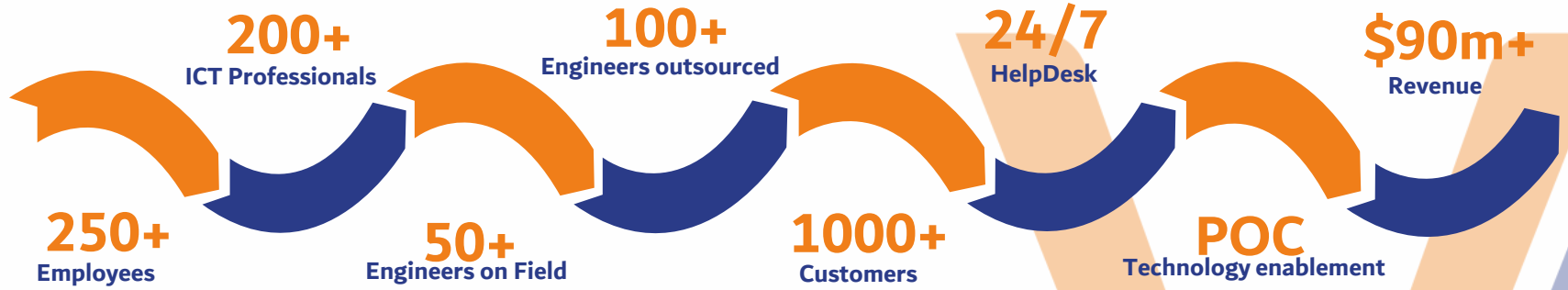


SEVEN SEAS<sup>®</sup>  
TECHNOLOGY

**SEVEN SEAS**  
TECHNOLOGY



# Today



# The Business Teams



# Our Solutions

## Enterprise Systems

Servers, Storages, Converged Systems,  
Laptops & PCs, Thin Clients  
Workstations, Printers IPG, Convertibles  
& detachable, All-in-ones, PO

## Data Networking & Information Security

Wired & Wireless solution, Infrastructure  
Security, Data & App Security Identity  
Security, Managed Security Services,  
Cloud Security, Consulting Services.

## On- Premises Solutions

Microsoft EA, Client & Server Migrations,  
Virtualization, AD Consolidation,  
Exchange, Lync, System Center, Portals &  
Database Services

## Infrastructure

Structured Cabling, Physical Security,  
UPS Solutions, Audio Visual System  
& Data Center

## Unified Communication

VoIP PBX, Call Center, CTI, CRM, IVR,  
Auto Dialler, Fax, Conferencing, Call  
Billing & Call-recording

## Managed Services

Warranty Services, Implementation  
Services, IT Relocations, SLA based  
Services, Consulting, Managed Services &  
Outsourcing

## Cloud Solutions

Office 365, Exchange Online, SharePoint  
Online, Lync Online, MS Team, MS-Azure,  
EMS, OMS, Public/ Private/Hybrid Cloud,  
Hosting, Collaborations & DR Services

## Business Solutions

SQL Server, SharePoint, Microsoft ERP &  
CRM, SAP, FM ERP, RPA & Business  
Intelligence



# Our Differentiators

Services that **Support Clients** across all stages of their IT journey



Deep **Technical Expertise** in our areas of focus

**Dedicated Technical Support** services



Customized and **Tailored Solutions** that meet client needs

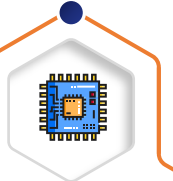
We are tenacious and **innovative**



**On-time and On-budget Project delivery**



**Technology Solutions** aligned to business challenges



Pan **Emirates Execution, Capabilities**



# Some Partners



# Partners Accreditation





# Some Key Customers



هيئة اتحادية | Federal Authority

# Some Key Customers



Engineers & Constructors  
Member of the SNC-Lavalin Group



# Services Skills Expanse

❖ MCSEs

❖ MCPs

❖ MCSAs

❖ MCSDs

❖ MCPS

❖ MCTS

❖ MCITP

❖ MCDBA

❖ HPE-AIS

❖ HPE-ASEs

❖ HP-MA

❖ IBM ATS

❖ IBM X

❖ CCIEs

❖ CCNPs

❖ CCNAs

❖ CCVPs

❖ CCDAs

❖ ACIS

❖ APDS

❖ Mitel

❖ ASCOM

❖ Aruba ACMA

❖ Aruba ACMP

❖ Aruba ACCP

❖ PureFlex

❖ WSGA

❖ DSS

❖ JNCIA

❖ SGSMCA

❖ SGFWA

❖ SGIPSA

❖ ESET

❖ Rapid7

❖ RadarServices

❖ MobileIron

❖ Red Hat LINUX

❖ CITRIX CCEA

❖ CA RHA

❖ CISSP

❖ CISA

❖ ITIL

❖ PMP

❖ Extron

❖ Polycom

❖ Crestron

❖ APC

❖ Symantec.cloud

❖ Tripplite

❖ Vmware

❖ Veeam

# Data Analytics



# Digital Transformation Framework



**Data is the core enabling factor behind Digital Transformation.**

As illustrated in this chart, we partner organizations right through the data enabled journey. This starts with assessment of data, set up of data, data collection standards, data sharing standards, enable insights for fact-based decision making and finally to evolve AI/ML based data models to predict, analyze and optimize outcomes.

**We have experience in delivering outcomes through every stage of the data led transformation journey**

# Data Analytics Framework



**Descriptive**  
What Happened?



**Diagnostic**  
Why It Happened?



**Predictive**  
What Will Happen?



**Prescriptive**  
What Action To Take?



# About Us

- A niche Business Analytics Organization with Global footprint
- Client value driven business proposition
- Analytics proficiency in Microsoft, IBM, SAS, R, Python, Einstein Analytics, Google Analytics etc.
- Over 12 years of experience in the Customer Intelligence and Analytics Industry

Strategy Consulting

Business Analytics

Business Intelligence

Research & Analytics

Digital Transformation

Predictive Analytics (AI & ML)



