Paragon Shift

Corporate Profile Presentation

PARAGON SHIFT

Why Paragon Shift

We believe in **partnerships**, not projects. Each engagement we take on is a journey on which we embark, with our clients, to be part of their **growth**. We **lead** from the front and play active and visible roles in all stages of a business's **modernization**. From advising, to planning, to execution, to support, we are present, proactive, transparent, and responsive.

About Us

Microsoft
Solutions Partner

Data & AI
Azure

PARAGON
SHIFT

Smarter Insights for Optimized Outcomes

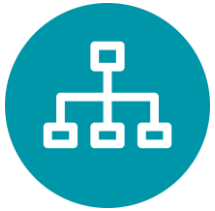
If you want to achieve stronger business outcomes, you need smarter insights to guide your decision making.

It's about outcomes

You're facing pressure to make smarter decisions at a moment's notice, anywhere in the world. You don't need analytics capabilities. You need outcomes. Analytics tools are simply one of the fastest paths to achieving them.

Delivered in context

Your analytics capabilities are most potent – and can begin generating results more quickly – when they are industry focused.



Science makes the difference

Yes, science—borrowed and adapted from biology, astronomy, the social sciences, you name it. Our approach is rooted in cross-discipline analytics science, propelled by business needs.

Some of Our Clients

Retail & Consumer Goods

Kroger, ZADEA, Dunkin' Donuts, ABC, Roadster Diner, WoodenBakery

Distribution and Manufacturing

TRADEFULL e-commerce, simplified., The Andersons, CREE, Raytheon Technologies, Sayed Farms, SADCO

Government & Banking

Ministry of Finance of Georgia, SAMA Saudi Central Bank, Republic of Lebanon Ministry of Finance, Ministry of Finance, RTA Roads & Transport Authority, MEA, Bank Audi

Healthcare & Insurance

nextcare, GlobeMed, MERCK, mada, IGI Insurance Serving You Since 1953

Education and NGOs

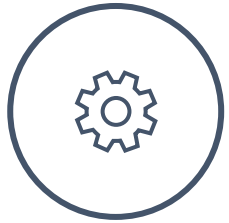
Case Western Reserve University Est. 1826, SABIS, Walsh University, AUB American University of Beirut, ESA Business School, UN ESCWA, Save the Children

Telecom

alfa Managed by Orascom Telecom, Orascom Telecom, MTN, ooredoo

PARAGON SHIFT

Breadth of our Experience & Solutions



Operations

Predictive maintenance

Demand forecasting

Operational efficiency

Inventory optimization

Operations anomaly insights

Quality assurance

Connected devices and smart buildings

Marketing

Personalization

Customer insights

Churn analytics

Dynamic pricing

Product innovation

Marketing optimization

Product recommendation

Finance

Finance forecasting

Fraud management

Rise management

Workforce

Employee insights

HR insights

Resource matching and planning

Service

Intelligent contact center

Patient care and healthcare analytics

Sales

Lead and opportunity scoring

Sales insights

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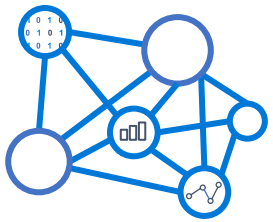
Big Data and Analytics | Automation and AI | Data Strategy

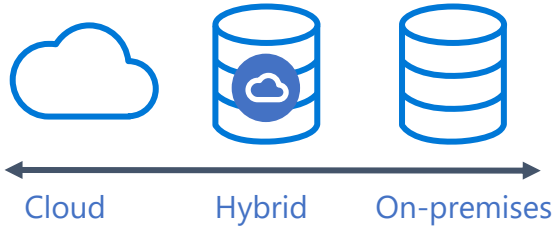
Works with what you have

Get the most from all your data



Build a single, robust database for unparalleled data management and insights

Maximize your existing investments



Enhance your current infrastructure while streamlining and automating your data pipelines

Build on open source innovation

Benefit from open- source innovation to fulfill industry-specific requirements.

