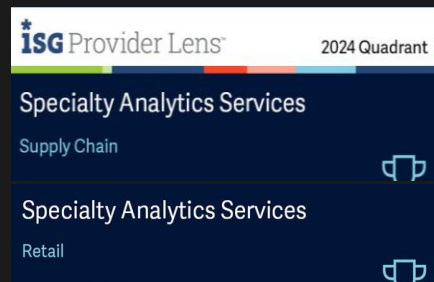


POLESTAR

Corporate Deck



About Us

Leading Planning, Analytics & AI specialist with deep multi-platform offerings enhanced by proprietary Products, Accelerators and Services



350+

Happy Customers



1800+

Projects delivered



14+

Geographies Served

OUR OFFICES

USA: Dallas (HQ) | Dover | New York
 India: Noida | Mumbai | Kolkata | Bengaluru
 UK: London



Gartner market guide for Revenue Growth Mgmt Solutions for Consumer Goods – 2024



Newsweek as an exemplar of corporate excellence



Recognized as Best Firm for Data Scientists to Work, 2023



Financial Times - High Growth Companies (APAC): 5 years in a Row



ET Growth Champions, 2023 – 3 years in a row



Forrester– Now Tech: Customer Analytics Service Providers, 2021



Top Generative AI Services Providers- 2024



Clutch Global Award Winner - 2023



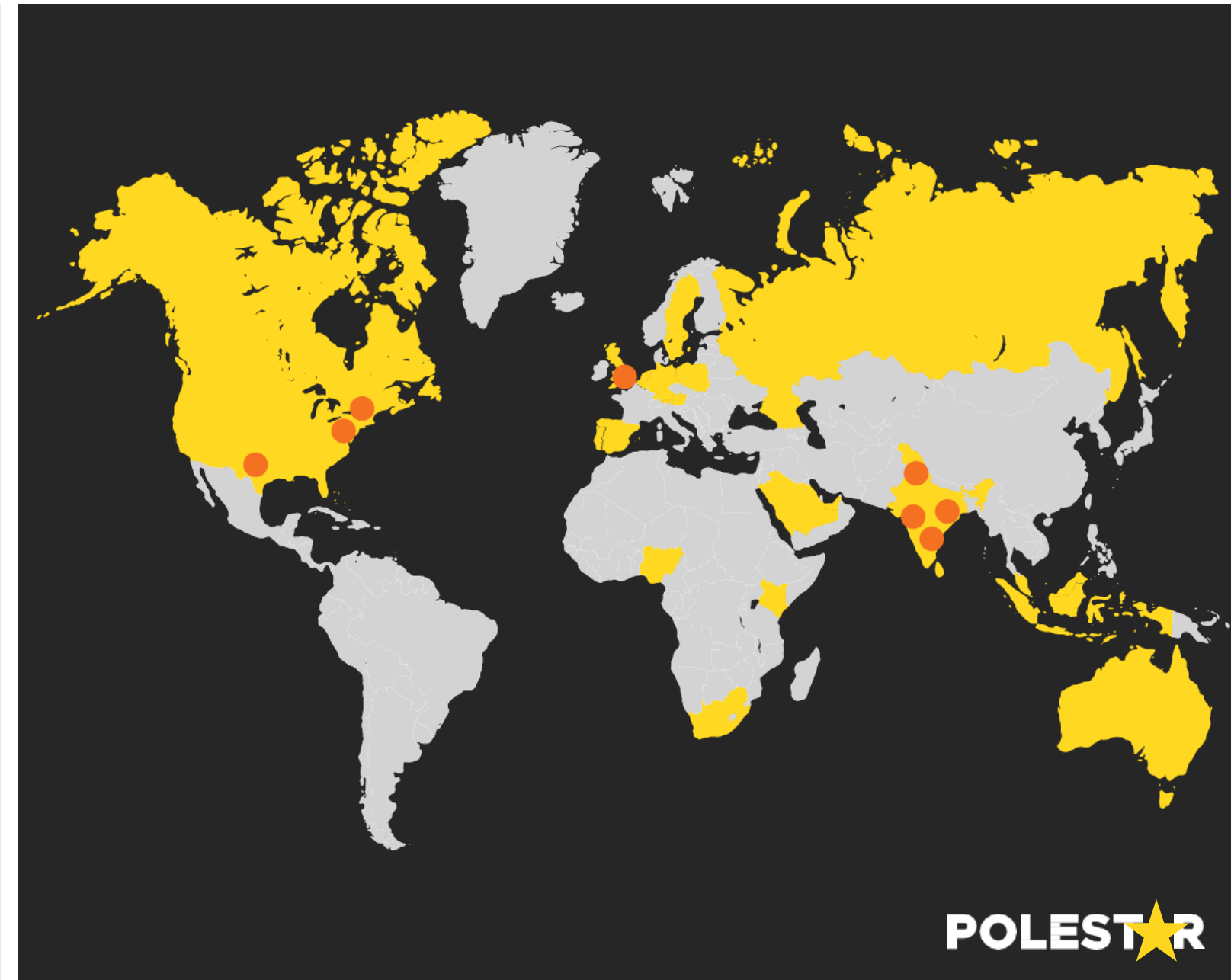
Recognized as Best 50 Firm for Data Scientists to Work - 2024



