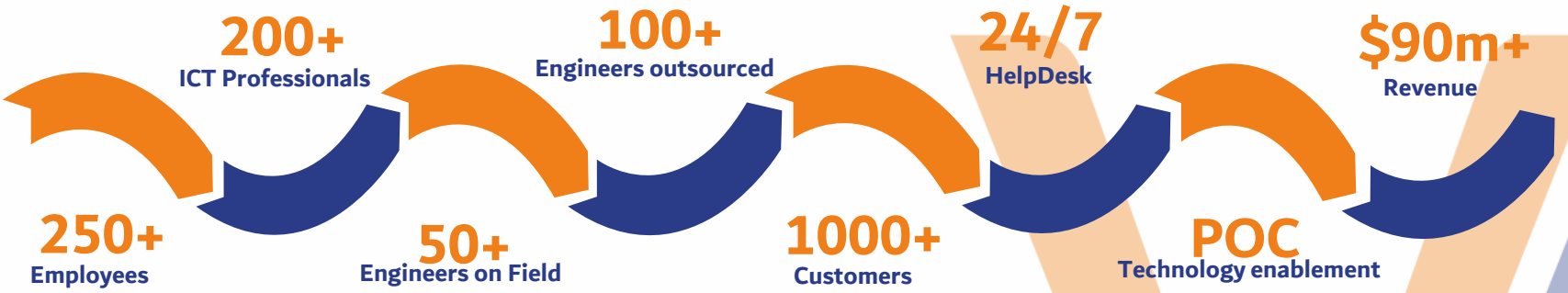
SEVEN SEAS©
TECHNOLOGY

SEVEN SEAS
TECHNOLOGY

Today


250+
Employees
200+
ICT Professionals
50+
Engineers on Field
100+
Engineers outsourced
1000+
Customers
24/7
HelpDesk
POC
Technology enablement
$90m+
Revenue

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

Cloud Solutions

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

Infrastructure

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

Business Solutions

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

Unified Communication

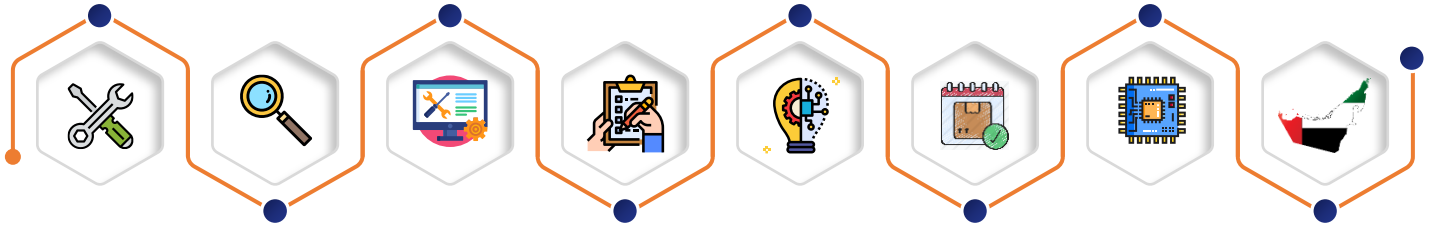
VoIP PBX, Call Center, CTI, CRM, IVR, Auto Dialler, Fax, Conferencing, Call Billing & Call-recording

