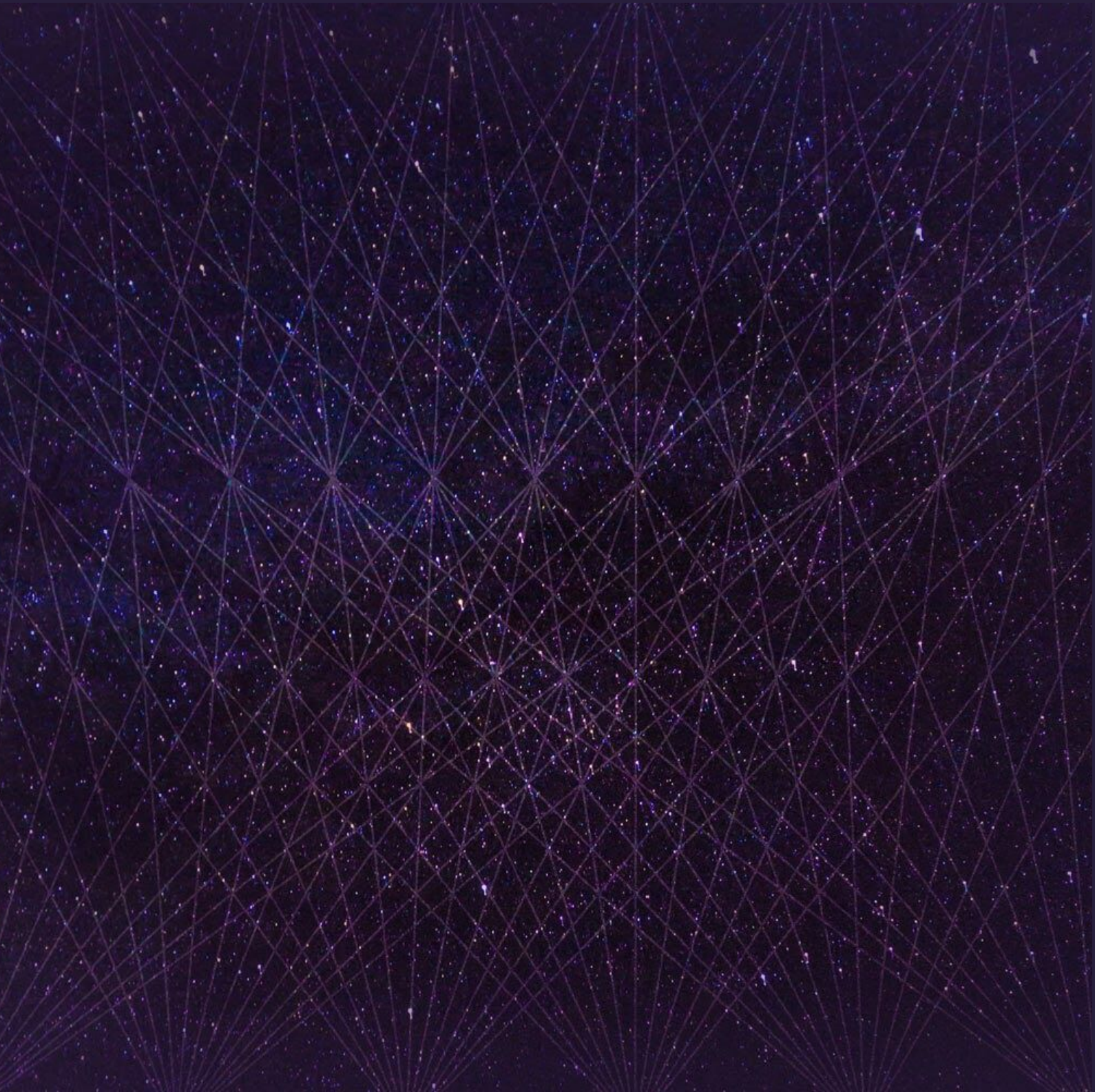


Azure Marketplace Razor Data Sprint

Offering Overview

RAZOR®



Razor Data Sprint

The Razor Data Sprint is for organisations which are ready to break down the silos and unlock the power of their data. Whether you already have an idea you want to make a reality, a strategy that needs refining, or you just don't know where to begin - our team can help.