## BUSINESS VERTICALS

- Marketing Intelligence
- Customer Intelligence
- Operational Intelligence

## OUR MISSION

- Delivering Value

## OUR OFFICES

- United Arab Emirates

# WHAT WE DO

## 1 BUSINESS OBJECTIVE

Delivering Value

## 2 WINNING ASPECTS



### MARKETING INTELLIGENCE

Discover, Analyse, Insight, Action



### CUSTOMER INTELLIGENCE

Understand, Gain, Influence



### OPERATIONAL INTELLIGENCE

Measure, Manage, Improve

## 3 BUSINESS VERTICALS

- BUSINESS ANALYTICS
- BUSINESS INTELLIGENCE
- CONSULTANCY PRACTISE



# Snapshot of our Solution Offerings (BFSI)

		SERVICES OFFERING		
		CUSTOMER INTELLIGENCE	MARKETING INTELLIGENCE	RISK/OPERATIONAL ANALYTICS
INDUSTRY DOMAIN EXPERTISE	FINANCIAL SERVICES	<ul style="list-style-type: none"><li>▶ Loyalty / Customer Lifetime Value (CLTV) Modeling</li><li>▶ Share of wallet analysis</li></ul>	<ul style="list-style-type: none"><li>▶ Market Measurement - Segmentation, Sizing, etc.</li><li>▶ Product / Customer Segmentation and Profiling</li></ul>	<ul style="list-style-type: none"><li>▶ Predictive Modeling of Claims Frequency / Severity</li><li>▶ Credit Scoring</li></ul>
	RETAIL/ CPG	<ul style="list-style-type: none"><li>▶ Churn Analysis / Retention Modeling</li><li>▶ Brand / Customer Equity analytics</li></ul>	<ul style="list-style-type: none"><li>▶ Prospecting</li><li>▶ RFM Analysis</li><li>▶ Purchase Likelihood Analysis</li><li>▶ Cross-Sell / Up-Sell Analysis</li></ul>	<ul style="list-style-type: none"><li>▶ Fraud Detection and Prediction</li><li>▶ Risk Based Pricing</li></ul>
	TECHNOLOGY/ TELECOM/AUT	<ul style="list-style-type: none"><li>▶ Customer Satisfaction Analysis</li><li>▶ Marketing Mix Modeling and Optimization</li></ul>	<ul style="list-style-type: none"><li>▶ Campaign effectiveness Analysis</li></ul>	<ul style="list-style-type: none"><li>▶ Elasticity/ Sensitivity/ Scenario/ What-If Analysis</li><li>▶ Collection and Recovery Analytics</li></ul>

# Solutions to key issues faced by BFSI Industry

## CUSTOMER INTELLIGENCE

### KEY BUSINESS QUESTIONS

1. Should we send a pre approved offer?
2. How can we do credit line optimization?
3. How do we increase our share of wallet?
4. How to we engage customer for entire life cycle?
5. How to identify cross/up sell opportunities?

### SOLUTION

1. Response behavior models
2. Performance modeling
3. Attrition behavior models
4. Customer life cycle analysis
5. Cross Sell modeling

## CRM

### KEY BUSINESS QUESTIONS

1. Are our customers happy with the service?
2. How do we improve customer contact strategies?
3. What are the opportunities to strengthen customer relationship?
4. How do we effectively do event based marketing?

### SOLUTION

1. Campaign analysis & measurements
2. Customer Service Score
3. RFM analysis
4. Behavioral Segmentation

## DATA MANAGEMENT

### KEY BUSINESS QUESTIONS

1. How do I Integrate the different data sources to give meaningful information ?

### SOLUTION

1. Data Stitching/Cleansing/Integrating

# Solutions to key issues faced by BFSI Industry

## RISK MANAGEMENT

### KEY BUSINESS QUESTIONS

1. Which of my customers are likely to default?
2. How can we predict dormancy behavior?
3. How to identify possibility of Fraud?
4. How do I Identify reasons for increasing delinquency?
5. How do I reduce skips and loyalty erosion?
6. How does better pricing of offers help reduce my losses?

### SOLUTION

1. Segmentation
2. Prepay and Default modeling
3. Credit Risk Scoring
4. Fraud pattern analysis
5. Credit Score-based strategies
6. Pricing optimization

## COLLECTIONS AND RECOVERY

### KEY BUSINESS QUESTIONS

1. Which are the key recovery concerns for me
2. How do I prioritize and manage my collection efforts
3. How do I monitor my recovery roll rates

### SOLUTION

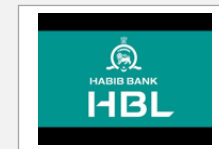
1. Recovery Risk Scoring
2. Collections Management
3. Roll rate analysis and tracking

# FINANCE SECTOR

## RESEARCH AND ANALYTICS EXPERTISE IN THE FINANCE SECTOR

- CREDIT RISK MODELING
- CHURN PREDICTION MODEL
- RISK ANALYTICS
- PRICING ANALYTICS
- STAFF SCHEDULING AND OPTIMIZING MODELS
- BUSINESS INTELLIGENCE DASHBOARDS
- CUSTOMER ANALYTICS
- CAMPAIGN PERFORMANCE ANALYTICS
- TARGETED MARKETING SERVICES
- BRAND AUDITS & MARKET RESEARCH
- PROCESS CONSULTING

## OUR CLIENTS (PARTIAL)



# BUSINESS ANALYTICS

## ANALYTICS SOLUTIONS

- DIGITAL TRANSFORMATION SOLUTION
- RESEARCH & ANALYTICS
- MARKETING ANALYTICS
- CUSTOMER ANALYTICS
- OPERATIONAL ANALYTICS
- RISK ANALYTICS

