

The background is a dark blue/black space filled with a network of glowing blue nodes and lines. Various white icons are scattered throughout, including a hand pointing to a cloud, a person icon, a lightbulb with a brain inside, a Wi-Fi symbol, a smartphone, a document with lines, and a person icon. In the bottom left, a hand is holding a glowing yellow lightbulb with a green arrow pointing upwards inside it.

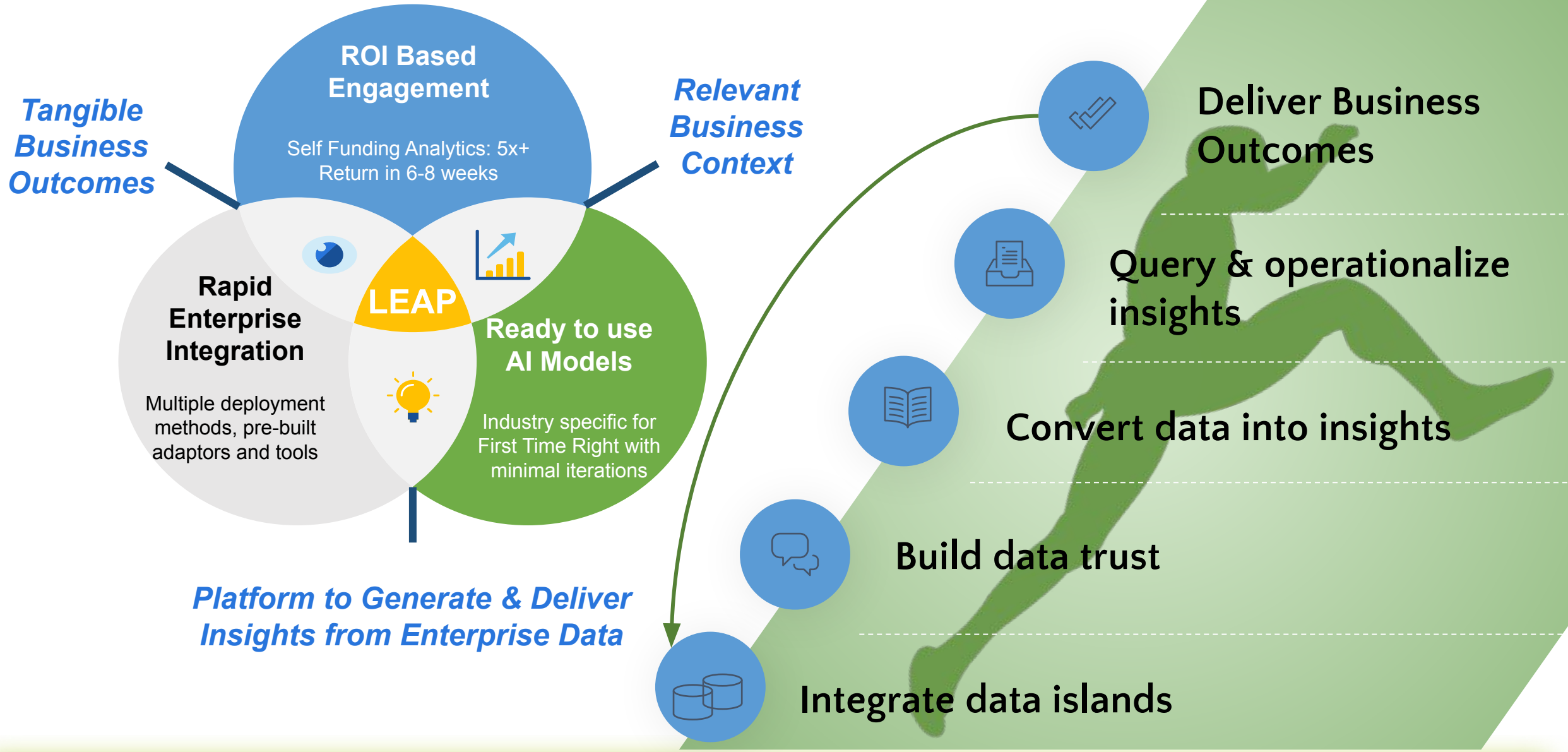
8 Weeks to Data Strategy - Delivers an Actionable Roadmap to 5x ROI for AI initiatives