Managed Services

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

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

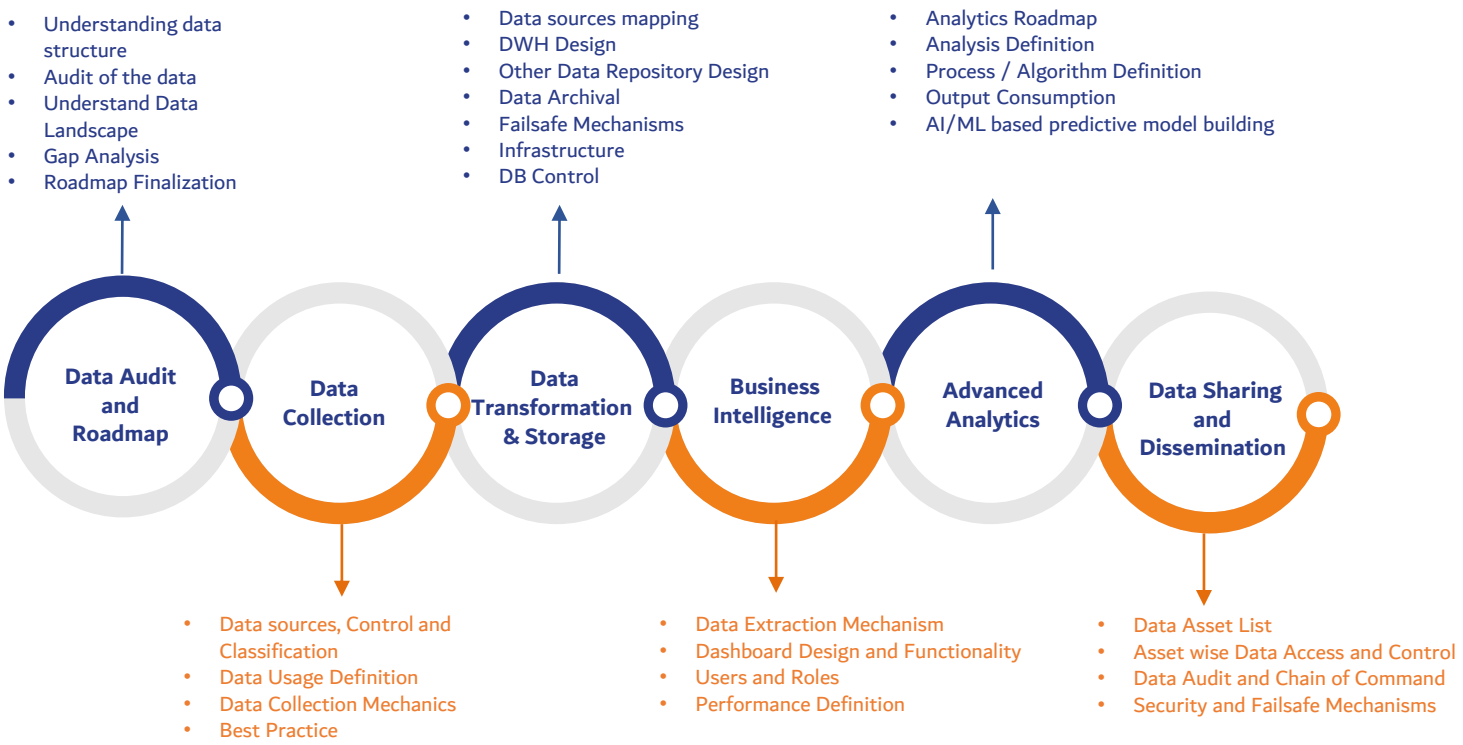
Some Key Customers

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

WHATWEDO

1 BUSINESSOBJECTIVE

Delivering Value

2 WINNINGASPECTS

MARKETINGINTELLIGENCE

Discover, Analyse, Insight, Action

CUSTOMERINTELLIGENCE

Understand, Gain, Influence

OPERATIONALINTELLIGENCE

Measure, Manage, Improve

3 BUSINESSVERTICALS

- **BUSINESSANALYTICS**
- **BUSINESSINTELLIGENCE**
- **CONSULTANCYPRACTISE**

Snapshot of our Solution Offerings (BFSI)

INDUSTRY DOMAIN EXPERTISE

- FINANCIAL SERVICES
- RETAIL/ CPG
- TECHNOLOGY/ TELECOM/AUTO

SERVICES OFFERING

CUSTOMER INTELLIGENCE	MARKETING INTELLIGENCE	RISK/OPERATIONAL ANALYTICS
▸ Loyalty / Customer Lifetime Value (CLTV) Modeling	▸ Market Measurement - Segmentation, Sizing, etc.	▸ Predictive Modeling of Claims Frequency / Severity
▸ Share of wallet analysis	▸ Product / Customer Segmentation and Profiling	▸ Credit Scoring
▸ Churn Analysis / Retention Modeling	▸ Prospecting	▸ Fraud Detection and Prediction
▸ Brand / Customer Equity analytics	▸ RFM Analysis	▸ Risk Based Pricing
▸ Customer Satisfaction Analysis	▸ Purchase Likelihood Analysis	▸ Elasticity/ Sensitivity/ Scenario/ What-If Analysis
▸ Marketing Mix Modeling and Optimization	▸ Cross-Sell / Up-Sell Analysis	▸ Collection and Recovery Analytics
	▸ Campaign effectiveness Analysis	

Solutions to key issues faced by BFSI Industry

CUSTOMER INTELLIGENCE

KEY BUSINESS QUESTIONS	SOLUTION
1. Should we send a pre approved offer?	1. Response behavior models
2. How can we do credit line optimization?	2. Performance modeling
3. How do we increase our share of wallet?	3. Attrition behavior models
4. How to we engage customer for entire life cycle?	4. Customer life cycle analysis
5. How to identify cross/up sell opportunities?	5. Cross Sell modeling

CRM

KEY BUSINESS QUESTIONS	SOLUTION
1. Are our customers happy with the service?	1. Campaign analysis & measurements
2. How do we improve customer contact strategies?	2. Customer Service Score
3. What are the opportunities to strengthen customer relationship?	3. RFM analysis
4. How do we effectively do event based marketing?	4. Behavioral Segmentation

DATA MANAGEMENT

KEY BUSINESS QUESTIONS	SOLUTION
1. How do I Integrate the different data sources to give meaningful information ?	1. Data Stitching/Cleansing/Integrating

Solutions to key issues faced by BFSI Industry

RISK MANAGEMENT

KEY BUSINESS QUESTIONS	SOLUTION
1. Which of my customers are likely to default?	1. Segmentation
2. How can we predict dormancy behavior?	2. Prepay and Default modeling
3. How to identify possibility of Fraud?	3. Credit Risk Scoring
4. How do I Identify reasons for increasing delinquency?	4. Fraud pattern analysis
5. How do I reduce skips and loyalty erosion?	5. Credit Score-based strategies
6. How does better pricing of offers help reduce my losses?	6. Pricing optimization

COLLECTIONS AND RECOVERY

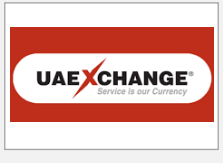
KEY BUSINESS QUESTIONS	SOLUTION
1. Which are the key recovery concerns for me	1. Recovery Risk Scoring
2. How do I prioritize and manage my collection efforts	2. Collections Management
3. How do I monitor my recovery roll rates	3. Roll rate analysis and tracking

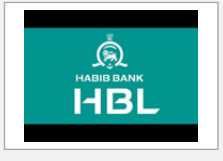
FINANCESECTOR

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 ANAYLTICS
- TARGETED MARKETING SERVICES
- BRAND AUDITS & MARKET RESEARCH
- PROCESS CONSULTING

OUR CLIENTS (PARTIAL)