## OUR CLIENTS



GOVERNMENT OF DUBAI  
**دبي**  
المعرفة Knowledge



LANDMARK  
HOSPITALITY

مؤسسة لتاكسي دبي  
Dubai Taxi Corporation



مركز الإحصاء أبو ظبي  
STATISTICS CENTRE - ABU DHABI

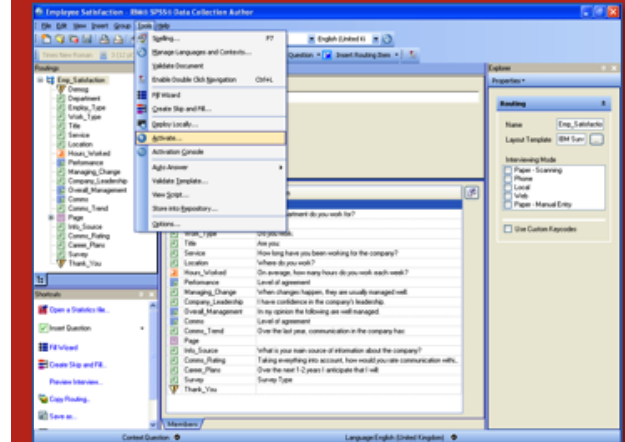
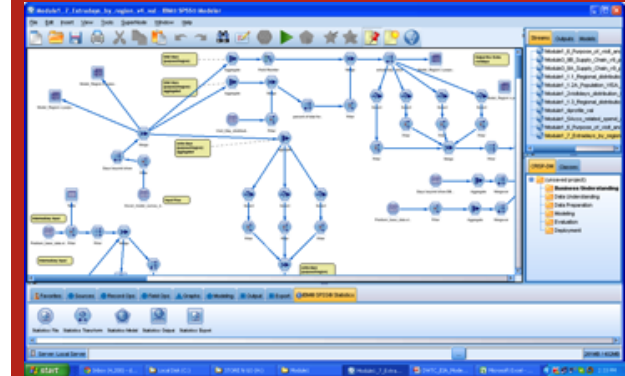


القرية العالمية  
Global Village



مركز دبي للتجارة العالمية  
DUBAI WORLD TRADE CENTRE

الروسستاماني  
ARABIAN AUTOMOBILES



# CUSTOMER FEEDBACK



## MULTI CHANNEL REAL TIME FEEDBACK & INSIGHTS

Build and maintain customer loyalty through improving customer satisfaction.  
Gain competitive advantage, improve brand image and healthier bottom line.

### CUSTOMER INTELLIGENCE

- Customer sentiments
- Customer experience
- Customer purchase behavior

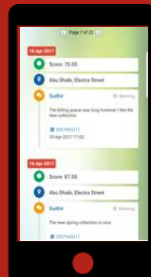
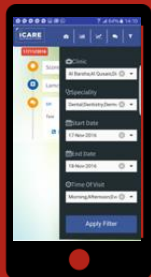
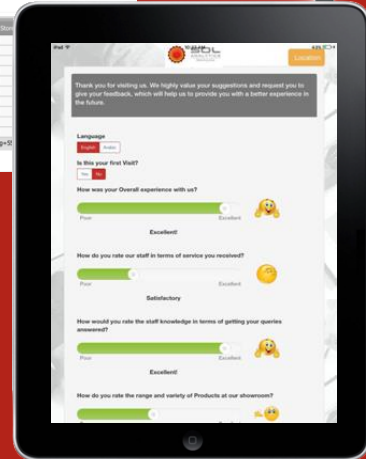
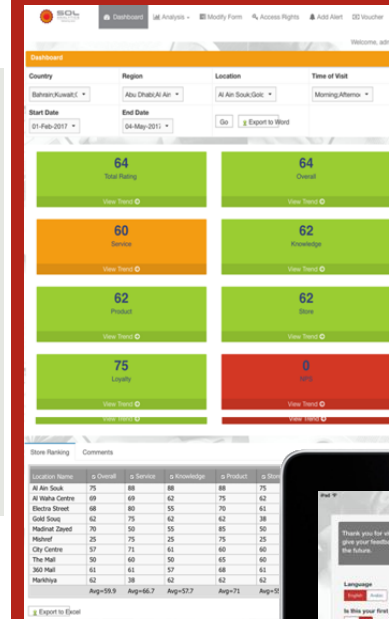
### ACTIONABLE INSIGHTS

- Customer feedback
- Shopping Intelligence
- Loyalty Analytics

### IMPROVE BUSINESS PERFORMANCE

- Improve customer satisfaction through instant action
- Targeted & selective marketing campaign

SOL's Intelshop provides instant feedback on customer sentiments and its Customer Intelligence program provides required actionable insights to improve Business performance.



Feedback No.	Customer Name	Voucher No.	Email	Mobile No.	Date of Visit	Country	City	Comment
111	Mishak Hetta	SOL10000	mishak-m@intelshop.com	974333395	5/3/2017	Bahrain	Bayan	City Centre
113	Sudhar	SOL10001	sudhara1979@gmail.com	0597943211	5/3/2017	Bahrain	Bayan	City Centre
114	Sunder Kaur	SOL10002	sunder.k@intelshop.com	059844929	5/3/2017	UAE	Abu Dhabi	Electra Street

# CONSULTANCY SERVICE

## CONSULTANCY SERVICES

- LEGACY TRANSFORMATION
- AI CONSULTING
- BI CONSULTING
- DATA AUDIT
- DIGITAL TRANSFORMATION

## OUR CLIENTS



AL NASSER HOLDINGS



**E max**  
RECOMMENDED PARTNER

All you need to know about Laptops/Netbooks

Buyer's Guide  
Laptops/Netbooks

THINK LAPTOPS  
THINK EMAX

Universal Hospital  
Brand Manual

يونيفرسال  
UNIVERSAL  
HOSPITAL

# HOSPITALITY SECTOR

## RESEARCH AND ANALYTICS EXPERTISE IN HOSPITALITY SECTOR

- CUSTOMER INTELLIGENCE AND VALUE OPTIMIZATION
- CUSTOMER LOYALTY ANALYTICS
- TARGETED MARKETING SOLUTIONS
- CUSTOMER JOURNEY MAPPING & ANALYSIS
- SHOPPER EXPERIENCE ANALYSIS
- DYNAMIC CUSTOMER FEEDBACK (INTELSHOP)
- CUSTOMER SATISFACTION STUDIES
- BRAND AUDIT STUDY
- MARKETING SPEND OPTIMIZATION
- CAMPAIGN ANALYTICS

## OUR CLIENTS (PARTIAL)





# RETAILSECTOR

## END-TO-END EXPERIENCE IN RETAIL SECTOR

- CUSTOMER INTELLIGENCE AND VALUE OPTIMIZATION
- CUSTOMER LOYALTY ANALYTICS
- TARGETED MARKETING SOLUTIONS
- DYNAMIC CUSTOMER FEEDBACK SOLUTION
- SHOPPER EXPERIENCE ANALYSIS (MYSTERY SHOPPING)
- STORE PERFORMANCE OPTIMIZATION
- SALES AND REVENUE ANALYTICS
- BRAND AUDIT STUDY
- DEMAND FORECASTING & INVENTORY
- CUSTOMER SATISFACTION STUDIES

## OUR CLIENTS (PARTIAL)



SAMSUNG



BlackBerry



E max  
Electronics Singapore



Pure Gold  
SINCE 1986 JEWELLERS  
L.L.C.