Recognized by GPTW



Featured on AIM's PeMa Quadrant for Top Data Science Service Providers in India



Testament to our success



➤➤➤ Data & Analytics Offerings



Data & AI
Azure

Specialist
Analytics

Innovate Partner



Digital & App Innovation
Azure



Infrastructure
Azure



databricks



Google Cloud

400+

Certified Data
Engineers

90%

Repeat business
ratio

150+

Data
Visualization
experts

20+

Fortune 500
served

50+

Architects

30+

Cloud accelerators
& framework

Modern Data Estate Architecture

- Cloud-native platform design & orchestration
- Real-time ingestion & streaming frameworks
- Automated schema evolution & management
- Enterprise data governance & security

Data Transformation Services

- Legacy modernization & cloud migration
- Architecture optimization & rationalization
- Infrastructure consolidation strategy
- Zero-trust security implementation

Unified Lakehouse Solutions

- Multi-cloud Lakehouse implementation & scaling
- Automated quality & CDC management
- Advanced data mesh & Delta Lake optimization
- Self-service analytics enablement

DataOps & Intelligence

- Automated pipeline & catalog management
- Master data management & lineage tracking
- Compliance monitoring & data governance
- Analytics deployment & visualization

AI & GenAI Offerings



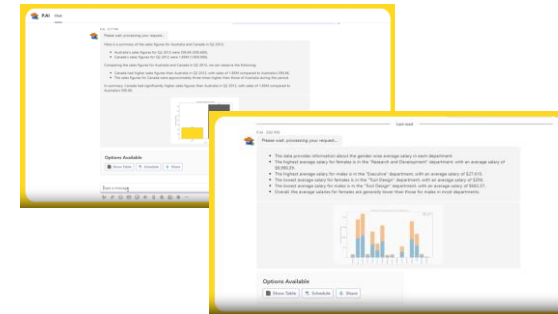
Recognized as Best50 Firm for Data Scientists to Work - 2024



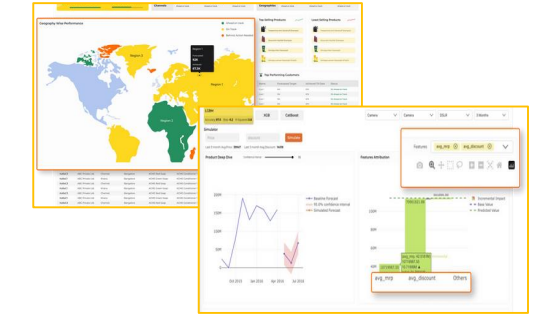
Top Generative AI Services Providers-2024



AI Products



P.AI - Private LLM that works on your org data ensure last-mile delivery of insights



Taskmaster.ai – Agentic AI product that enables enterprises with intelligent workflow automation

Polestar's AI Lab

A dedicated **210+** member team consisting of

100+

Data Scientists

40+

AI Researchers

30+

NLP Experts

20+

Decision Scientists

20+

Deep Learning Engineers

Prompt Engineering & Automation

- Enterprise-grade LLM optimization and fine-tuning
- End-to-end prompt automation pipeline design
- Domain-specific prompt library development workflow

Specialized ML & NLP Solutions

- Custom/pre-trained model development & deployment
- Predictive analytics model development framework
- Industry-specific ML model optimization services

Autonomous AI Systems & Agents

- Multi-agent orchestration and deployment systems
- AI agent workflow automation solutions
- Custom reasoning and planning frameworks
- Autonomous decision-making system development

Explainable AI Capabilities

- Model behavior analysis and interpretation
- AI decision pathway visualization systems
- Bias detection and mitigation frameworks for black box systems
- Enterprise Risk assessment and compliance monitoring

Planning Offerings

Anaplan Solution Advisory & Delivery Partner	
INDUSTRY	FUNCTIONS
Consumer	Finance
Manufacturing	Supply Chain
Financial & Business Services	HR & Workforce
Technology, Media & Telecom	Sales & Marketing



Competency Centre focused on:

1. Integrations with Anaplan
2. Gen AI with Anaplan
3. ML with Anaplan

Our Products



Liquid Long-Range Planning



ML-powered Trade Promotions



Sales Performance Management



Topline Revenue Management

150+

Highly qualified Architects and Planners

30+

Functional Consultants with strong consulting background to support the Anapanners