BUSINESSANALYTICS

ANALYTICS SOLUTIONS

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

OUR CLIENTS

حكومة دبي
GOVERNMENT OF DUBAI
DUBAI
Knowledge المعرفة

LANDMARK HOSPITALITY

مؤسسة تاكسي دبي
Dubai Taxi Corporation

babyshop
centrepoint

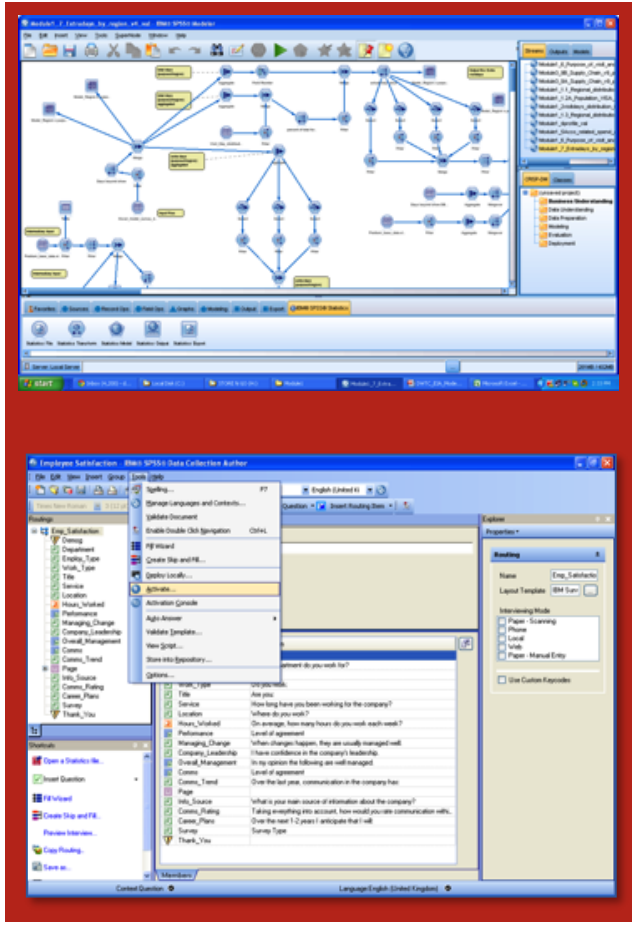
Dubai Parks AND RESORTS

مركز الإحصاء - أبوظبي
STATISTICS CENTRE - ABU DHABI

القرية العالمية
Global Village

مركز دبي التجاري العالمي
DUBAI WORLD TRADE CENTRE

الرستماني
ROSTAMANI
Arabian Automobiles



CUSTOMERFEEDBACK

Intelshop

MULTI CHANNEL REAL TIME FEEDBACK & INSIGHTS

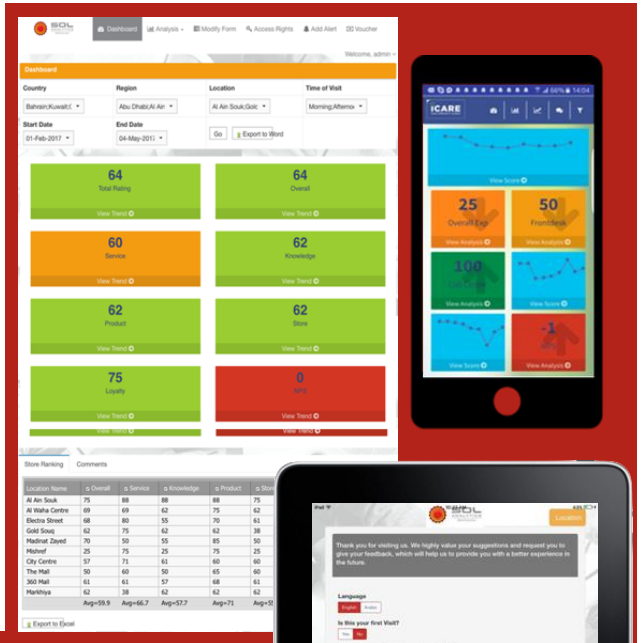
Build and maintain customer loyalty through improving customer satisfaction. Gain competitive advantage, improve brand image and healthier bottom line.

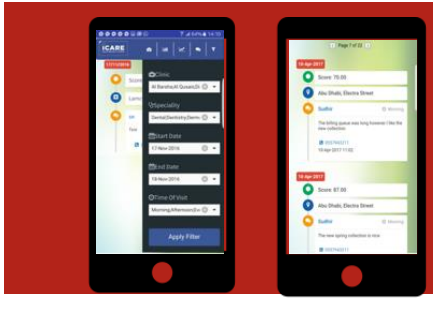
CUSTOMER INTELLIGENCE
- Customer sentiments
- Customer experience
- Customer purchase behavior

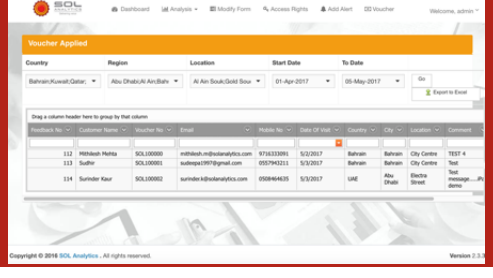
ACTIONABLE INSIGHTS
- Customer feedback
- Shopping Intelligence
- Loyalty Analytics

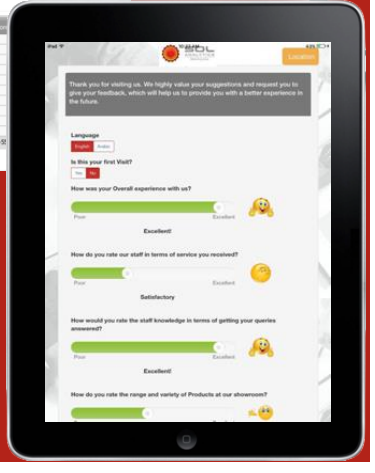
IMPROVE BUSINESS PERFORMANCE
- Improve customer satisfaction through instant action
- Targeted & selective marketing campaign