SUPER GENERAL



E-CITY  
electronics and more



babyshop



centrepoin  
babyshop Splash BSB Lifestyle

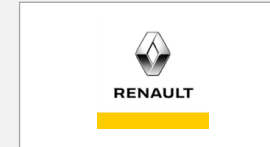


# AUTOMOTIVE SECTOR

## OPERATIONAL & CUSTOMER ANALYTICS

- ROUTE PLANNING AND OPTIMIZATION
- PREVENTIVE & PREDICTIVE MAINTENANCE
- SALES CHANNEL OPTIMIZATION
- LEAD GENERATION ANALYTICS & OPTIMIZATION
- CUSTOMER SEGMENTATION ANALYSIS
- RETENTION & CHURN ANALYTICS
- DIGITAL MARKETING EFFECTIVENESS ANALYTICS

## OUR CLIENTS (PARTIAL) – FLEET & AUTOMOTIVE ANALYTICS

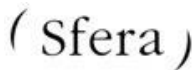


# FASHIONSECTOR

## RESEARCH AND ANALYTICS EXPERTISE IN FASHION/APPAREL

- STORE PERFORMANCE OPTIMIZATION (LASENZA)
- SALES AND REVENUE ANALYSIS (LASENZA)
- BRAND AUDITS
- CUSTOMER INSIGHTS AND ANALYSIS
- SHOPPER EXPERIENCE ANALYSIS (MYSTERY SHOPPING)

## OUR CLIENTS (PARTIAL)

The logo for La SENZA LINGERIE, featuring the brand name in a pink, serif font with 'LINGERIE' in a smaller, black, sans-serif font below it.The logo for Bhs, featuring the letters 'Bhs' in a black, cursive script font.The logo for SKECHERS, featuring a stylized 'S' in a blue and white gradient, with the word 'SKECHERS' in a black, sans-serif font below it.The logo for GANT, featuring the word 'GANT' in a black, sans-serif font above a shield-shaped crest with three vertical stripes.The logo for shoexpress, featuring the word 'shoexpress' in a black, sans-serif font with 'sho' in red, and 'surprising value' in a smaller, black, sans-serif font below it.The logo for ( Sfera ), featuring the word '( Sfera )' in a black, serif font.The logo for STEVE MADDEN, featuring the words 'STEVE' and 'MADDEN' in a black, sans-serif font inside an oval border.The logo for dwell, featuring the word 'dwell' in a black, lowercase, sans-serif font.The logo for NAUTICA, featuring a stylized sailboat icon above the word 'NAUTICA' in a black, sans-serif font.The logo for ecco, featuring the word 'ecco' in a black, lowercase, sans-serif font.

# WHY SHOULD YOU CONSIDER US

## 1 WE UNDERSTAND THIS REGION

26 years of existence in the region, 38 years of establishment, over 60 client analytics engagements, expert team with local experience

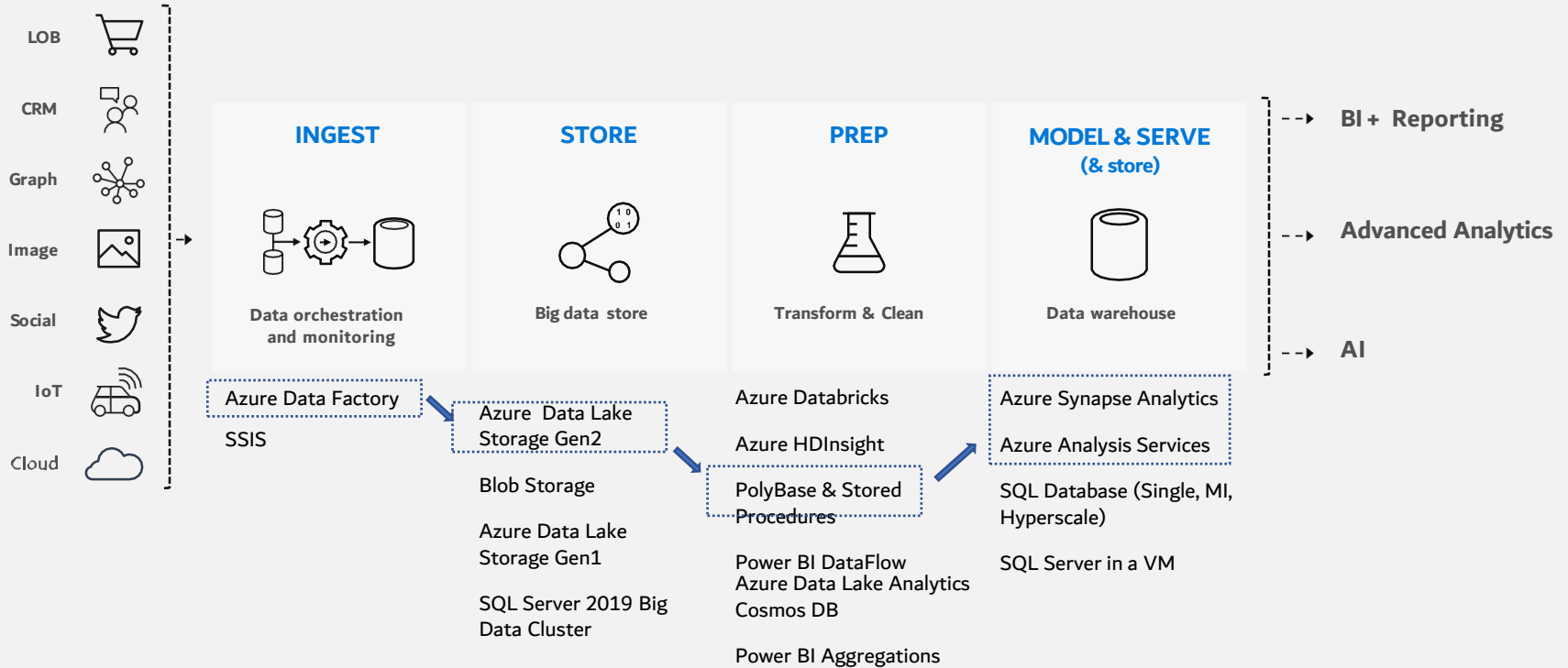
## 3 GLOBAL AND CROSS INDUSTRY BEST PRACTISE