15+

Assets & accelerators to help in project delivery across multiple offerings

20+

Industry segments served with specific insights & deep expertise

Strategy & Advisory

Collaborative workshops where we understand the As-Is state of the business and define the To-Be State along with a roadmap

Audit

A 2-week Assessment by techno-functional consultants to help with improving Anaplan experience (Model & UX)

Implementation & Support

Blueprinting, Model Building, productionizing models, BAU Support

Anaplan Integration

Using Cloudworks, AnaplanConnect, REST APIs, or even custom built connectors (Wormhole)

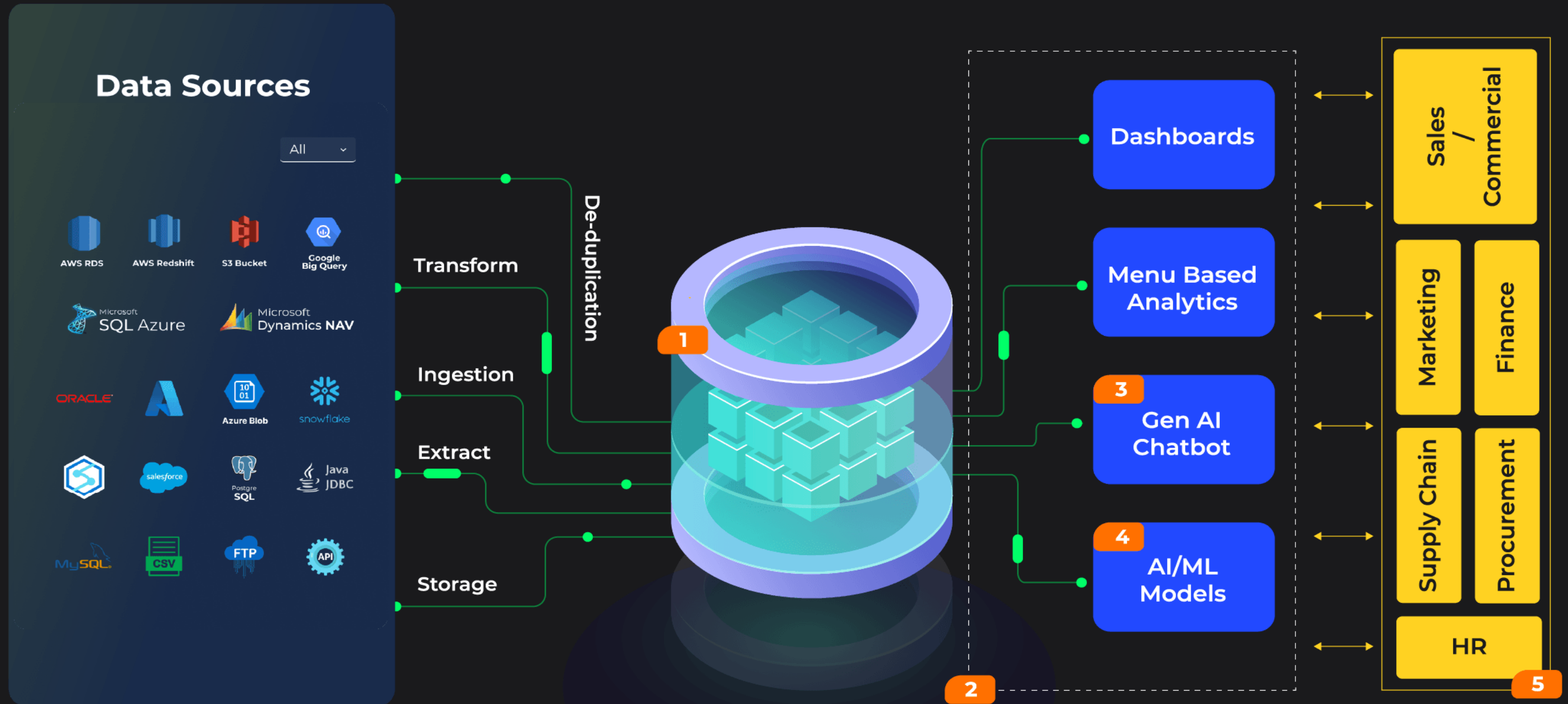
Center of excellence

Building a Centre of Excellence for Planning across the organization to cater to all present and future planning needs

