



EXECUTIVE SUMMARY

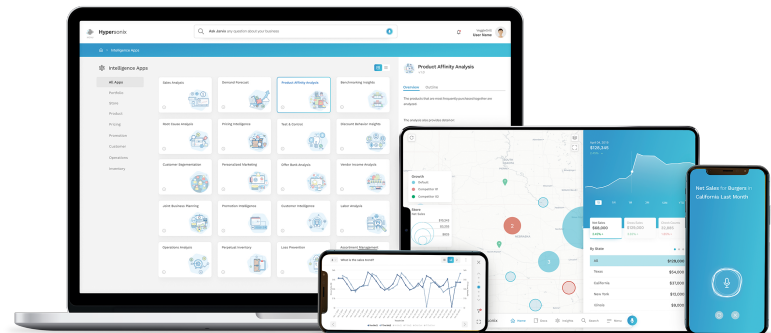
Future of Decisioning

Powering the Intelligent Enterprise with AI-driven Augmented Analytics

Hypersonix offers a unified, AI-Powered Intelligent Enterprise Platform that helps enterprises drive profitable revenue growth with real-time actionable intelligence.

The solution leverages advanced machine learning and data science capabilities to deliver an easy-to-use Google-like plain English conversational experience based on the latest innovations around Natural Language Processing.

Designed for business users instead of analysts, Hypersonix includes a virtual decision assistant (“Jarvis”) to provide diagnostic, predictive and prescriptive insights that help users understand not only what happened, but also why it happened and what to do about it.



Legacy Decision-Making Tools Don't Work in Today's Environment

Enterprises are struggling to find opportunities to grow and leap-frog competition by making smarter decisions faster. Traditional legacy systems do not fit today's fast paced, highly competitive and margin-pressed market environment. Businesses today are looking for systems that can read signals, process information across siloed environments and highlight actionable insights that can lead to growth opportunities.

Legacy intelligence & analytics systems lack the agility and are :



Expensive – When companies add up the various **costs associated with data warehouse tools, ETL (extract, transform, load) tools, reporting and visualization tools**, as well as the labor costs associated with data analysts and information technology resources, they find they can be expensive.



Slow – Implementations are difficult, taking six to twelve months due to fragmented sources of data that require integration, and the expert resources needed to deploy these tools. Getting actionable insights from them is a whole other uphill battle.



Complex – As many as **70% of data warehousing and business intelligence projects fail**. Even when a successful project occurs, four out of five business users still prefer to depend on gut instincts rather than using the tools provided. User adoption is hampered by tool complexity, the lack of training, and poor system performance.