Having experience of implementing Analytics project Globally, we can bring in the best practices with local relevance

## 2 END TO END BUSINESS EXPERTISE

We can holistically support the Digital transformation of an Organization including Consultancy, Data Warehouse building, Business Intelligence, Analytics, Optimization using ML & AI, IoT solution

# Azure Enterprise DW Architecture



# Data Visualization using Power BI



# Illustration 1

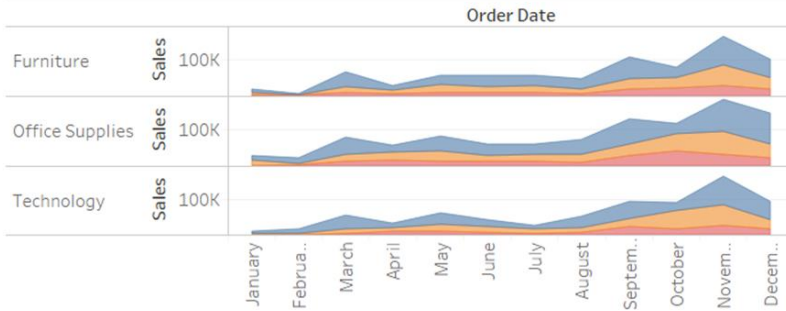
## Sales Overview

**Total Sales** \$2,297,200.86   
 **Quantity** 37,873   
 **Profit** \$ 286,397.02   
 **Profit Ratio** 12.47%   
 **Profit Per Order** \$57.18   
 **Avg Discount** 15.62%

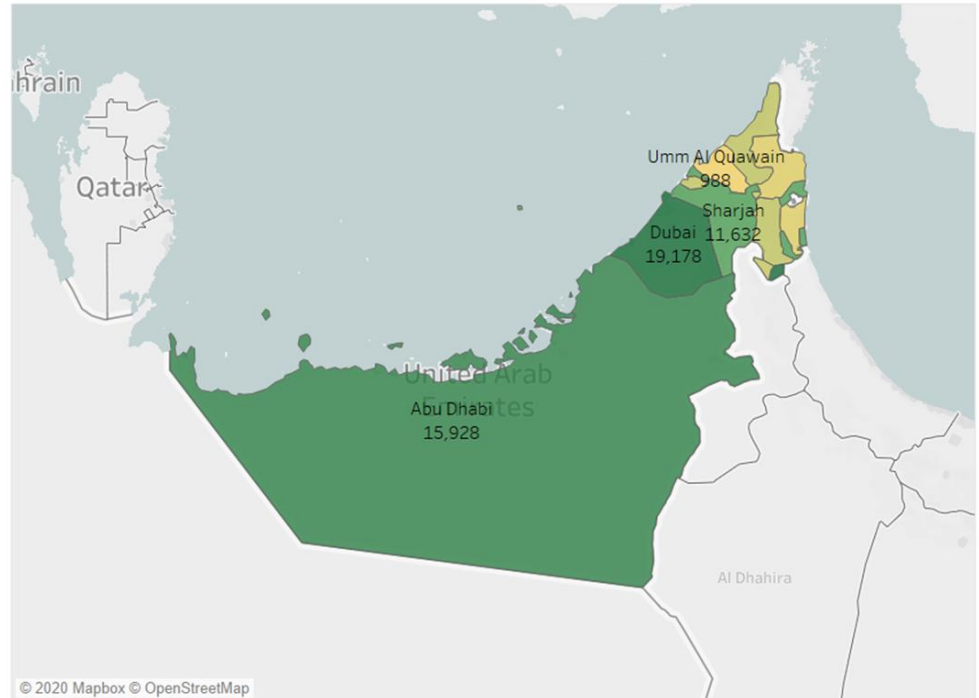
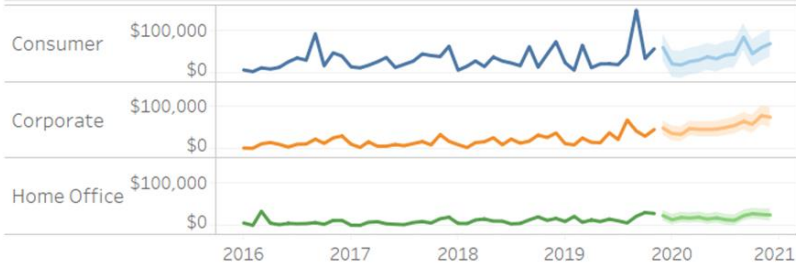
**Segment, Forecast indicator**  
 ■ Consumer, Actual  
 ■ Consumer, Estimate  
 ■ Corporate, Actual  
 ■ Corporate, Estimate  
 ■ Home Office, Actual  
 ■ Home Office, Estimate

**Total**  
 988    19,178  
**Segment**  
 ■ Consumer  
 ■ Corporate  
 ■ Home Office

## Monthly Sales - by Category and Segment



## Sales Forecast



# Illustration 2

**Date** 01/07/2016 29/02/2020 | 
 **Fiscal Year** 19-20 | 
 **Month** Feb | 
 **Facility** Fitness First - MCD | 
 **Gender** Multiple selections | 
 **Member Flag** MEMBERS MZ