Ecosystem of AI led apps for Enterprise Data Analytics

Platform

by POLESTAR



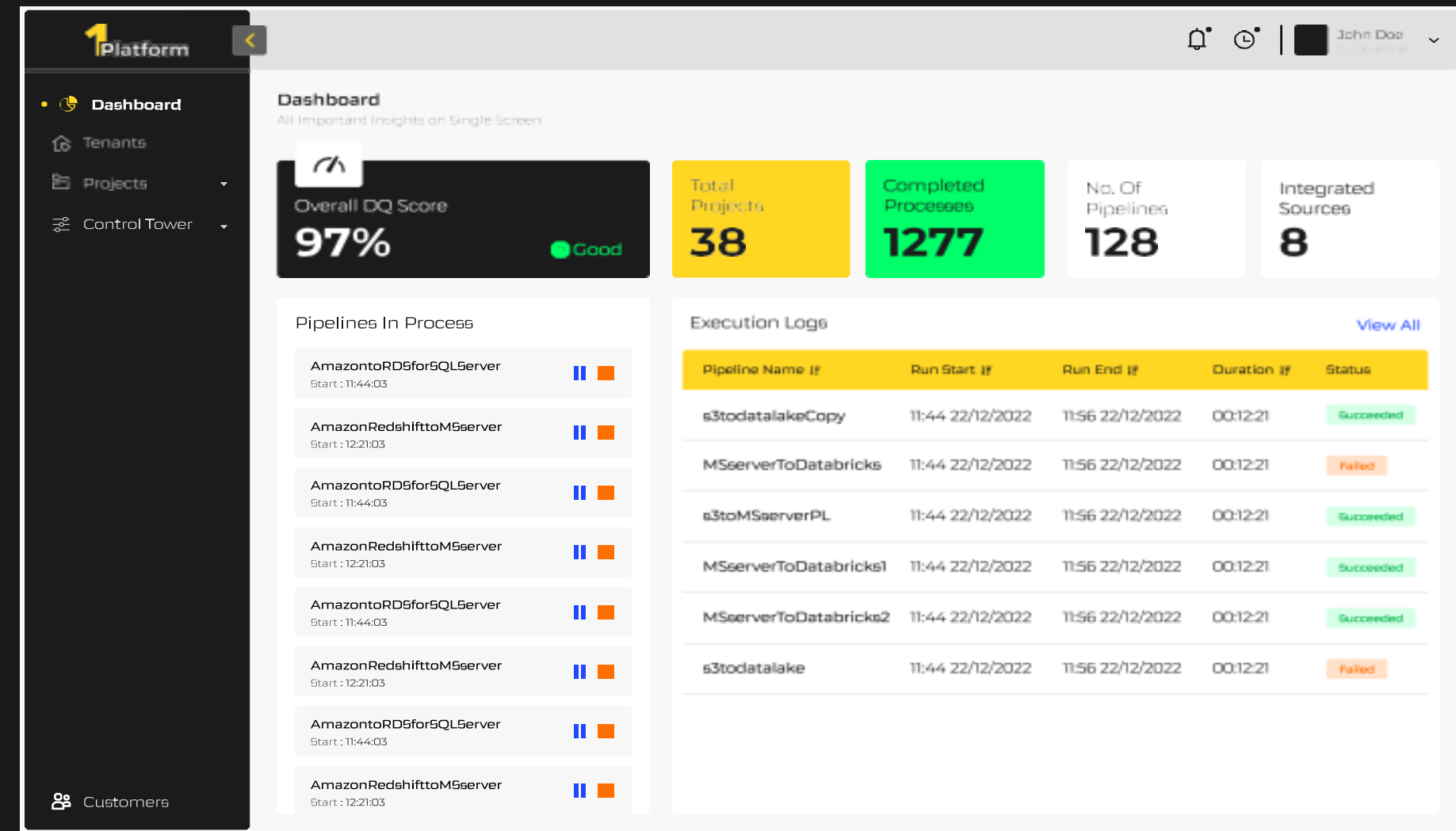
Legends

1- DataNexus 2- Insights Portal 3- Gen AI bot

4- AI/ML Models 5- Functional Plays

1. DataNexus

Control tower for your data pipelines, with Data profiling engine and Gen AI based coding assistant. Modernize your data estate using our in-house developed accelerators



Data Lake Automation Accelerator

Configurable Framework designed to automate data lakes. Set up new data pipelines (Databases, REST APIs, and modern Web UIs)



Historical Data Migration Accelerator

Framework designed to automate Historical data movement from different source systems to Target Data Lakes.