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







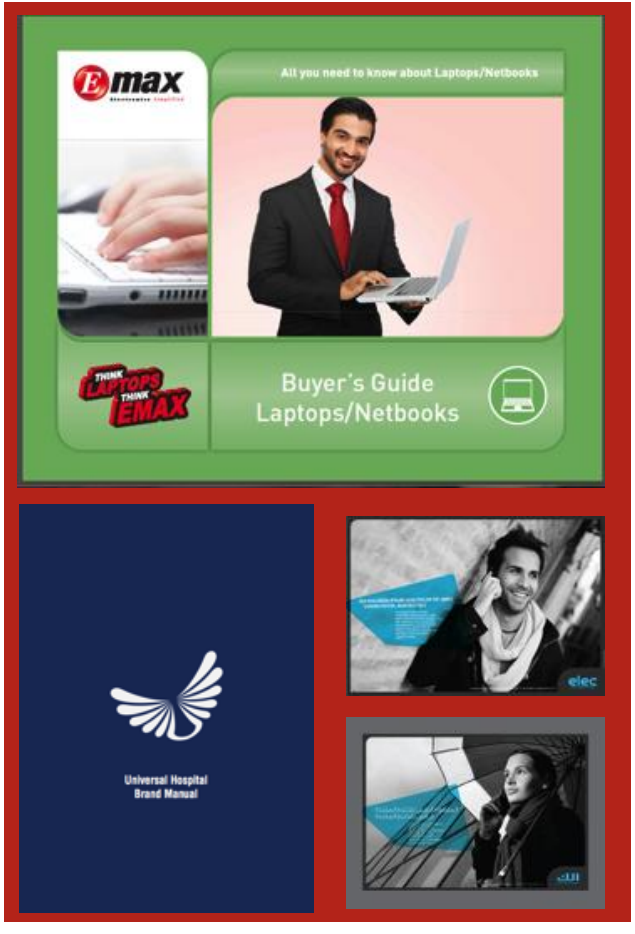


CONSULTANCYSERVICE

CONSULTANCY SERVICES

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

OUR CLIENTS



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 FORCASTING & INVENTORY
- CUSTOMER SATISFACTION STUDIES

OUR CLIENTS (PARTIAL)

SAMSUNG
LG
BlackBerry
Emax
Pure Gold JEWELLERS
SUPER GENERAL
E-CITY electronics and more
babyshop
centrepoint
AJMAL

AUTOMOTIVESECTOR

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

مؤسسة تاكسي دبي
Dubai Taxi Corporation

حكومة دبي
GOVERNMENT OF DUBAI
هيئة الطرق والمواصلات
ROADS & TRANSPORT AUTHORITY
RTA

AWR الرستماني
OSTAMANI
Arabian Automobiles

RENAULT

EO

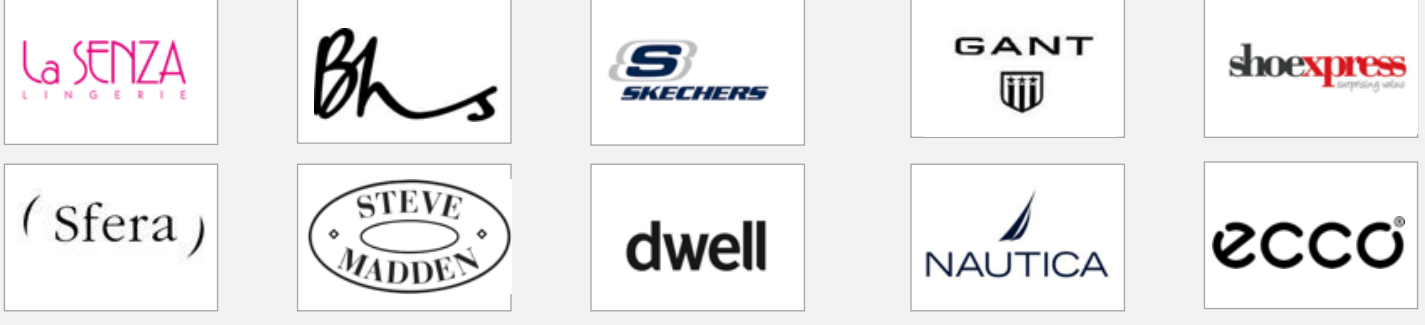
Imdaad

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)