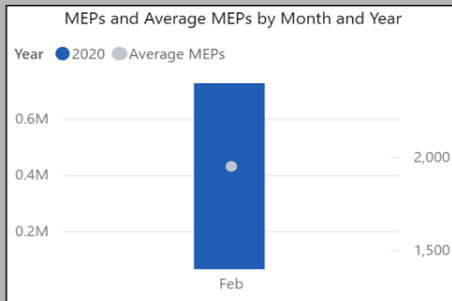
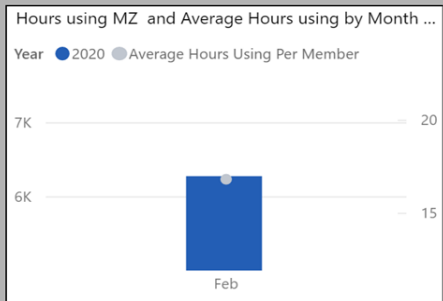
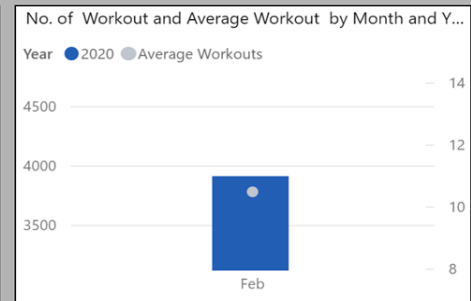
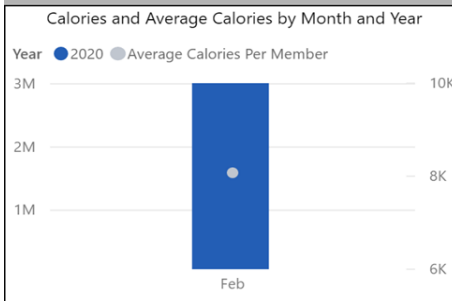
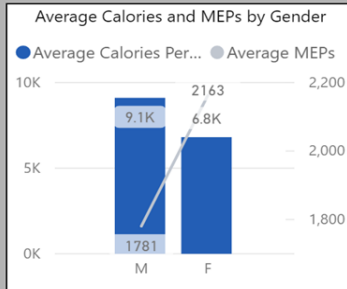
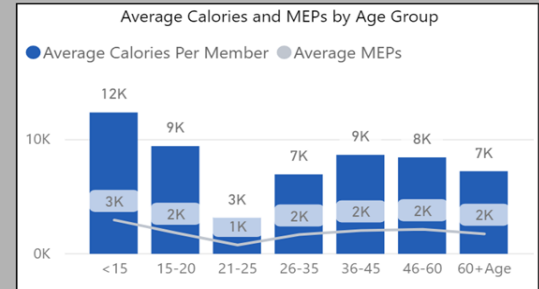
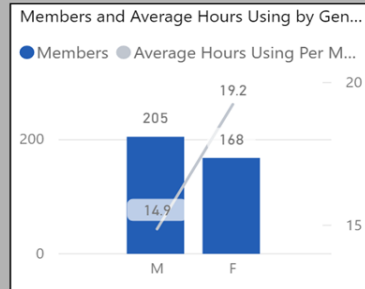
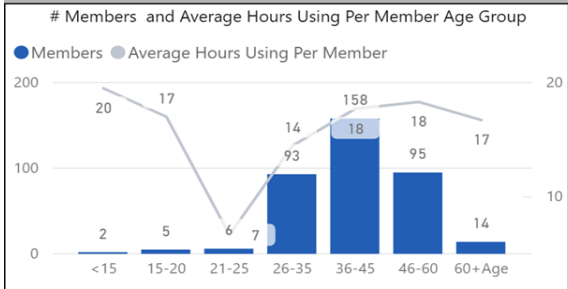
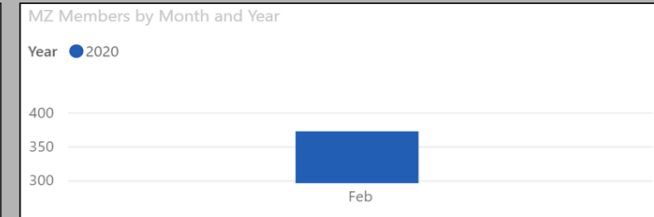
**373**  
MZ Members