Data Profiling Wizard

Executes on top of Polestar Data Nexus to provide continuous Data Profiling of Master and Transactional Data



Next Gen data analytics suite



Slash your data engineering timelines upto 50%



Summarization at fingertips

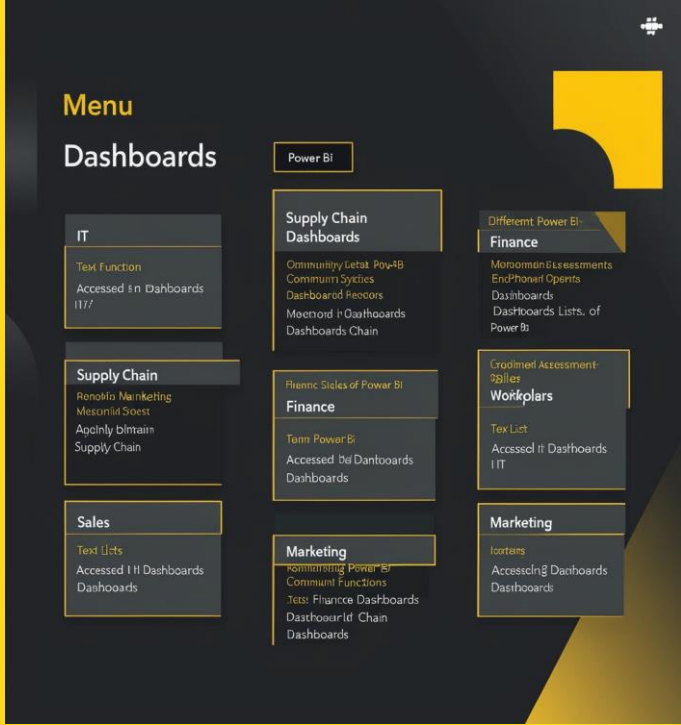
2. Insights Portal

A secure web application, that aggregates all of Data & Analytics for business users to help them **swiftly** find what they may be looking for. Whether it's a low stock alert, a sales target reminder, or a distributor needing follow-up, You can also pin urgent notifications for further use.




Dashboards

Suitable for users who like more conventional data delivery




Menu Based Analytics

Suitable for users who have more ad hoc queries on data



Gen AI Chatbot

Suitable for users seeking quick answers to frequently asked questions



AI/ML Models

Suitable for users who are looking for ready made insight delivery in their mailbox

Insights Portal

POLESTAR

- Recommendations
- All Analytics Options**
- KPI Summary
- Distributor Performance
- My Sales Org Performance
- Brand Performance
- Financial Performance

My Profile & Preferences

Notifications | Clock

Distributor Analytics	Sales Org Analytics	Brand Analytics	Financial Analytics
Distributor Performance Summary	My Team Performance	What brands are performing well?	Annual Performance & Forecast
Check Inventory levels @ Distributor	Innovation Performance	Check POD performance	Check Depletion Allowances
Check Open Orders	Sales Incentive Performance	Promotional Activity Calendar	Marketing budget performance
PODs by Market	Territory & Quota Management	Brand Inventory	AI How can we improve COGS?
Distributor Pricing	AI Which markets are currently under/over served?	AI What trade promotions are effective?	Expense Management
AI What distributors are hitting POD goals?	AI Reorder Predictor	AI How can I improve market share?	AI How can we hit our full year plan?
AI Where is there an opportunity for price increases?	AI What sales channels are performing the best?	AI Should brand performance impact our production schedule?	Scenario Planning