Microsoft
Partner

Silver Data Analytics



LEAP: Generate & Deliver Insights from Enterprise Data



8 Weeks Data Strategy Engagement

Org Process Maturity

- Data lifecycle analysis
- Demand management analysis
- Target data management organization

Technology Readiness

- Applications architecture
- Business process flow analysis
- Technology strategy review

Data Management

- Data quality, availability & integration review
- Master & reference data management analysis
- Current self-service capabilities
- Current tech stack

Readout

- Future tech architecture – data management
- Future tech architecture – reporting & analytics
- Implementation roadmap

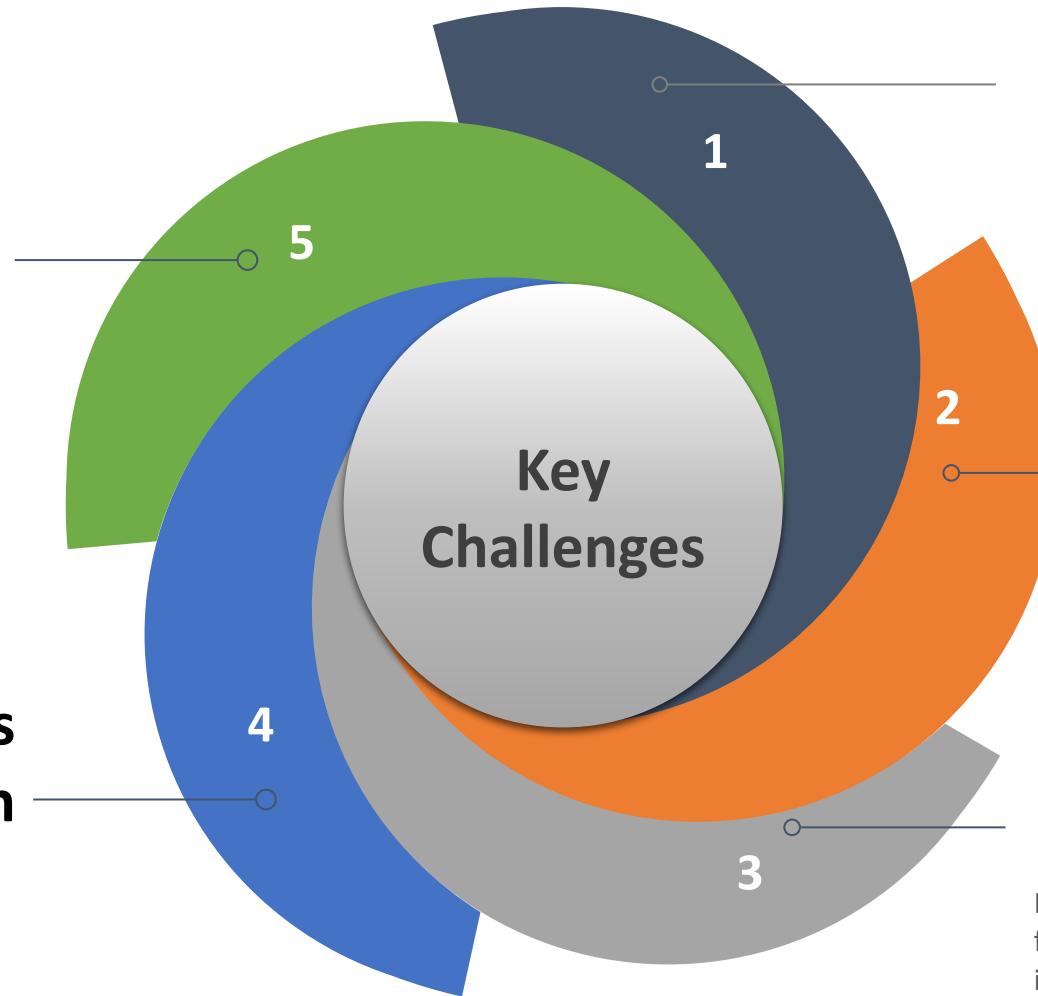
Key Roadblocks in Data & Analytics Continuum