**16.84**  
Average Hours Using Per Member

**8.1K**  
Average Calories Per Member

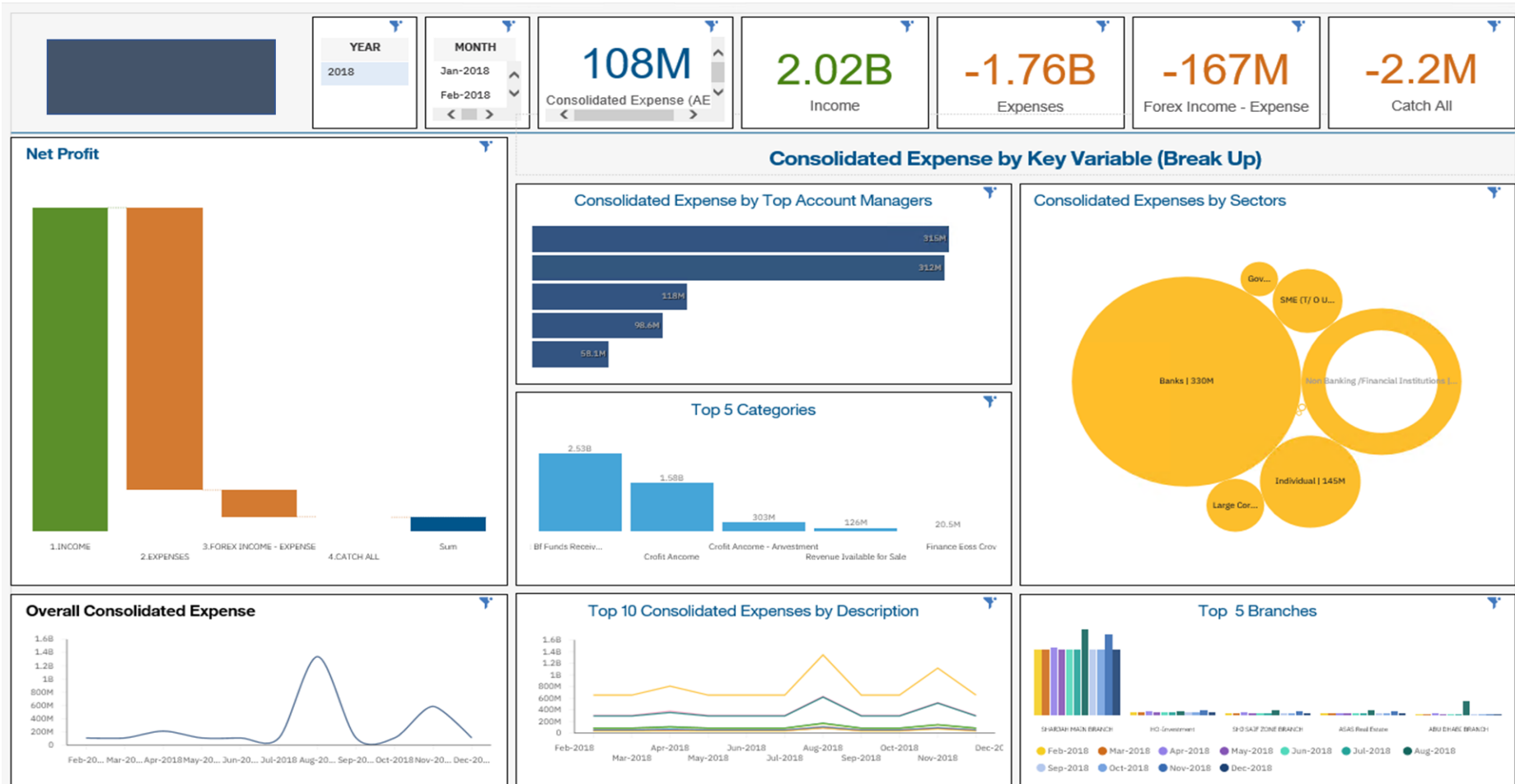
**10.5**  
Average Workouts Per Member

**2.0K**  
Average MEPs Per Member





# Illustration 3



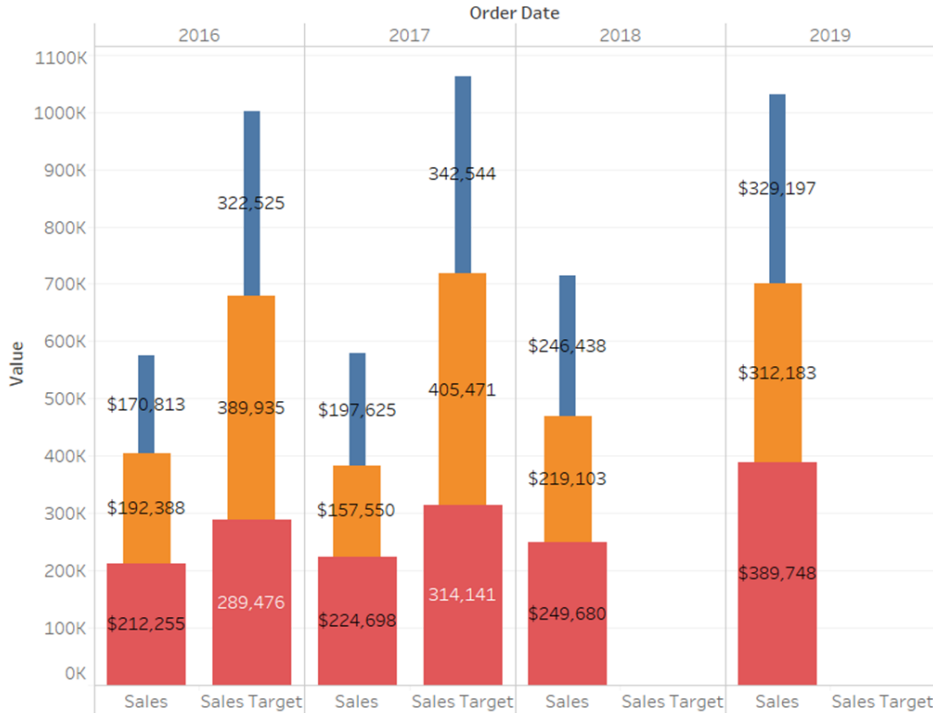
# Illustration 4

## Profit Analysis

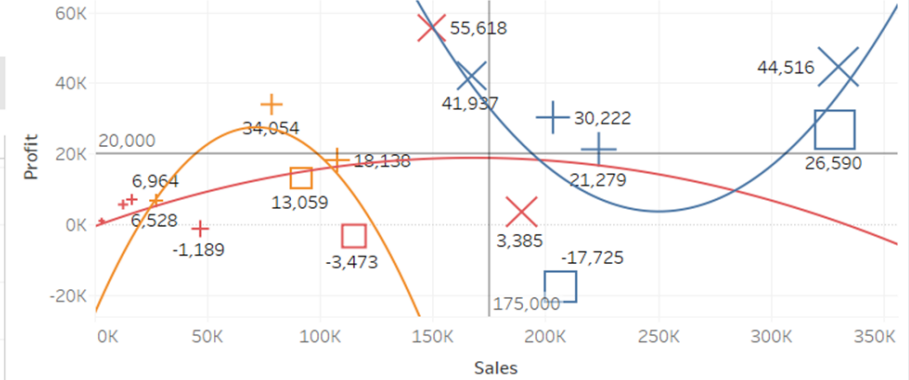
MASKED

- Category: Furniture (Blue square)
- Category: Office Supplies (Orange square)
- Category: Technology (Red square)
- Category: Furniture (Grey square)
- Category: Office Supplies (Grey square)
- Category: Technology (Grey square)
- Category: Furniture (Blue plus)
- Category: Office Supplies (Orange plus)
- Category: Technology (Red plus)
- Category: Furniture (Blue X)
- Category: Office Supplies (Orange X)
- Category: Technology (Red X)