3. P. AI – GenAI AI Chatbot For Your Org Data



On-demand Visualization

- ✓ On the fly chart/graph creation
- ✓ Creation of Action Cards



Role Based Access

- ✓ Show prompt suggestions basis user roles
- ✓ Enterprise grade governance



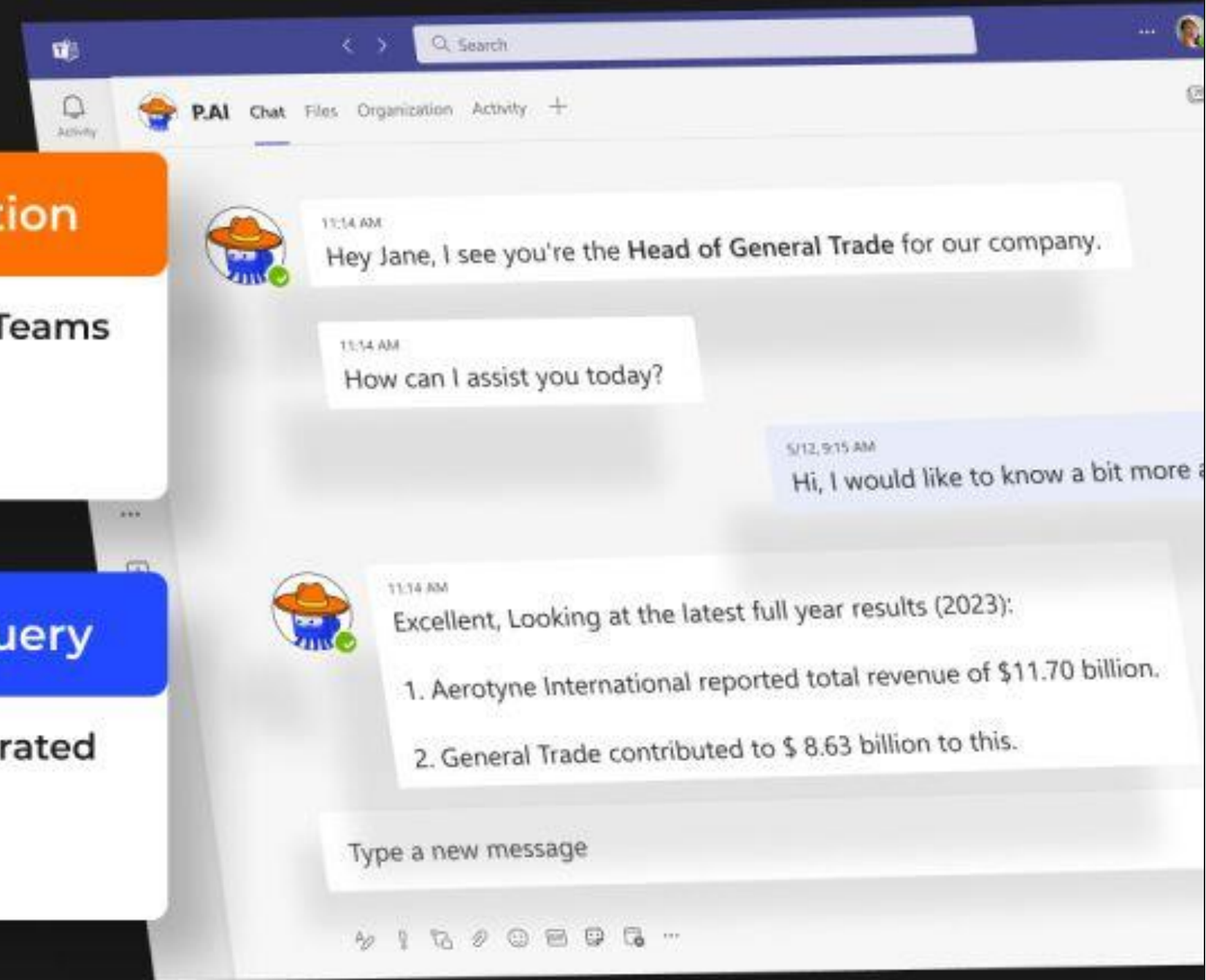
Seamless Collaboration

- ✓ Integration with Microsoft Teams / Slack
- ✓ Quick access to insights



Natural Language Query

- ✓ Retrieval Augmented Generated based Search
- ✓ Advanced Summarization



4. AI/ML Models

Traditional Blackbox ML

- ▶ Neural Net Forecasting
- ▶ Boosting at Bagging
- ▶ Prophet, Bayesian, BSTS
- ▶ Traditional Time Series

eXplainable AI+

- ▶ Attribution
- ▶ Non-Linear Impact
- ▶ Simulation
- ▶ Stability
- ▶ Statistical Casuality

Generative AI

- ▶ Summarize
- ▶ Explain Impact
- ▶ Data Analysis and BI
- ▶ Optimise Budget
- ▶ Contextual Search