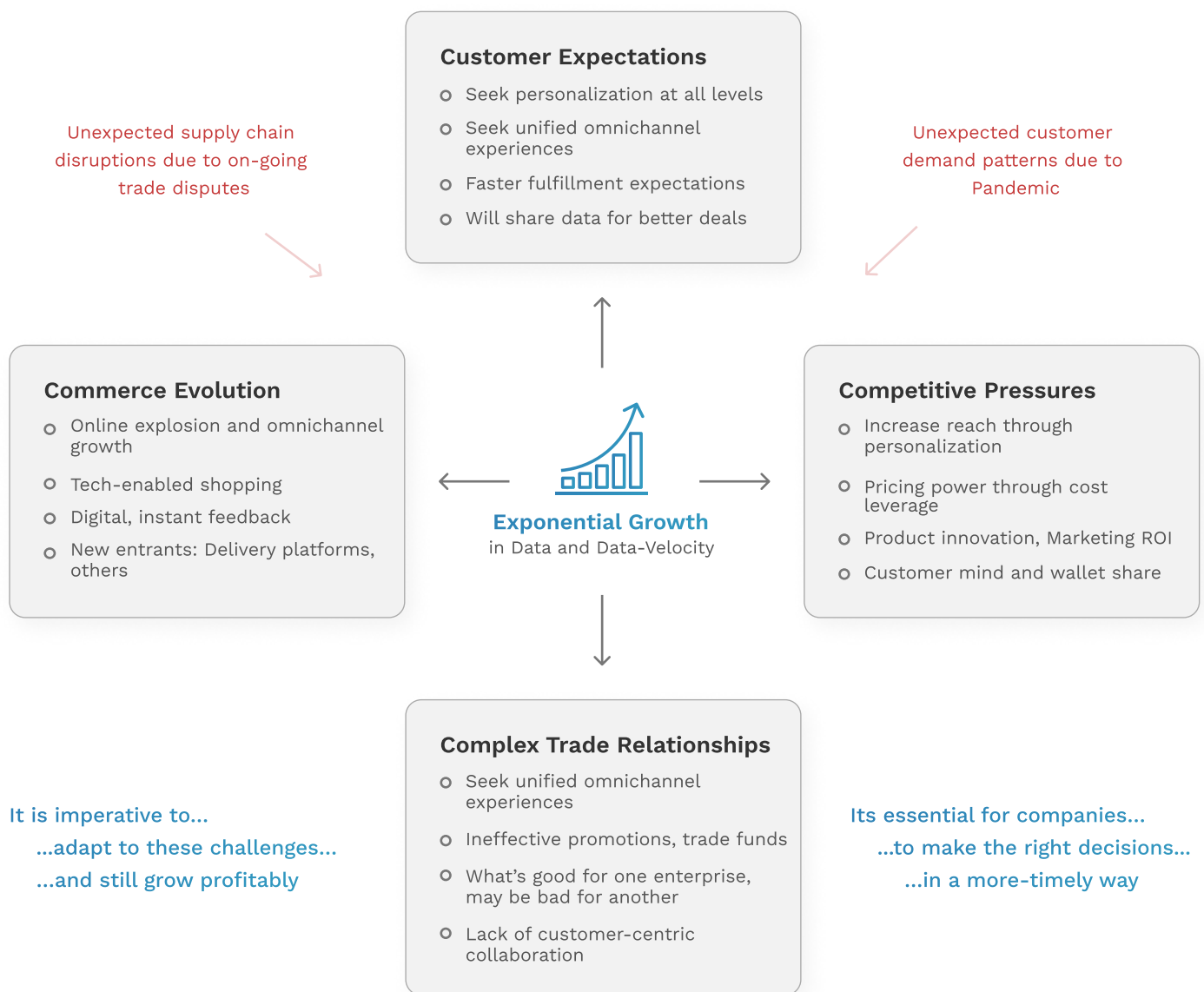
No insights – Traditional business intelligence tools are great at churning out a lot of data and feeding that data to users. However, **most users end up getting lost** in voluminous reports, data overload, and charts that are not actionable.

Enterprises are Experiencing Unprecedented Digital Transformation

Digital transformation is becoming a pressing topic to enable traditional businesses to thrive in a digital-first economy. Customer expectations are increasing where they expect personalization at all levels, faster fulfillment options, and unified omni-channel experiences, no matter how or when they choose to shop. Competitive and cost pressures are also mounting, and the definition of enterprise commerce continues to evolve.

Agile enterprises are able to drive profitable revenue growth by either reacting faster to incoming demand signals, or proactively making insightful decisions by looking at patterns in their enterprise data. What enterprises have historically been doing around decision making has not been working, and digital transformation is only exacerbating an impossible situation.





Enter Hypersonix, A Powerful Solution that Addresses These Challenges

Hypersonix serves as an integrated system of actionable intelligence, allowing enterprises to drive unprecedented growth with efficient and optimized operations.

What Does Hypersonix Do?