Data Landscape Complexity

With the ever increasing data sources, IT has a tough job meeting business expectations for better insights from the data. Ingesting these data sources and making sense of them with the given IT landscape sometimes leads to frustrated business

Dynamic Business Evolution

Business environment is rapidly changing and organizations are looking at leveraging data to gain and sustain the competitive edge. The focus needs to be on becoming a data first organization and staying at the front of the change



Data Trust and Visibility

Limited and immature Data Governance programs lead to lack of organization wide understanding and visibility into data driving limited usage and increase skepticism and fragments analytics and reporting ecosystem

Pace of Change

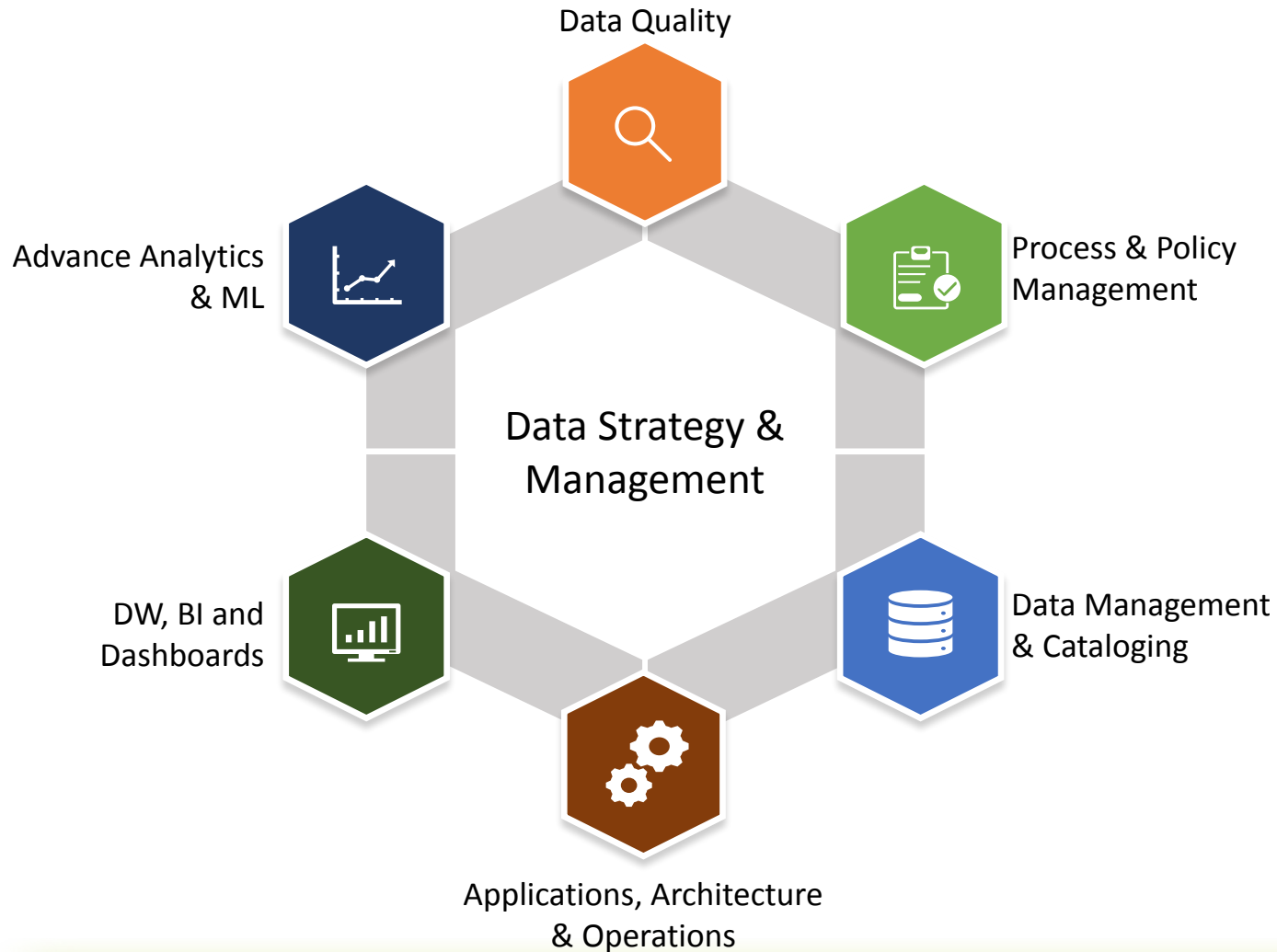
Explosion of new technologies and new sources of data, make it hard for traditional organization model and tech stack to adapt and keep up, often leading to a big gap in organization needs Vs reality