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

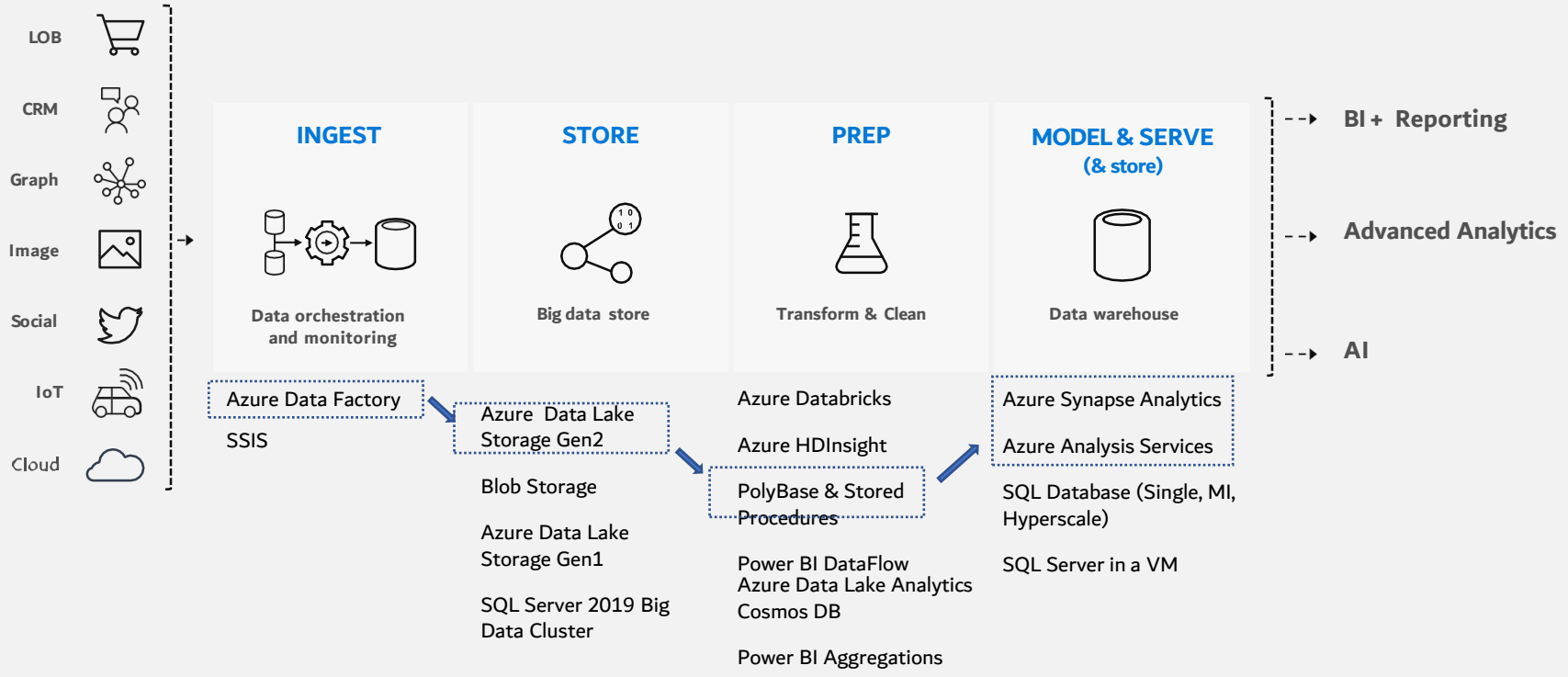
2 END TO END BUSINESS EXPERTISE

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

3 GLOBAL AND CROSS INDUSTRY BEST PRACTISE

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