Razor Data Sprint Objectives

During the Data Sprint we produce a tangible solution your client can use, test, and iterate. Data is the key to improved efficiency, productivity and ultimately - survival - as industries and economies adapt to new ways of working.

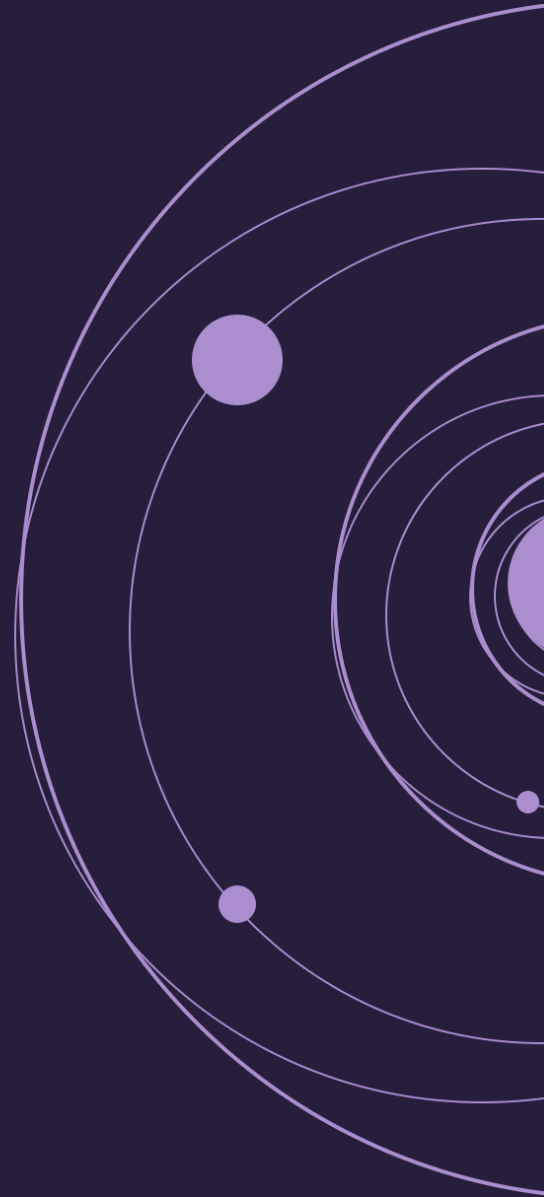
We will accelerate your data roadmap and help you stay ahead of the curve in a world where the gap between leaders and laggards is growing.

What is it?:

- > Exploring the potential of data within businesses
- > Human interaction matters. We're not replacing people, we're empowering them to be superhuman
- > Making people more consistent and better decision makers by providing assistance and automation
- > Improving return on the bottom line
- > Finding, sustaining and disruptive innovations
- > Digitally enhancing with automation, integration and efficiency
- > Defining data strategy or building a data model

Why unlock your data?:

- > Improved efficiency - empower your workforce
- > Relevance - Industry leaders see data, analytics and AI as key technologies
- > Reduce risk - Companies are making investments in data and AI, but not all are seeing the benefit
- > Prosperity - Data and AI - the great leveller in a range of industries and sectors
- > Survival/a future - The gap between leaders and laggards is growing



What is a Razor Data Exploration?

Data, analytics, machine learning and AI - the future of everything. In a world where the gap between leaders and laggards is growing, we can help you stay ahead of the curve.

Wherever you are on your data journey, we can help you get started or accelerate. We offer an initial data consultation where we delve deeper and you get to learn more about what is possible.

We'll book an open discussion with a data expert around your goals and concerns. What do you want your data to do for you? Have you experimented with your data before but not seen the returns? What challenges do you face that your data has the potential to solve?