Process and Insights Silos

Process maps developed within the business functions with limited focus on change with better insights, leads to broken decision management foundation and increasing the process overheads

Data Strategy & Management Program Objectives

Enables an organization to optimize, protect, and leverage all data as an enterprise asset



Core objectives

Foundation for building a Data-Driven organization.

01

02

Ensure information is consistently defined and well understood.

Increase the use and trust of enterprise data.

03

04

Protect data and secure data with appropriate data process and policies.

Success Stories

Data Management and Governance Transformation to Drive Member Growth
One of Largest Scientific Societies

Challenge

Negative membership growth rate due to limited visibility and trust on enterprise data. Multiple data silos leading to a very cumbersome and manual process for reporting and analytics. Very high member acquisition cost and high churn

Solution

- **Federated Data Org. design** to centralize core data management and quality process
- Implementation of data **validation** and **quality** checks at the time of data creation
- **Automated process** to drive high efficiency
- **Data Catalog** to drive better understanding and usage of data assets

Business Impact

- **200%** Increase in new member acquisition rate
- **70%** Reduction in manual data quality process
- **80%** Reduction in time for new data integration

Data Strategy to Build Competitive Advantage
US based Asset Lite 3PL provider

Challenge

Limited usage of data to drive margin and revenue growth across business leading to flat growth. Limited adoption of Dashboard and Analytics across business team due to poor data quality and performance issues. Escalating infrastructure cost for IT Teams

Solution

- Creating a **Data Management Org.** with Business Owners and Data Stewards
- Considerations - **Data Availability, Data Quality, Data Redundancy, Data Visibility, Performance**
- **Cloud based** future ready decoupled technology architecture
- Robust data foundation, with scalable architecture

Business Impact

- **90%** Automation of data quality processes
- **30%** Reduction of operational cost around IT infrastructure
- **60%** Performance improvement in transaction execution

Scalable Data Management Foundation to drive Customer Centricity
Global Manufacturing Brand

Challenge

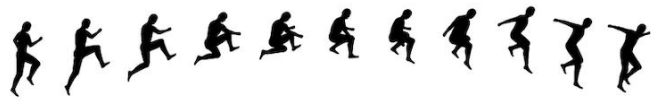
Data silos across different business functions leading to limited understanding of customer interactions across entire Marketing, Sales and Service lifecycle. No data dictionary/ glossary leading to inconsistent reporting and manual reconciliation effort

Solution

- Creating an enterprise wide Data Organization to drive standardization and data quality
- Implementing an automated enterprise data catalog solution to build data
- Created required API's to build a seamless channel for dataflow and integrations across multiple sources

