals

Build fast, scalable and fail-proof portals with embedded operational & analytical apps seamlessly connecting to enterprise systems



AI-Enabled Mktg Automation

Run AI-powered automated campaigns for individual & micro-segmented groups via integrated SaaS applications like HubSpot



Intelligent Chatbots

Develop automated customer interaction tools like intelligent chatbots

| Why us for Microsoft?



50+
Global & Fortune 500
Clients

20+
Industry Solutions
Built on Azure Analytics
AI /ML

10+
Global Brands Migrated
to Azure MDW








50+
Certified Professionals
on Microsoft Stack

Services

We provide services and solutions in the following areas:

- Business & Technology Strategy
- Data Architecture & Engineering
- Data Warehouse Development
- Cloud Migration & Management
- Analytics & Visualizations

OUR EXPERTISE

	Analytics Centre of Excellence		Integrate Power BI with Azure Synapse Analytics
	Data and Analytics Strategy Assessment		Intuitive OCR-ML Document Digitalization
	Data lake reference architecture		Accelerators for Data Ingestion from enterprise, external and open data sources
	Pre-built industry-specific data models and definitions		

| Why us for Microsoft?



Real-time Offer Processing with Push Notifications, SMS and Emails for a digital wallet application using microservices architecture for Insurance client



Reduced TCO by 50% and customer calls by 65% via Real-time Product Recommendations & Chatbot solution using Azure ML Services for a Global Teahouse Chain with 2500+ stores



Optimized BI Reporting Architecture with improved performance with near-real-time data streaming for reporting.

Our Success Stories



Built a 360-degree Member Console for a \$1.5B+ Health Insurance Company using Azure Cloud and Power BI



Provided Business Analytics Solution to a US based Non-profit agency that resulted in increase in avg. and overall donations for its campaigns using Azure Synapse and Power BI.



Implementing An ESG Analytics Platform for a Europe's leading provider of laboratory diagnostic services using Power BI and Azure.



Saved 260K AUD for an F&B client through TCO analysis and migration to Power BI Embedded resulting in 54% TCO benefit for 3 years.



Thank You