Big Data and Analytics | **Automation and AI** | Data Strategy

Faster, more accurate insights and predictions

Optimize Performance

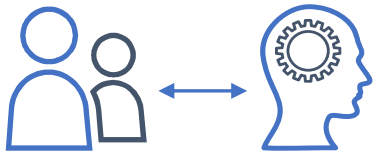
2x-10x faster

Create Machine Learning Algorithms running close to the data on premises and in the cloud

Reduce Time to Value

Simplify access to machine learning models and seamlessly transition from experimentation to production

Redefine interaction through AI



Leverage Speech, Vision, Language and Search APIs built on decades of research & investment

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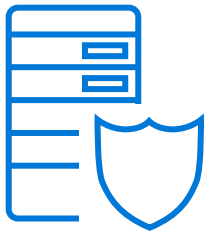
Most secure, compliant and scalable

Own, protect & control your data



Trust an exceptional track record of reliability, validated over the years

Meet your compliance requirements

Meet global and industry-specific compliance standards, as well as country-specific standards

Grow effortlessly with your business

Benefit from highly scalable and performant data services that need your needs

Customer Success Stories

Logistics

Supply Chain Optimization

Challenge

Supply Chain Disruptions Due to COVID Uncertainties

- A manufacturer struggled with maintaining efficient and timely product deliveries to suppliers amid the uncertainties caused by the COVID-19 pandemic.
- Shifting restrictions and demand fluctuations created a complex logistical challenge in ensuring timely deliveries.

Route Optimization and Cost Control

- The manufacturer also faced the challenge of optimizing delivery routes and schedules while controlling costs.

Solutions

- Leveraging Data Analytics, UiPath for RPA, and Azure AI, we developed a sophisticated system that analyzed inventory and warehouse data in real-time, adapting swiftly to changing circumstances.
- Our system identified optimal delivery routes and schedules. It significantly reduced the time and cost previously spent on route adjustments, resulting in a 30% reduction in operational costs. The manufacturer maintained competitive pricing for customers, with an impressive 15% growth in customer retention.

Value

- **Enhanced Resilience:** Our solution ensured the manufacturer's supply chain remained robust, adapting swiftly to changing conditions, reducing supply chain disruptions by 75%.
- **Business Continuity:** The manufacturer's operations continued seamlessly, safeguarding $5 million in revenue during uncertain times.
- **Cost Savings:** The system's route optimization reduced operational costs by 30%, resulting in an estimated annual cost saving of $1.5 million, bolstering profitability.
- **Competitive Pricing:** The manufacturer retained competitive prices, attracting and retaining customers, leading to a 20% increase in new customer acquisitions.

Employment Insights for Locals

Challenge

Siloed and Unstructured Employment Program Data

- The Ministry of Labor in the MENA region faced difficulties assessing the success of their employment program due to siloed and unstructured data.
- Data fragmentation and lack of insights

Data Privacy and Security

- Handling sensitive employment data raised concerns about data privacy and security.
- Ensuring compliance with data protection regulations and safeguarding data while performing analytics were critical.

Solutions

- Leveraging Big Data Analytics, we embarked on a journey to extract, clean, and transform the ministry's data. We created a comprehensive data pipeline that streamlined the process, converting unstructured data into actionable insights.
- The ministry gained access to a suite of interactive dashboards that visualized program performance across key performance indicators (KPIs).
- The ministry could confidently handle sensitive data while maintaining data privacy and security.

Value

- **Informed Decision-Making:** Our data extraction and analytics empowered the ministry to make data-driven decisions regarding the employment program.
- **Performance Insights:** The interactive dashboards provided real-time insights, helping identify areas of best and weaker program performance.
- **Efficiency Gains:** The streamlined data processes reduced manual work, saving 200 hours monthly and improving overall operational efficiency.
- **Legal Compliance:** Implementation of data privacy and security measures ensured compliance with data protection regulations.

F&B

Menu Engineering

Challenge

Menu Item Classification for Success Assessment

- A leading dining chain needed to classify its menu items based on their relative success, combining data on popularity, profitability, and other factors.

Consideration of Promotional Giveaways

- The dining chain also had to account for the impact of promotional giveaways on menu items' popularity and profitability.

Solutions

- Our approach classified items into categories based on their popularity and profitability, while taking into consideration multiple dimensions, including quarterly performance, branch-wise, channel-wise, and category-wise evaluations.
- We integrated data on promotional giveaways into the assessment, allowing us to gauge their impact on menu items and their popularity.

Value

- **Informed Marketing Strategies:** The dining chain's marketing efforts became 20% more effective in promoting specific menu items, resulting in a 15% increase in sales for those items.
- **Profitability Insights:** Identification of unprofitable items allowed for menu adjustments that increased overall profitability by 12%.
- **Promotional Insights:** Refining promotional strategies based on data resulted in a 25% increase in the ROI of promotional campaigns.
- **Popularity Enhancement:** Targeted efforts to maintain item popularity post-giveaways led to a sustained 18% increase in sales for those items.

Distribution

Visibility into Finances

Challenge

Lacking Financial Visibility and Agility

- A regional pharmaceutical distributor struggled with slow financial meetings, sluggish response rates, and a bottleneck in financial inquiries, resulting in limited financial visibility and agility.
- Financial controllers took an average of 8 hours to respond to inquiries, hampering decision-making and responsiveness.