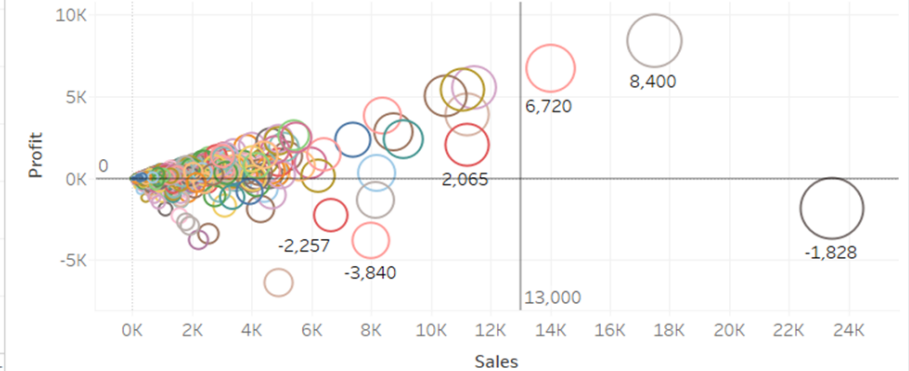
## Sales Vs Targets



## Sales and Profit - by Category



## Sales and Profit - by Customers



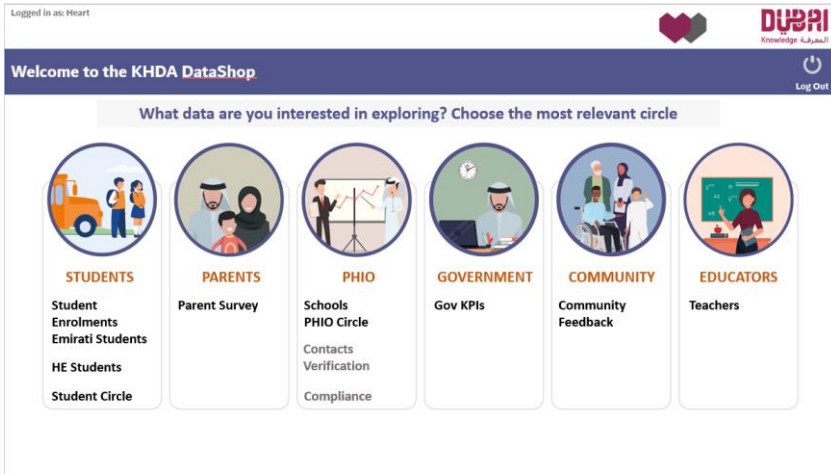
# Illustration 5

Logged in as: Heart

Welcome to the KHDA DataShop

What data are you interested in exploring? Choose the most relevant circle

- STUDENTS**  
Student Enrolments  
Emirati Students  
HE Students  
Student Circle
- PARENTS**  
Parent Survey
- PHIO**  
Schools PHIO Circle  
Contacts Verification  
Compliance
- GOVERNMENT**  
Gov KPIs
- COMMUNITY**  
Community Feedback
- EDUCATORS**  
Teachers



One-Stop-Shop for all KHDA Hearts that provides

## Phase I

Access to all Use Case reports and existing dashboards under one roof.

Datashop@KHDA: Student Profile / Quick Numbers

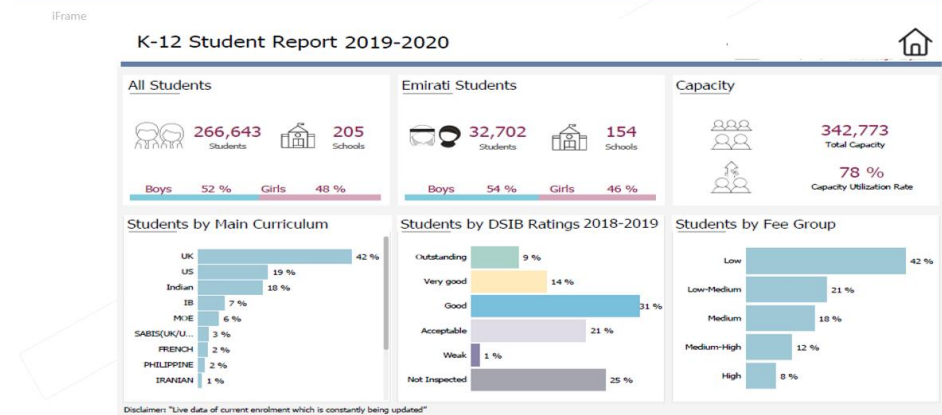
In-Depth Data Home Back Log Out



## Phase II

Collect Likes and Feedback from users on reports to facilitate continuous improvement.

Reports for MERI Admin to track dashboard usage and identify needs for new reports.



# Illustration 6

### Snapshot 2020-2021

**Schools**

213 Schools

16 New schools

**TI and HE**

1,173 Training Institutes

40 Universities

**Schools Offering Discounts**

60 Staff Discounts  
79 Others Discounts

52 Others Discounts  
6

**Permits**

Institution Status	New Number of Permits
New	21
Renew	17
Cancelled	2

**Overall Fee Increases**

Fee Type	Percentage Increase
Other Fee	2%
Mandatory Fee	9%
Tuition Fee	14%

### H.E Student Report 2019-2020

**Number of Higer Education Institutes in Freezone**

36 Universities

**Enrolled**

29,960 Students

59% Male  
41% Female

**International Students**

8,307 Enrolled  
2,472 Graduates

**Number of Programmes**

7,544 Programmes

58% Male  
42% Female

**Graduates**

4,018 Enrolled  
568 Graduates

**By Specialization**

Specialization	Enrolled students	Graduated
Business	15,166	4,412
Engineering	4,000	574
Information Techn...	2,997	575
Media and Design	1,997	514
Architecture and C...	1,193	346
Humanities	1,044	247
Education	783	167
Law	735	123
Foundation	626	100
Tourism and Hospo...	598	65
Natural and Physic...	459	65
Health and Medicine	196	17
Others	156	

### Sentiments by Keywords

Negative
Neutral
Positive

improvement survey academic standard good work teach use encourage education pay

education lot inspect rate control conduct care increase teacher dubai management

bring awareness activity make kid quality parent arabic thing

subject learn improve student fee level check home

initiative year improve student fee level check home

issue job inspection provide extra rice charge result

individual role plant support sport

School Name	Comments	Score
GEMS Modern Academy	Feel the study pressure has increased over all	1
Little Flowers English school	THANKS	1
Little Flowers English school	THANKS	1
Little Flowers English school	THANKS	1
Little Flowers English school	THANKS	1
Little Flowers English school	THANKS	1
Little Flowers English school	THANKS	1
Little Flowers English school	THANKS	1

### Student Report...(1 of 2)

**Overall**

290,756 Students

210 Schools

Boys 51% Girls 49%

**Emirati**

31,144 Students

163 Schools

Boys 53% Girls 47%

**Capacity**

Capacity Utilization Rate

**By Main Curriculum**

Curriculum	Percentage
UK	38%
Indian	26%
US	16%
IB	6%
MOE	5%
Others	8%

**By DSIB Ratings**

Rating	Percentage
Outstanding	9%
Very good	24%
Good	30%
Acceptable	23%
Weak	1%
Not Inspected	13%

**By Average Fees**

Fee Level	Percentage
Low	45%
Low-Medium	21%
Medium	15%
Medium-High	12%
High	7%

### Campus Facilities

20 | 20 POINTS

60% 80% MIN MAX

84.2%

OF THE STUDENTS WERE SATISFIED WITH CAMPUS FACILITIES

POINTS AWARDED FOR THIS INDICATOR ARE SCALED BASED ON THE RESPONSE RATE OF THE SURVEY

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### Student Accommodation

20 | 20 POINTS

0 1 MIN MAX

1

5 Facilities

- Indoor sports court
- Outdoor sports field
- Swimming Pool
- Fitness Gym
- Outdoor sports court

Any Questions?  
**Thank You**