Azure Enterprise DW Architecture



Data Visualization using Power BI

Illustration 1

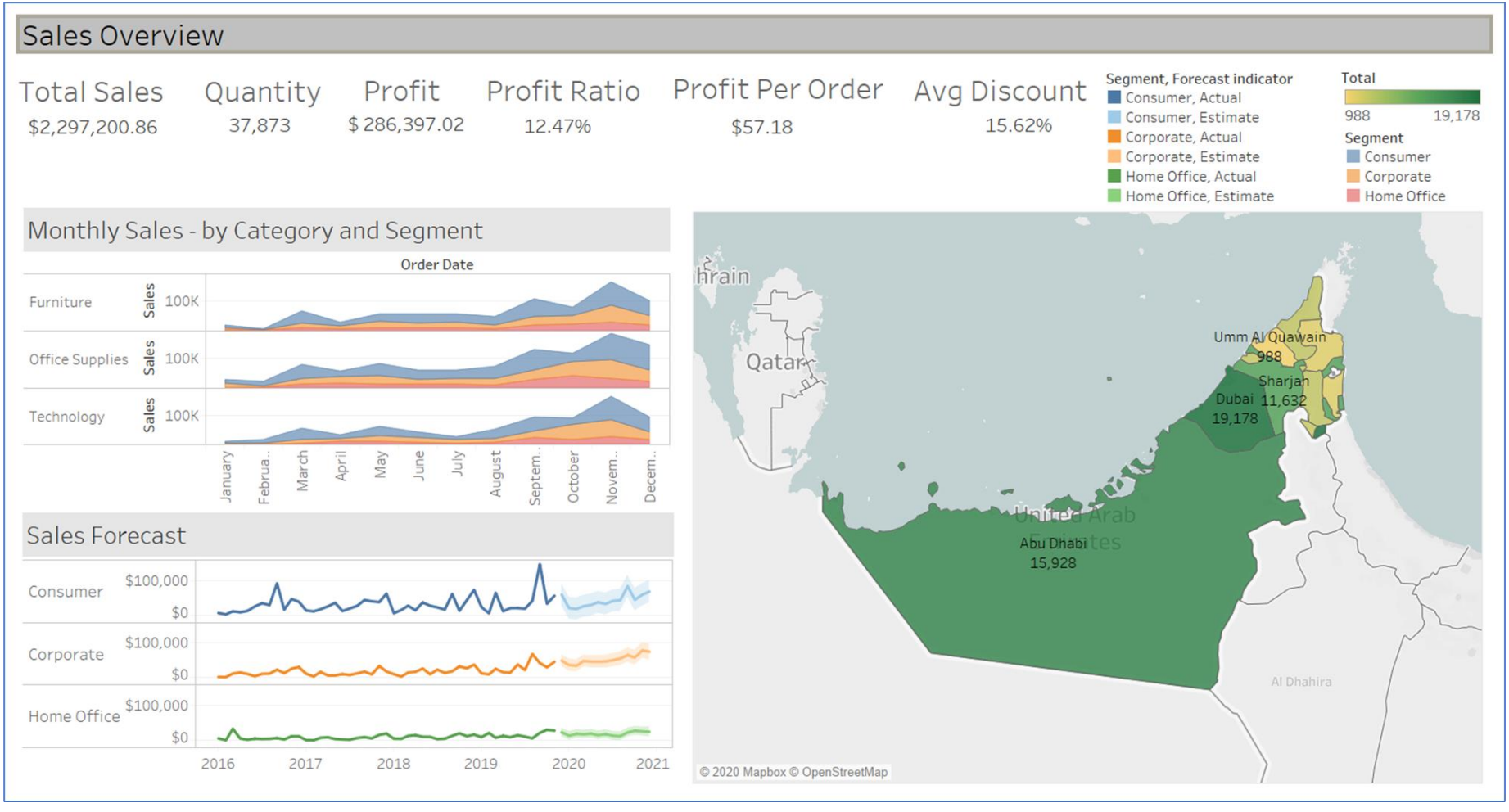


Illustration 2

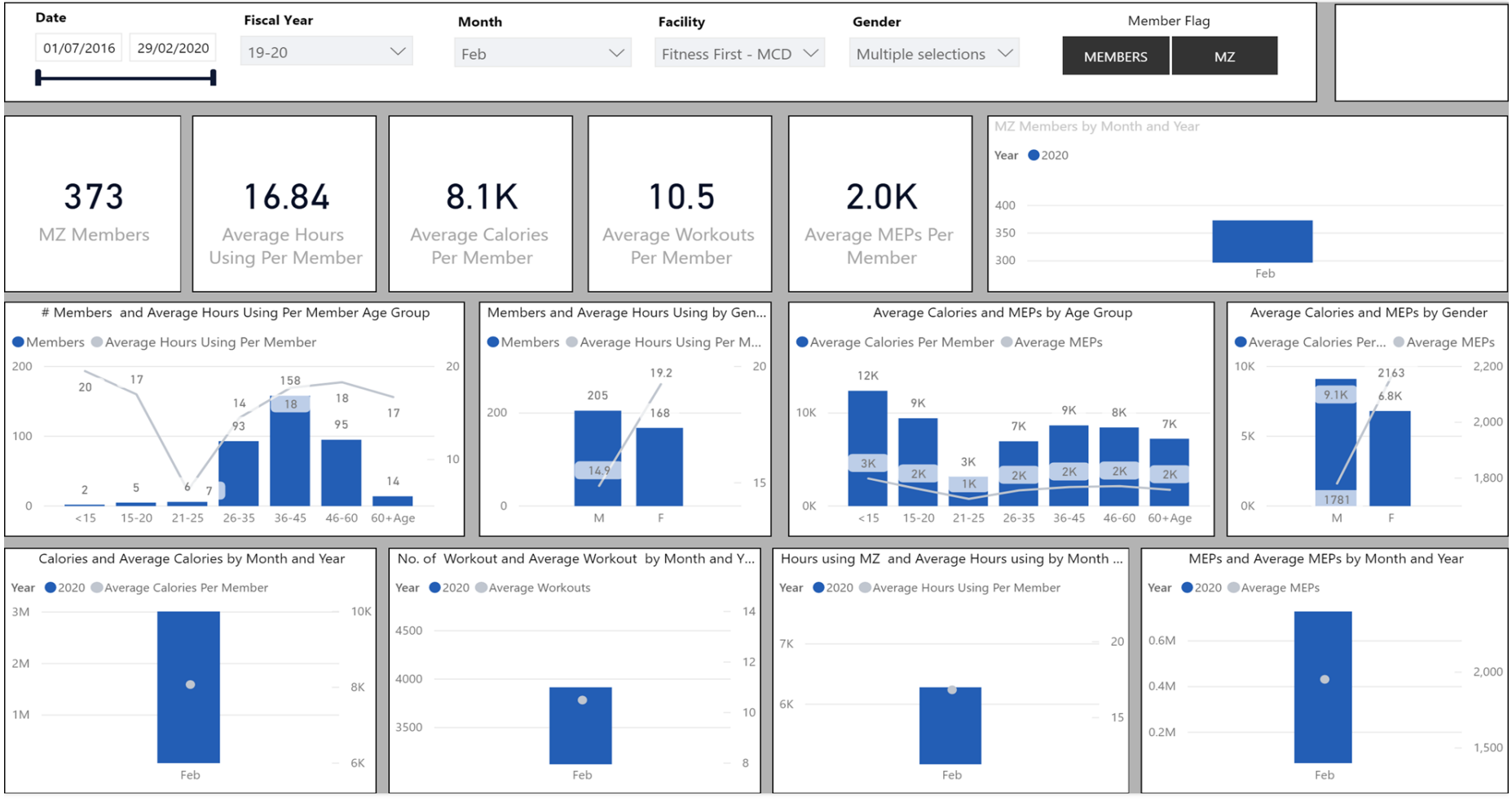


Illustration 3

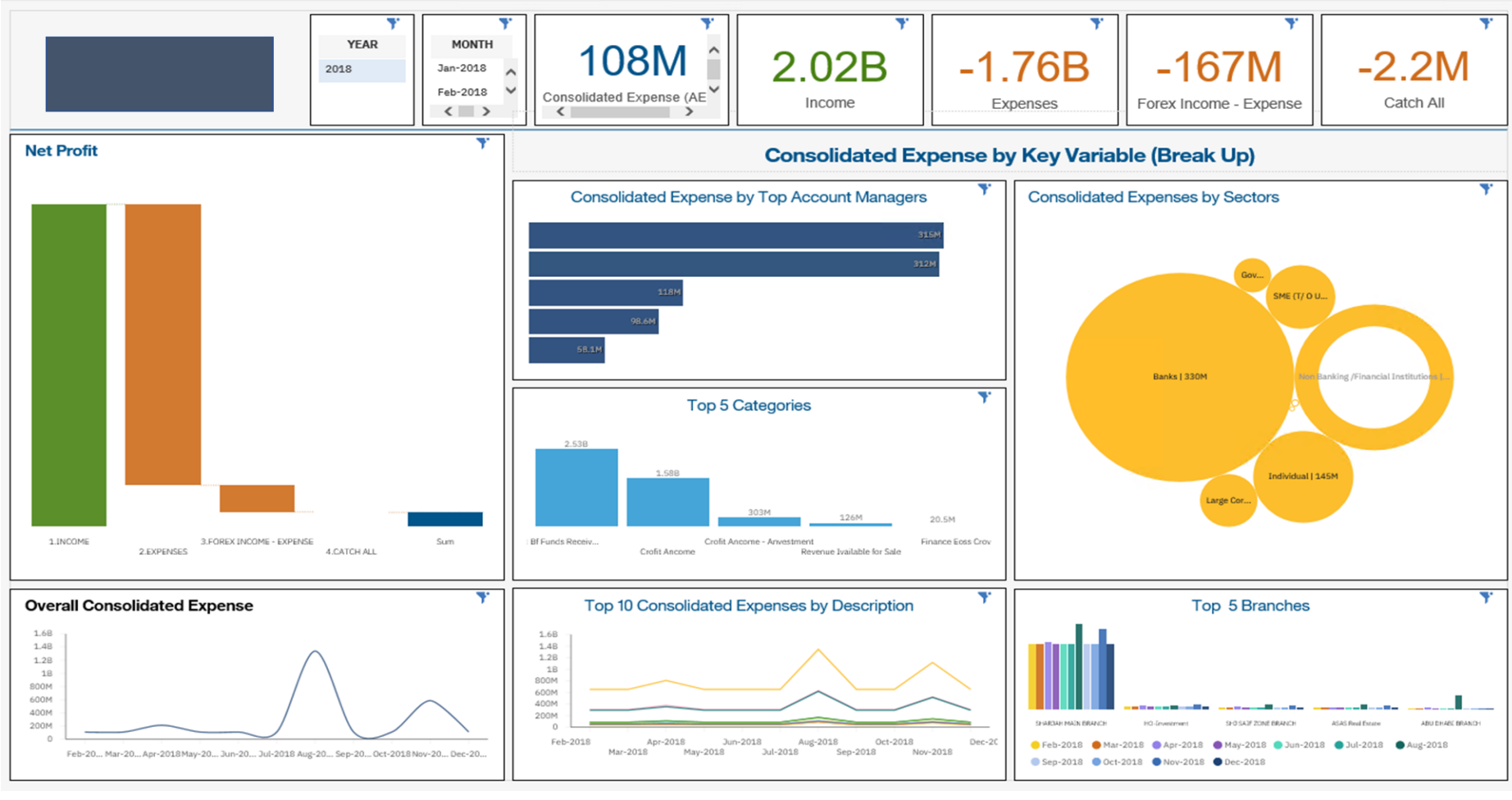


Illustration 4