We are candid and will be straight with you. If there is work that needs to be done first, we will guide you in what needs doing. If there is value and potential straight away, we will help highlight this and show you what can be done.

Our no-cost to you consultation gives you the opportunity to learn without any commitment.

The key to moving forward is taking action so [let's get started](#).

With this consultation you will:

- > Learn about the possibilities of data
- > Understand where you are on your data journey
- > Find out how other businesses are using data
- > Gain clarity on what action to take

The Data Exploration is the first step on a 5-phase journey to take you from idea to solution. Please note that additional phases will be quoted separately.



The Solution

Razor can help bridge the gap and give companies of all sizes a defined data strategy and fasttrack them to a deployed production solution.

The Razor Data Sprint seeks to address:

- > Identifying business cases
- > Verify suitability of data
- > If it's not suitable seek to get it there
- > Providing a solution that can be deployed without the need for data/AI/IT expertise
- > Solutions should have a clear path to being deployed beyond pilot studies

The overall goal is to deploy and validate a model or data/AI solution which solves a client's business problem.



Phase 0 - Exploration

Goal: Establish our starting point by assessing the current data estate and meeting you where you are with an exclusive exploratory session with a data expert before you invest in a solution.

- > Establishing the starting point by assessing the current data estate, challenges and ambitions with a pre-questionnaire.
- > Document the outcomes of the session in a proposal outlining the data journey and how Razor will help you achieve your goals.

Phase 1 - Challenge

Goal: Identify business cases if you don't have them and challenge the ones that you do. Explore opportunities, challenges and goals.

- > Identify and understand business problems to be solved using data. Break them down to first principles.



< 2 > Select

Phase 2 - Select

Goal: Select the key business variables to be analysed or predicted. Identify the data sources relevant to the study and decide whether they are sufficient.

- > Define the questions we want to answer. (How many? Which category? Is this weird? What should we do? etc)
- > Identify data sources. Are there more? What about external sources?
- > Can the data answer the questions posed? In most instances the process will be:
 - Ingest the data
 - Explore the data
 - Clean the data
 - Construct a data pipeline
- > Checkpoint decision: Is there value in pursuing?

Phase 3 - Build

Goal: Build, validate and optimise the data model.

- > Feature engineering, model selection, training, tuning
- > Evaluate models and select the "best"
- > Checkpoint decision: Is the model good enough? Are there other approaches? Can we improve the data?

< 3 > Build

< 4 > Validate

Phase 4 - Validate

Goal: Deploy the solution into an operational environment and test the output.

- > Provide methods of monitoring the performance for non-tech users (Dashboards etc)

How companies use data is what gives them the competitive edge. So much of what we have done for our customers is incredibly commercially sensitive. Because of this, we aren't able to share all of the specific details. We know that you will appreciate the value of innovation and how sensitive this information is.

Powering Logistics with Data Insights

Logistics is an incredibly important part of our world, just how much is moved around the globe is staggering.

The volume of items processed and the data that it generates makes the mind boggle. In that data there is insight and potentially huge value. A marginal gain at this scale can result in multi-millions of pounds on the bottom line every year.

A large part of the increase in small parcel logistics has been driven by online sales. These sales, unsurprisingly, have also driven product returns. The returns process makes up a large portion of the effort required to complete one sale, with returns of clothing being a primary contributor.

Working with a specialist logistics company, Razor conducted a data sprint.

The business has many systems and processes, all generating vast amounts of data. Uncovering useful management information from this data however, is a major challenge. Additionally, there was uncertainty as to whether the data could provide any meaningful insights, or if the systems and infrastructure in place, would surface the data required.

The sprint provided the enterprise with the confidence that the data would be able to provide the insight they needed, removing the risk around investing heavily into a data platform that may not be able to provide a return.

One of the most exciting and valuable findings that came from the data exploration was the opportunity to revolutionise the returns process using Machine Learning. This discovery resulted in reducing training and removing inconsistencies in decision making due to different levels of experience and ego depletion. With the data showing a dip in good decision making before lunchtime, the potential for making a significant positive impact on the bottom line was clear.

