

# AZURE MACHINE LEARNING IN INVERTIR ONLINE

## Our Client:

**InvertirOnline.com** was founded in May 2000 and in 2018 was acquired by Grupo Supervielle. It is also a founding member of the Fintech Chamber.

## Technologies:

- Azure Machine Learning Services
- Azure Data Lake Gen 2
- Azure Synapse
- Data Factory
- Power BI
- Azure Analysis Services
- Azure Automation
- Azure Key Vault

## Introduction

In the current context, Fintech is one of the fastest growing markets in recent years. Partnering with key players in the Argentine market is something that we keep in mind with Pi and Microsoft.

InvertirOnline.com is the first site dedicated and specialized in Online Trading in Argentina. It offers a unique proposal, which integrates all the latest financial information, the advice of a team of professionals and the possibility to manage savings and operate online a wide variety of financial instruments through the Internet. Cloud native, on AWS. Currently, the infrastructure is in AWS, except for Data & Analytics workload, which was part of this project and current success story in the Financial Services Industry.

IOL grew faster than expected, motivated by the local economic context and the pandemic. This exponential growth made IOL need to define a data strategy to know its clients in detail and not just as a number ID; to get to know them and offer personalized investment proposals. In addition, although it was the 1st online broker in the local market, today the competition is vast and there are many investment options that could be of interest to clients. Another point of pain that this situation revealed was the lack of knowledge of the state of the business and results to take actions in real time to improve the daily financial positions, they only obtained a balance of results once a day when the operation ended.

## Challenge

This type of problem is something that we constantly address with the Data & AI team of Microsoft Argentina, Peru, and the Caribbean. We had the tools, the knowledge, and the people to make this happens and start as soon as possible. We applied here the experience we already had from other clients in the segment and the region, earning Invertir Online's trust who in a short time was convinced of the proposals sent and decided to stay with Microsoft and PI.

## PI & Marketing

Our actions extend to the relationship with the marketing area where we collaborate in the execution of Microsoft events such as Analytics in a Day, Dashboards in a Day, etc. Our specialists work alongside the Microsoft team to generate demand that will then be addressed by the rest of the team consequently, projects last over time and justify their investment in services and in Azure



## The Project

The project was executed during the Q1 and Q2 of FY21, working on obtaining +250 customer variables with Data Factory, Synapse, AAS and Power BI, also leaving AML ready for the Data Scientist team.

With Microsoft we always place the customer's need above all else. Our technological proposals are thought from the need and, consequently, projects last over time and justify their investment in services and in Azure.

### Customer feedback? What do they think about us?

*"We trust in PI and Microsoft for the AML implementation project, for its expertise and its constant accompaniment in the projects we develop together. We value that they are always present and their knowledge."*

### Value Added

- Near Real time Analytics.
- Faster decisions due to automated process
- Machine Learning Models through AML
- Ease of data exploration

### HEADS-UP!



Increase in Azure consumption:

- Success story in the Financial Services Industry
- More than \$5.000 per month

## Pi & Microsoft Argentina

We have worked on multiple projects during FY21 with Microsoft. The relationship spans more than five years working as a team. Together with Yamila Zakhem, Natalia Perez López, Laura Spina and the rest of the Microsoft team, we addressed issues related to analytics and Artificial Intelligence in the segment. The work dynamic also extends to the Corporate segment where we managed to consolidate new clients such as Raizen, Capex, Central Puerto, among others. We continue to have clients who keep their trust in PI and Microsoft, such as Asociados Don Mario, Banco Comafi, AA2000, Naranja, Siglo XXI, National Directorate of Migration. We bet on this 2021 to grow Azure in the Public Sector, working with JUBA, Ministry of Security, Correo Argentino in solutions that accompany the state in managing the large volumes of information they have.

*"PI demonstrated expertise and strong business ability to carry out complex projects. Their engagement model with the Microsoft technical and commercial team was taken as a reference framework for the rest of the subsidiary's partners."*

Laura Spina, PDM

## Social Responsibility

We did not want to just stick with customers and numbers in this FY21. Therefore, at Pi we encourage the Social Responsibility of our employees by applying what we do best, Data Solutions. This year we started a project with Microsoft to help **SAME**, where a team from Pi will work Ad honorem on a data architecture based on Azure to enhance the performance of SAME from the quality of its data. It seems to us simply incredible how many people were willing to collaborate in the project, dedicating their time and knowledge to help an entity that in the context of the pandemic requires all possible support.