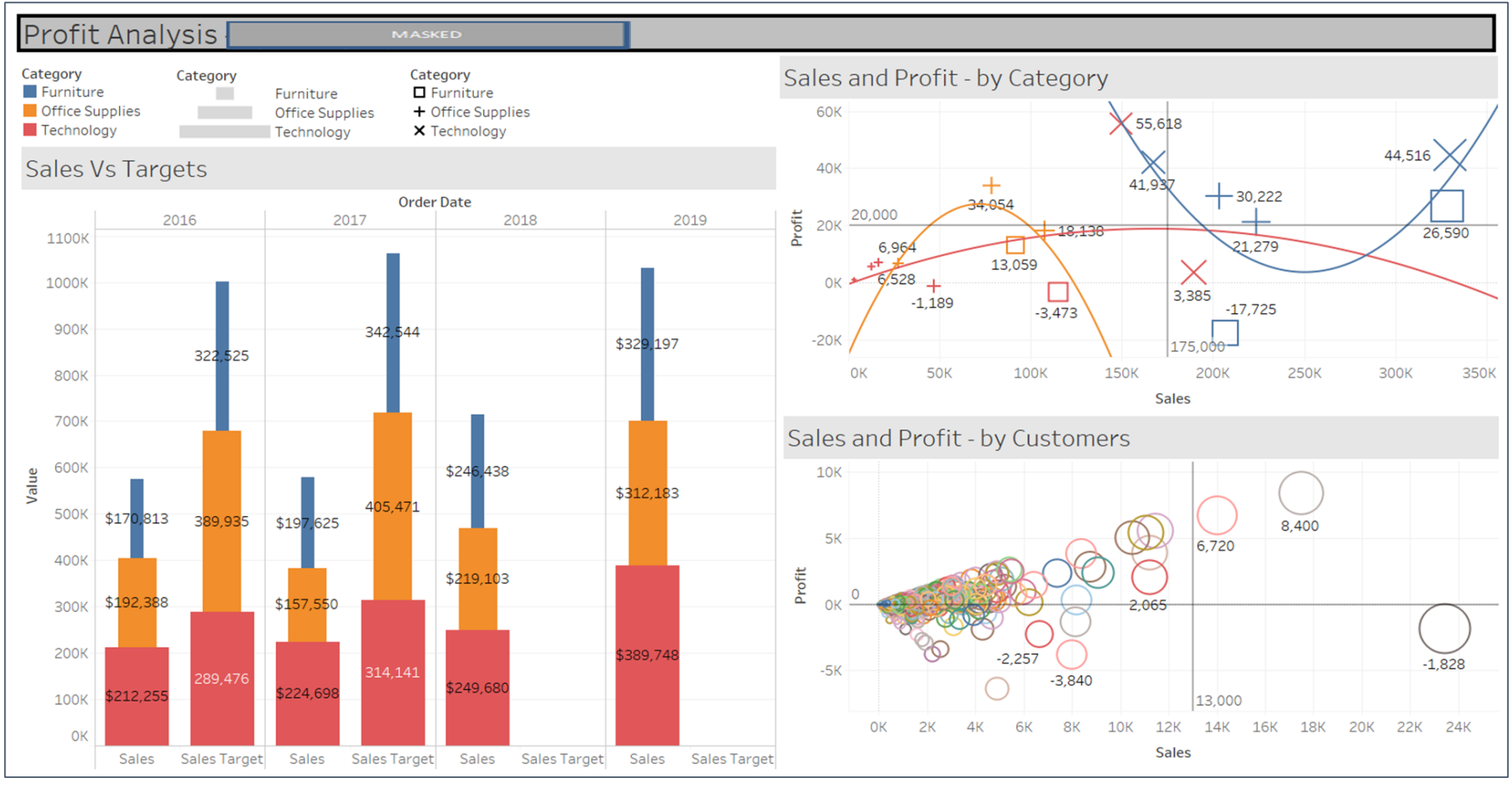
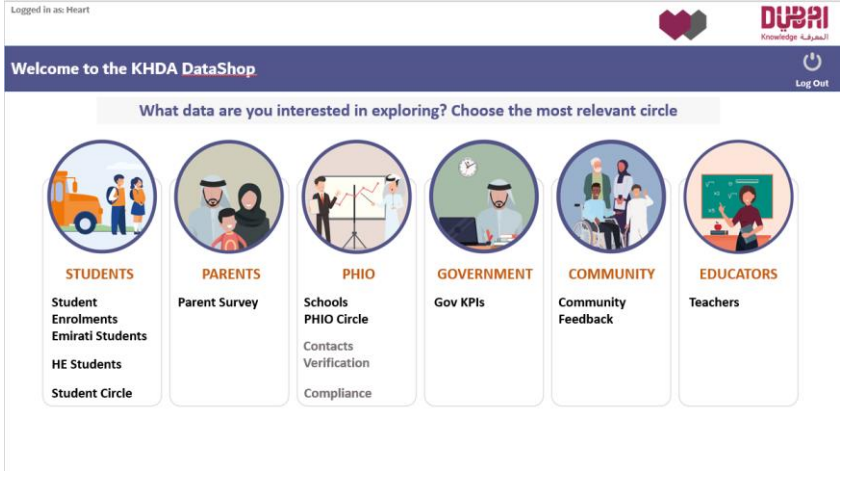


Illustration 5



One-Stop-Shop for all KHDA Hearts that provides

Phase I

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

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.