Business Impact

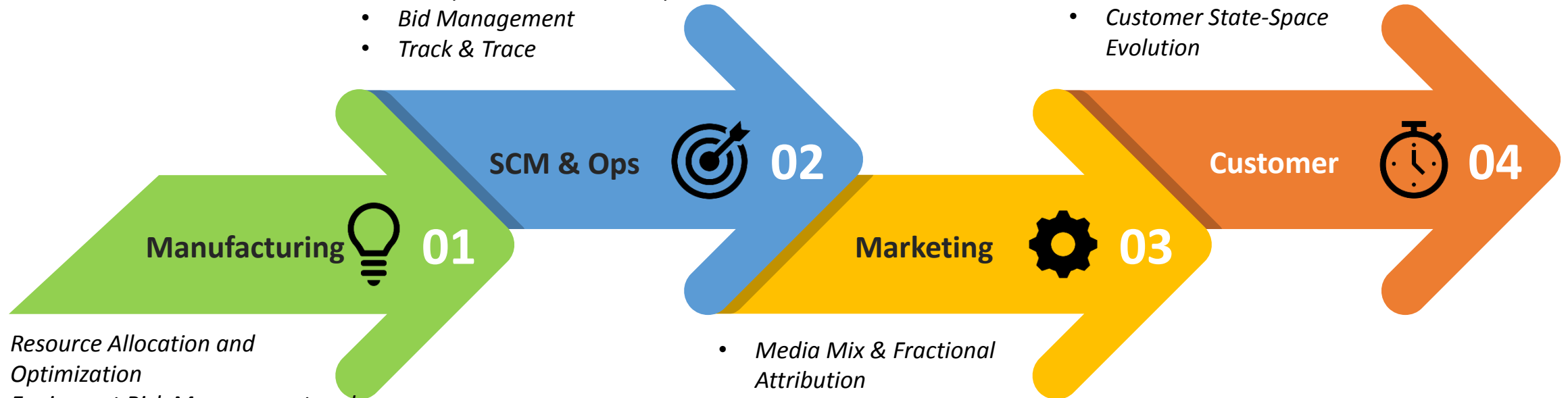
- **30%** Increase in contract renewals
- **40%** reduction in analytical model deployment time
- **60%** Reduction in data processing and ingestion



Ready To Deploy AI Models Catalog*

- Demand Forecasting
- Capacity Utilization
- Inventory Optimization
- Dispatch Optimization
- Supplier Risk Scoring Model
- Transportation Network Optimization
- Bid Management
- Track & Trace

- Customer Lifetime Value (CLTV)
- Digitization of Customer Journey
- Online Conversion Optimization
- Response & Churn Propensities
- Conversational AI
- Customer State-Space Evolution



- Resource Allocation and Optimization
- Equipment Risk Management and PM Scheduling
- Improving Asset Utilization
- Shipment Delay Prediction
- Integrated Demand Planning

- Media Mix & Fractional Attribution
- Behavioral & Contextual Targeting
- Cross Device Fingerprinting
- Loyalty Marketing
- Share of Voice (SOV) Driven Search Optimization
- Multivariate Testing

*Not an exhaustive list

Innover's Approach for Creating Sustainable Data Ecosystem



DEFINE

- Comprehensive data strategy aligned with business vision
- Org. design and data management process to drive data trust
- Phased implementation roadmap, with clear outcomes and success criteria



BUILD

- Overarching governance model with clearly defined RACI Matrix
- Scalable solution architecture to meet today's and future needs
- Focus on building technical capabilities as per business outcomes



SUSTAIN

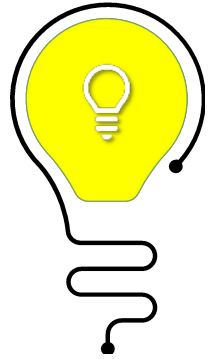
- Continuous measurement of value
- User adoption and feedback loop
- Operating model for sustained growth
- Measure performance and value definition



GROW

- Analyze redundancy vs KRAs
- Re-factoring and introduction of new capabilities
- Operationalizing new capabilities delivery model
- Improving ROI on investments

We are a Digital Transformation & Process Optimization Firm



Our Focus

“Data to Insights to Action” - creating closed feedback loops by connecting analytics digital & operational processes



HQ: Atlanta, 15 Centers Globally

Delivery Centers in USA, Canada, Costa Rica, Ukraine & India
Certified Minority Business Enterprise (CMBE)

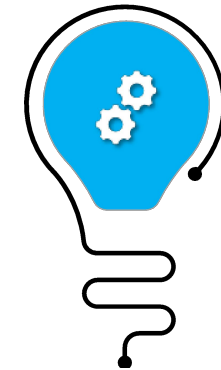
Why We Exist?

Create **Connected, Insights Driven Experiences** for our clients



Our Values

Customer Centricity
ROI Driven Business Outcome
Differentiate with Speed and Relevance



Top 10 Most Promising Digital Transformation Service Providers in 2021



Startup of the Year | Gold Stevie® in 2021 American Business Awards®



Sales & Customer Service | 15th Annual Stevie® Awards Winner -2021



Top 10 Big Data Analytics - 2020



Top 10 Most Recommended Supply Chain Solution Provider -2020

Let's Jointly Solve a Problem

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