



## Why Persepta?

### Trusted Partner

Persepta's goal since inception is to create "Customers For Life" by earning their trust as a partner for business analytics and digitally transformed business process enhancement. All elements of our customer approach and engagement are thoughtfully designed to earn trust resulting in lasting and valued partnerships.

### Business and Technology Expertise

The Persepta team consists of leading experts from business and technology backgrounds. This unique combination of experienced business acumen with advanced technical resources working as a team positions us to quickly gain a deep understanding of the business and then be impactful from a technology position to solve critical business issues through digital transformation.

### Methodology & Best Practice

The Persepta team maintains industry-leading methodologies in all aspects of the customer engagement including business process mapping, discovery, assessments, design/development, implementation and user adoption.

## AI & Analytics in 12 Weeks: Captive Finance

### **The Business Challenge**

Many captive finance companies are struggling with inefficiencies, missed opportunities and high costs due to dated technology. Staff are spending too much time chasing down problem customers because they can't proactively identify risky behavior patterns. Data is siloed, limiting access to customer and changing financing regulation information. These challenges lead to losses from poor collections, regulatory fines, and outsized IT spend.

### **Persepta & Microsoft Partnership Solution**

Persepta is partnering with Microsoft to offer Captive Finance companies a framework that will modernize their data and analytics architectures. This framework is thoughtfully designed to promote our customer's ability to achieve a significant strategic advantage leveraging AI and rich insights.

### **Primary Elements of the Engagement**

Focused Business Discovery & Technical Assessment: Professionally-led Business discovery sessions with a goal of understanding short and long-term business goals. Technical Assessment to map data to business discovery.

Proof-of-Vision & Future-State Roadmap: Persepta's proven project framework includes iterative cycles leveraging produced evidence to ensure alignment between the business expectations and the vision of the project team.

Project Delivery: Persepta's cohesive project team includes project management, business analysis, architecture, development and QA resources. The project team will design, develop and implement quality deliverables under professional management and in collaboration with all pertinent parties.

User Rollout & Adoption: Proper rollout and user adoption planning is critical to project success and a key part of Persepta's framework. Our team will complete proper rollout planning to achieve maximum business value