1

3P Data Ecosystem which integrates to Forecasting Engine

2

Integrates to Existing Data, Collaboration and Commerce Tools

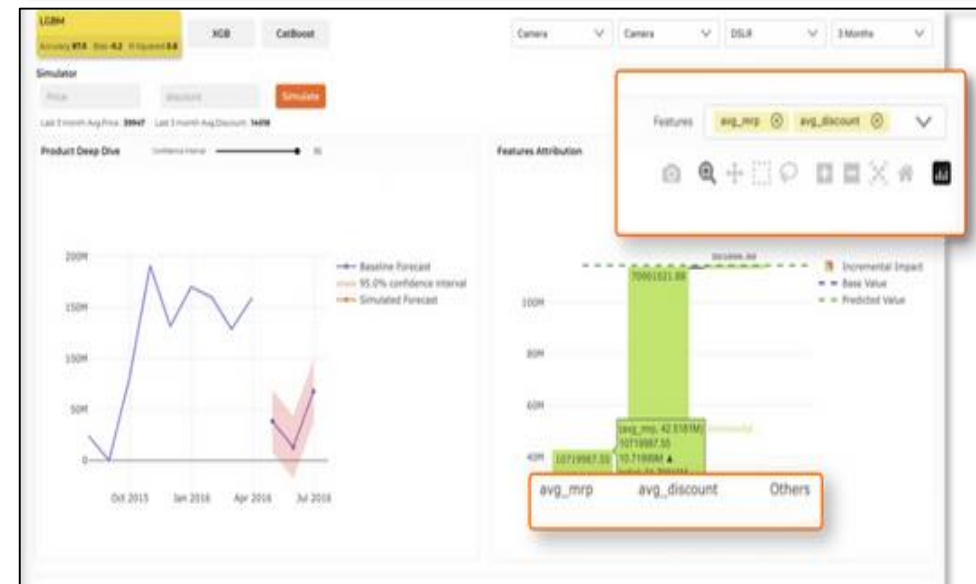
3

Impact Breakdown and Simulation: Transparency in understanding growth levers

AI/ML Models

Insights that CXOs want

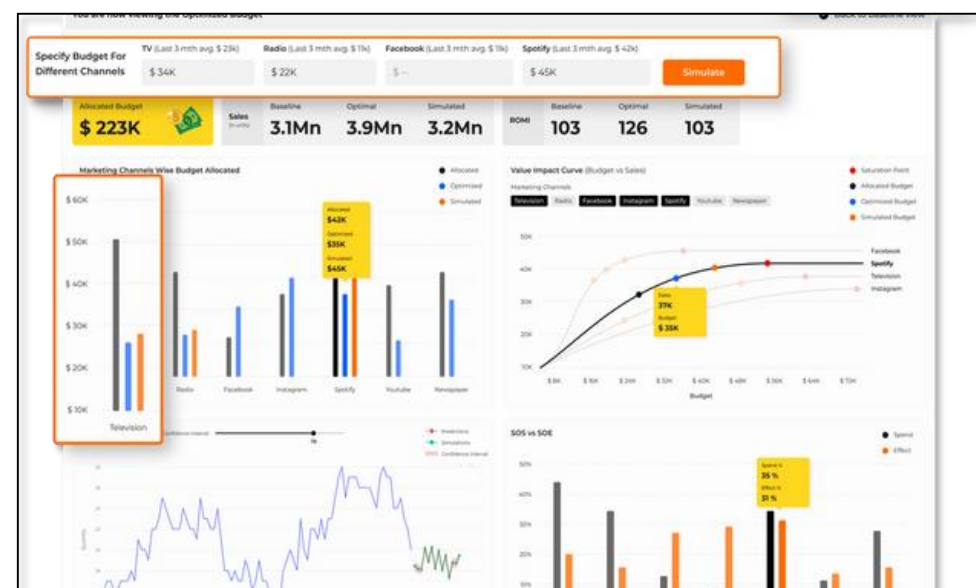
Forecast



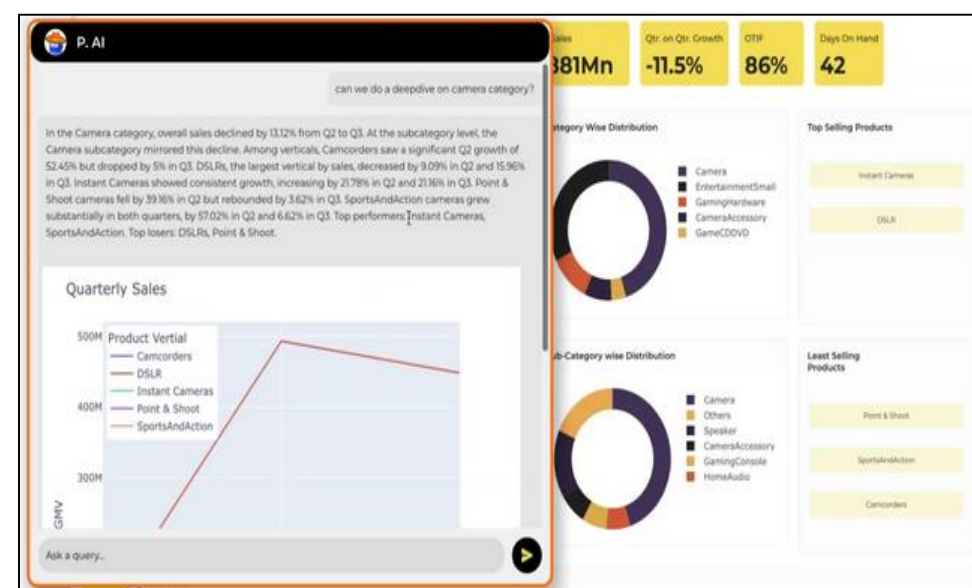
Attribute



Simulate



Optimize



2 A 5. xAI+ Suite

Traditional Blackbox ML

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- ▶ Boosting at Bagging
- ▶ Prophet, Bayesian, BSTS
- ▶ Traditional Time Series