Gaining Business Insights and Accelerating Financial Processes

An outdated system unable to scale to meet growing organisational needs, masses of data, and the dream to unlock working capital through automation. Razor worked with a large occupational health organisation who provide services to a variety of companies with a faster and easier way to gain access to patient and financial data insights.

Using Data To Automate Boring, Low-Value Tasks

As a business scales up, their manual processes scale up too. Everything is amplified and this includes processes that are inefficient and time-consuming. At scale, this becomes costly and marginal gains in these areas would make big improvements to the bottom line.

Razor worked with a maintenance firm with an outdated purchase order system to engineer a model which integrated their purchasing, services and invoicing systems, unlocking people's time to do more valuable tasks.

IoT At Scale

Huge excavations supported by giant-sized acrow props. Wall supports and mould structures with thousands of gallons of concrete, reinforced steelworks and boreholes tens or even hundreds of meters deep. Rainfall can cause problems, dust in plumes and environmental safety regulations to adhere to. There is a lot going on in and around construction sites and a lot of data and information being lost. Until now.

Razor built a platform with an organisation to aggregate and process real-time messages, then provide actionable alerts along with historical insights for workers. The configurable alerts can save lives, while the historical insights can provide valuable information on how something may have come about, such as a result of rainfall or vibrations.

Using Prediction for Sales Growth

The challenge; could technology help improve the overall performance of a sales team, generate more sales and continue to be sensibly profitable? Can we use historical data to provide the sales team with a suggested sale price that keeps the business profitable and wins business in a consistent way?

With a limited data constraint, a machine learning model was created. To introduce the new prediction tool, it was initially delivered via a standalone simple and engaging interface. The salesperson has the power to use it at their discretion. They can use it to generate a suggested sale price and either accept it or alter it and feedback into the system.

Over time, the model is then updated using what it has learned, knowing when it was right or wrong. It also knew when the salesperson was right or wrong, as it knew from the ERP system which quotes were converted into orders and which ones weren't.

This is a perfect example of finding an area of marginal gains that extrapolate into big wins, which, over time, unlock the next level of growth and profitability.

Using Sentiment Analysis To Provide The Elderly With Personalised Care

With an ageing population across the UK, the demand on charities who support the elderly is increasing. As a result, they need to scale their operations, whilst maintaining quality of service. The quickest and most reliable way of doing this is by tapping into their data reserves.

Razor worked with a charity whose volunteers undertake the vital task of contacting elderly people to better understand their circumstances and anticipated needs.

The volunteer's task is to speak to the caller and decide the type of support they require. Because the decision is based on individual perception, the results vary from volunteer to volunteer. This leads to inconsistencies or, in the worst case, people not getting the right support.

Razor was engaged to deliver a technology prototype that could help to make the decision-making process simpler and more standardised.

The solution allows the call information to be extracted from Microsoft Dynamics CRM, in a highly secure manner, to establish a guided process for volunteers to follow when speaking with those seeking help.

At each step, the volunteer can ask their caller a series of pertinent questions, which helps the charity to collect exact responses. Using Microsoft's Azure Cognitive Services, including sentiment analysis, this data can be processed to intelligently capture and determine emotion. These results can then be combined with the volunteer's perception to establish a consistent baseline analysis of whether the person seeking help needs additional assistance.

This solution empowers their volunteers to continue supporting vulnerable people as the demand for their service continues to grow.

Additional Resources:

- > <https://www.razor.co.uk/what/the-razor-data-sprint>
- > <https://www.razor.co.uk/data>
- > <https://www.razor.co.uk/blogs/ai-empathy>
- > <https://www.youtube.com/watch?v=GdDCh8FM5ig>

Next Steps:

- > [Contact us](#) if you are ready to start your data journey with a Razor Data Sprint.
- > Got questions? [Get in touch!](#)