- ✓ Ingests data in any amount from any source
- ✓ Automatic data definition through machine learning
- ✓ Supports any device with a simple google-like search (text or voice)
- ✓ Empowers business users, reducing dependency on analysts or I/T
- ✓ Auto generates diagnostic, predictive, and prescriptive insights from data signals

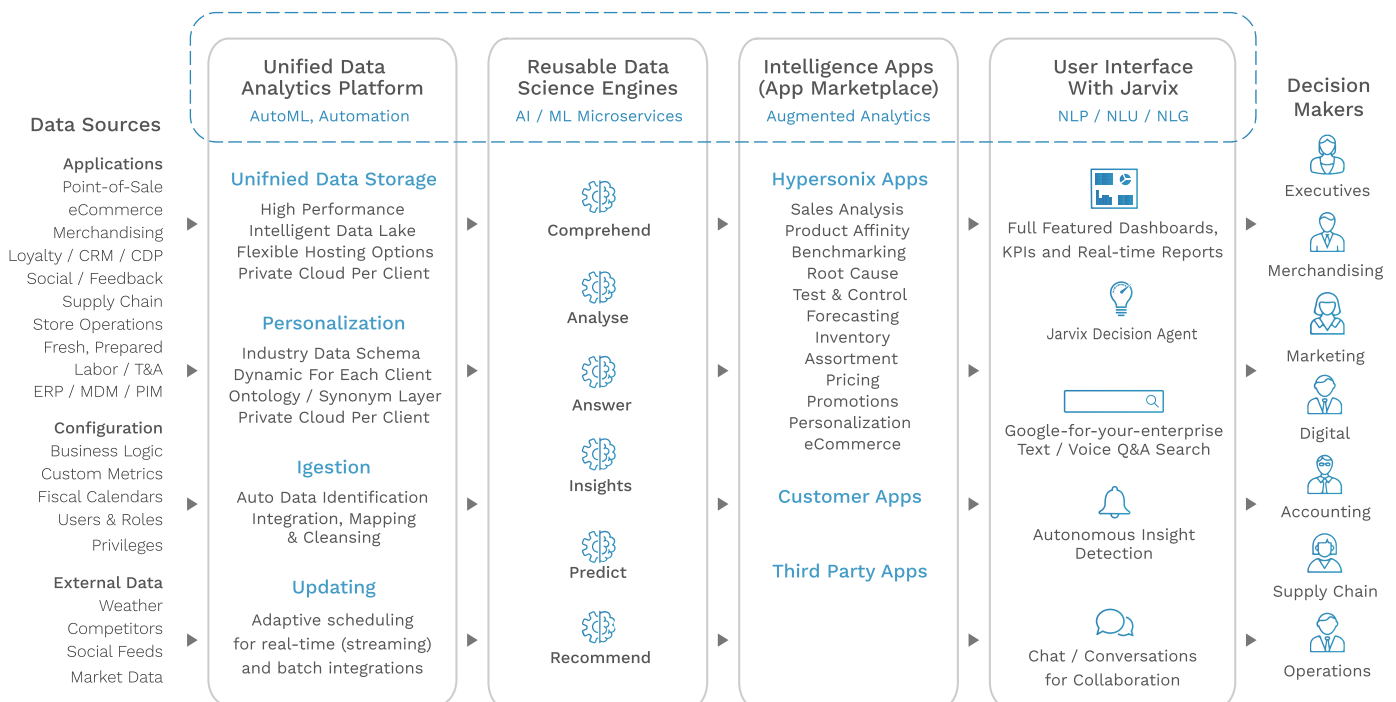


How Does Hypersonix Work?

Hypersonix brings four main points of innovation to the decisioning process.

- 1 We **automate the ingestion and understanding of data** to eliminate data silos and create a unified data fabric.
- 2 We apply **sophisticated data science and machine learning-based intelligence engines** to understand what is happening in the business, why it is happening, and what to do about it.
- 3 We render these insights to business users in a **fast, simple, conversational fashion on any device** (computer, tablet, mobile, smart speaker) in a “Google-like fashion” to help the user make better decisions faster.
- 4 We deploy quickly, **in days/weeks vs. months**, using an innovative approach that is less expensive than legacy decision-making solutions.