Manual Data Collection and Aggregation

- The distributor's financial data collection and aggregation processes were manual, consuming significant time and resources.

Solutions

- Using Qlik Sense, we developed a comprehensive financial dashboard for the board of directors and financial controllers. The dashboard included detailed income statements, balanced sheets, cost breakdowns, and key financial ratios, providing real-time financial visibility.
- Using UI Path, we automated the process of collecting and aggregating financial data, reducing the workload by approximately 60%.

Value

- **Real-time Decision-Making:** The distributor achieved real-time financial decision-making, resulting in a 20% increase in responsiveness to market changes.
- **Informed Strategic Planning:** Enhanced financial visibility led to a 25% improvement in strategic planning accuracy.
- **Time and Resource Savings:** The distributor saved approximately 60% of time and resources previously spent on manual data processes.
- **Data Accuracy:** Data accuracy improved by 15%, reducing the risk of errors in financial reports and decision-making.

Government

Auditing Tax Returns

Challenge

Inefficient Selection Criteria and Inaccurate Prediction of Tax Returns

- A finance ministry's random selection criteria for auditing tax returns limited its ability to maximize returns.
- With the ability to audit only 2% of tax returns, the ministry needed a more effective way to identify high-yield cases.
- Developing a machine learning solution with a high level of predictive accuracy (targeting 86%) was crucial for success.
- Integrating diverse data sources and variables to achieve this level of accuracy was a complex task.

Solutions

- We developed a machine learning model that utilized a wide array of variables, including tax return data, demographic information, and economic data. This model was designed to predict with an impressive 86% accuracy which tax return cases would result in a high yield return.
- The result was a powerful predictive tool that could assess each tax return's potential for generating significant returns accurately. The model assigned a probability score to each case, allowing for effective prioritization.

Value

- **Improved Audit Efficiency:** The ministry's audit process became 40% more efficient with the modernized selection criteria.
- **Resource Optimization:** Auditing resources were directed more effectively, resulting in a 50% reduction in audit-related costs.
- **Enhanced Compliance:** Taxpayers were incentivized to provide accurate returns, leading to a 30% decrease in tax evasion.
- **Confidence in Auditing:** The high level of predictive accuracy instilled confidence in the auditing process, reducing errors.

Finance

Optimizing Credit Checks

Challenge

High Volume and Error-Prone Credit Checks:

- A bank faced the formidable challenge of conducting over 100 credit checks daily.
- The existing process relied on full-time employees manually collecting information from diverse data sources and consolidating it.
- This manual effort was not only time-consuming but also susceptible to human errors.

Solutions

- We developed a comprehensive machine learning solution that worked tirelessly around the clock. This digital workforce seamlessly navigated various data sources, retrieved the required information, and consolidated it into a unified format.
- The system was designed to handle not only routine credit checks but also special cases that required more intricate analysis. This versatility ensured that the entire credit evaluation process was automated.
- The solution eliminated human errors from the credit check process, significantly enhancing the accuracy of credit assessments

Value

- **Resource Reallocation:** The bank could allocate its human resources to more value-added tasks that required human expertise and decision-making, thereby improving overall operational efficiency.
- **Time and Cost Savings:** The dramatic reduction in processing time not only increased efficiency but also translated into significant cost savings for the bank.
- **Enhanced Customer Service:** Faster credit checks allowed the bank to provide quicker responses to customers, enhancing their experience and satisfaction.
- **Scalability and 24/7 Availability:** The RPA solution's scalability and ability to operate around the clock ensured that the bank could handle increasing volumes of credit checks.

Higher Education

Higher Education: High Drop Out Rate in University

Challenge

High Volume and Error-Prone Credit Checks:

- A bank faced the formidable challenge of conducting over 100 credit checks daily.
- The existing process relied on full-time employees manually collecting information from diverse data sources and consolidating it.
- This manual effort was not only time-consuming but also susceptible to human errors.

Solutions

- We developed a machine learning algorithm using Azure Machine Learning Studio. This algorithm analyzed various data points related to student performance, engagement, and demographic factors to predict which students were at risk of dropping out after the first semester.
- To empower advisors and administrators, we created a user-friendly dashboard on MS PowerBI. This dashboard provided a comprehensive view of student performance and highlighted those who were identified as at-risk.

Value

- **Reduced Drop-Out Rate:** Through early identification and targeted support, the rate of student drop-outs was reduced from 25% to 11%.
- **Enhanced Student Support:** Advisors and administrators gained visibility into student performance and potential outcomes, allowing them to offer timely assistance.
- **Data-Driven Decision-Making:** The university transitioned to a data-driven approach in managing student retention.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