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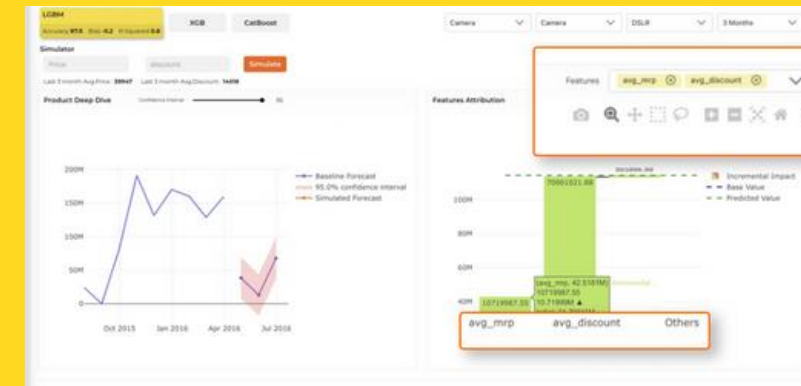
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Impact Breakdown and Simulation: Transparency in understanding growth levers

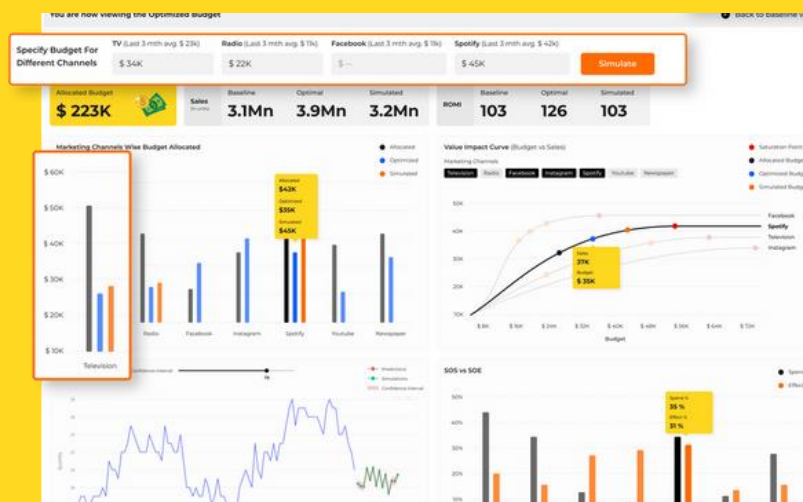
xAI+ Suite (contd..)

- ✓ Revenue Growth Management
- ✓ Intelligent Trade Promotion Management
- ✓ Smart Dynamic Pricing
- ✓ Whitespace Opportunity Detection
- ✓ S&OP Planning
- ✓ Proactive Churn Prevention
- ✓ Advanced Inventory Management
- ✓ Brand Recall Enhancement
- ✓ Personalized In-Store Recommendations
- ✓ AI-Powered Market Mix Modeling
- ✓ Data-Driven Assortment Planning
- ✓ Precision RoAS Optimization
- ✓ Strategic Beat Planning
- ✓ Performance-Based Incentive Design
- ✓ Demand & Supply Forecasting
- ✓ ROMI Maximization

Insights that CXOs want



Forecast

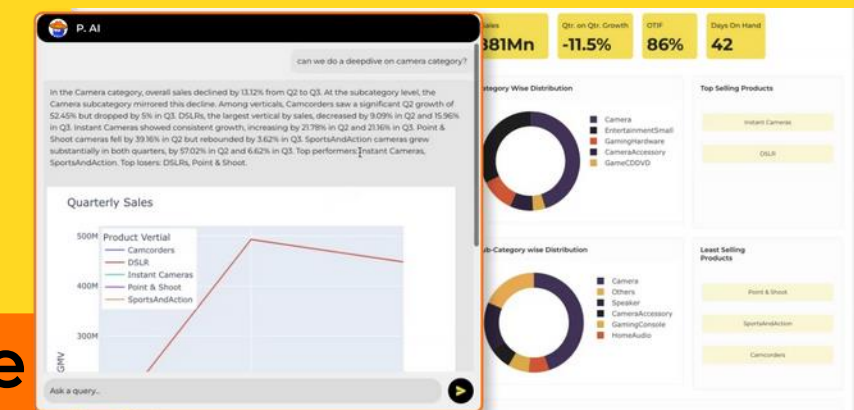


Simulate



Attribute

Optimize



Functional Plays

 Net Revenue Management	 Dynamic Pricing	 Proactive Churn Prevention	 Personalized In-Store Recommendations	 Capital Deployment & Forecast
 Intelligent Trade Promotion Management	 Whitespace Opportunity Detection	 Top of Mind Awareness (TOMA)	 AI-Powered Market Mix Modelling	 Business P&L
 Performance-Based Incentive Design	 Risk Exposure Analysis	 Credit Scoring	 Advanced Inventory Management	 Approvals & Controls
 Data-Driven Assortment Planning	 S&Op Planning	 Demand & Supply Forecasting	 On Shelf Availability (OSA)	 External factors driven Forecasting

Marketing Sales Finance Supply Chain & Ops Credit & Risk

POLESTAR

Contact Us:

marketing@polestarllp.com