Our Core IP

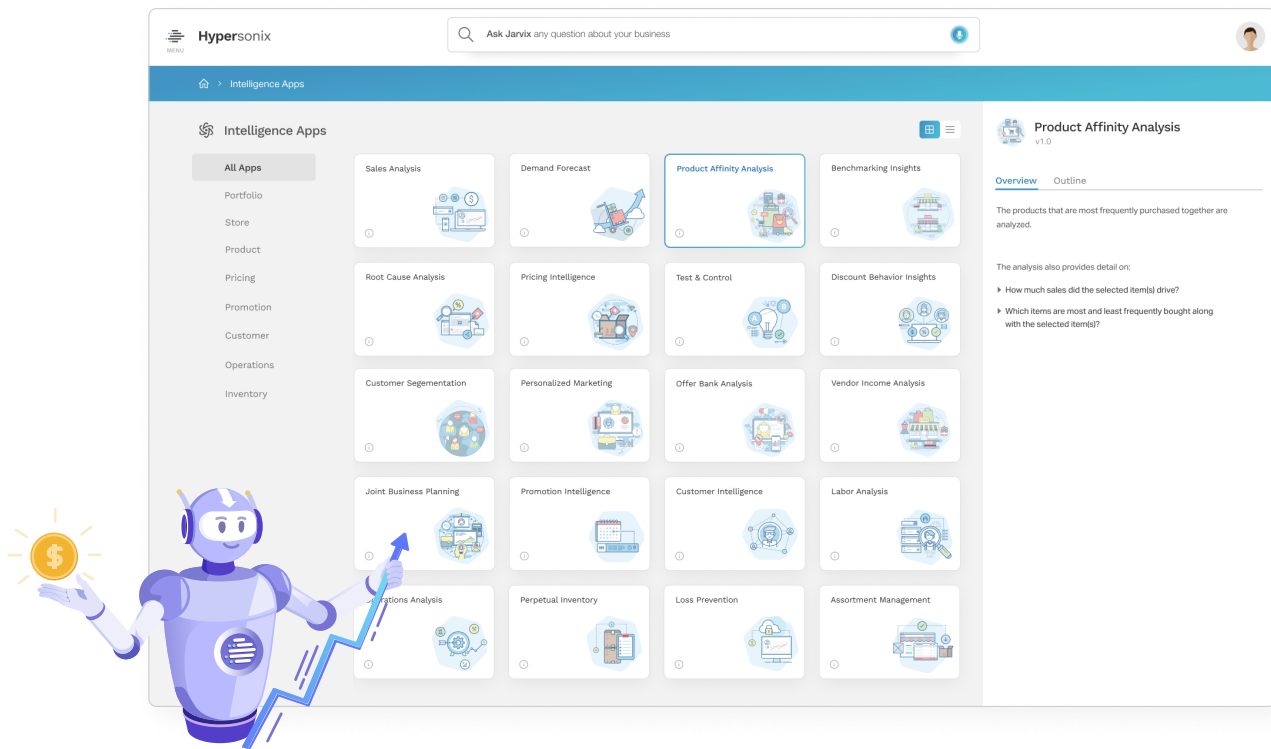


YOUR PERSONAL ASSISTANT, JARVIX

Answers your questions anytime, anywhere via your phone, tablet or computer.



One Solution For An Array Of Data-Driven Enterprise Intelligence Applications



AI Demand Forecasting – Accurately predicting sales, item movement and profits with awareness of pricing, promotions, assortment, seasonality, weather, and other consumer demand-driving factors.

AI Assortment Evaluation – Based on AI Demand Forecasting and real-time signals, evaluating item additions and deletions based on their contribution and impact to a category or subcategory.

AI Pricing and Promotions – Based on AI Demand Forecasting and real-time inventory and channel intelligence, evaluating pricing and promotion effectiveness with awareness of competitor intelligence, item cost changes, and anticipated consumer sensitivity to price or promotional changes.

AI Production Planning – Based on AI Demand Forecasting, understanding when to prepare exactly the right quantity of items or what items to procure from whom and when, ahead of consumer demand, i.e. to satisfy the upcoming order - whether an item or fulfilling lunch or dinner crowd.