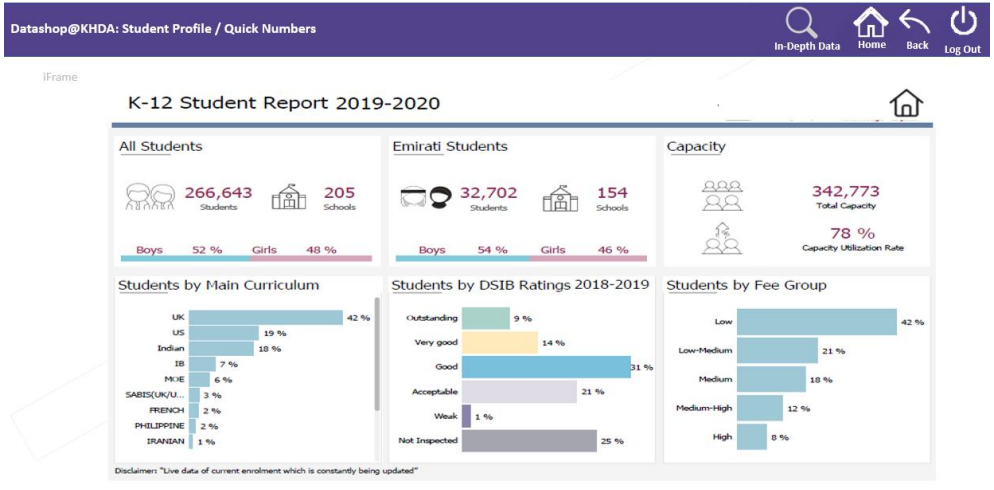
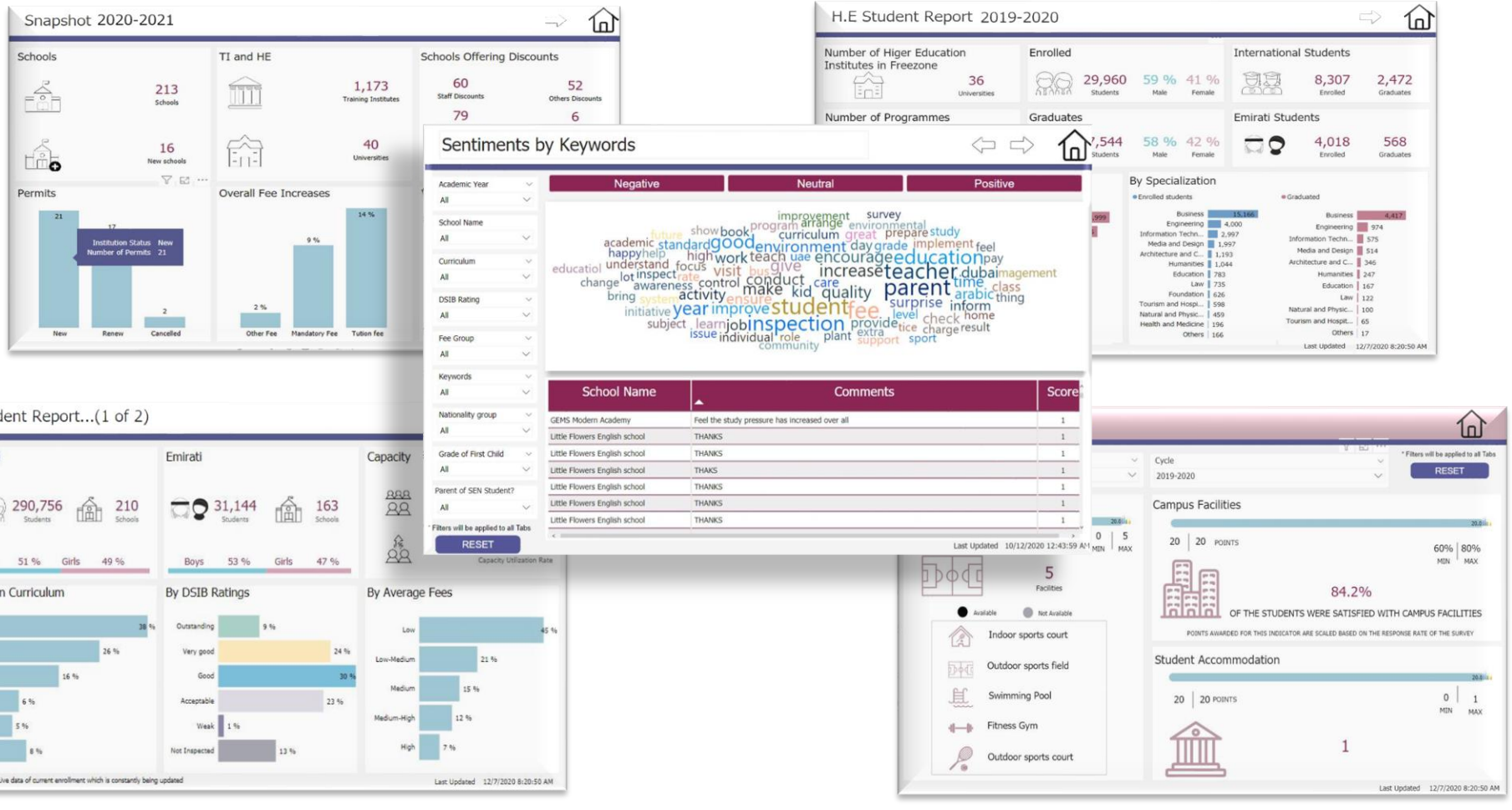


Illustration 6



Any Questions?

Thank You

SEVENSEAS© TECHNOLOGY

Rethinking IT