AI Affinity Analytics – Understand the correlation / relationship that items have with customers, i.e. when a customer buys a given item, they always buy certain other items.

AI e-commerce Intelligence – By helping ingest first party and 3rd party data (delivery, pick up, ordering etc) and providing dynamic insights on channel margins, opportunities and product related intel on assortment (overstock, out-of-stock) to drive e-commerce profitability

AI Customer & Loyalty Marketing – Leveraging cross-channel purchase, behavioral and demographic intelligence to optimize promotions and offers to deliver a personalized experience

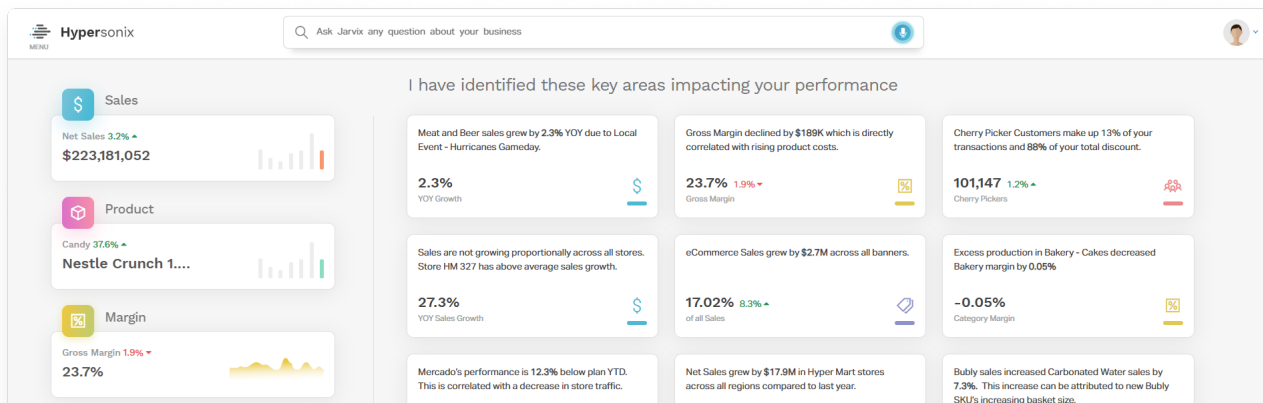
AI Test and Control – Helping enterprises to evaluate the risk of a given initiative by testing the concept in advance measuring and tuning the impact of the initiative.

AI Performance Management & Balanced Scorecard – Get a 360-degree view of all KPIs and metrics that drive business performance vis-a-vis planned goals. Drill down and get to the root-cause visibility of what's going on, what's changing, how it benchmarks with competition at the local level and recommendations on the best way forward.



Hypersonix Autonomous Insight Detection

Jarvis looks for signals in your data, autonomously identifying and explaining key trends and anomalies. These insights are curated into a newsfeed and pushed to the right person via the right channel at the right time.



Benefits We Deliver



Price, Promo, Product Intelligence Delivered

- Increased Sales
- Improved Margins
- Increased Traffic



Better Decisioning, Faster, Data Informed

- Realize Cost Savings
- Better Labor Utilization
- Optimized Asset Utilization



Improved Shopper Engagement, Loyalty

- Bigger Baskets / On-Line Orders
- Improved Personalized Experiences
- Increased Value Perception



Improved Utilization of Analysts and IT

- Empowered Business Users
- Eliminate dependency on IT & analysts
- Fast deployment (days, not months)

Hypersonix State-of-the-Art Platform

- ✓ **Private Cloud** with elastic workload management
- ✓ **24 x 7 x 365** system monitoring and management
- ✓ **No single point of failure** with proven fail-over
- ✓ **Flexible data integration alternatives** (APIs, SFTP, etc.)
- ✓ **Permissions-based security**, with support for SSO
- ✓ **Compliance with industry standards** like PCI/DSS and SSAE



Request A Demo

Request a personalized demo of Hypersonix AI-driven analytics platform at sales@hypersonix.io or visit our website at www.hypersonix.ai.





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