



SMART business

Data, AI and Data Science expertise



SMART business – your partner of the future

SMART business provides consulting services on the ERP, CRM, intellectual prediction systems, and support Microsoft cloud solutions for effective business management.

Over 10 years we help customers to digitally transform in more than 60 countries around the world with different ownership and size across many industries.

10

successful years on the IT market

600

companies among our clients

225

skilled and experienced IT professionals

60

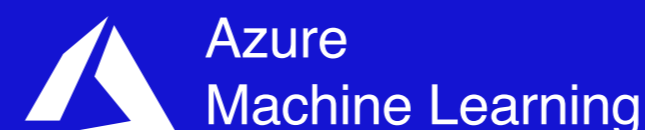
countries included in our customer portfolio

8

Microsoft Golden competencies



2018 Partner of the Year Winner
Ukraine Partner of the Year



PRESIDENT'S CLUB
for Microsoft Dynamics



SMART business customers





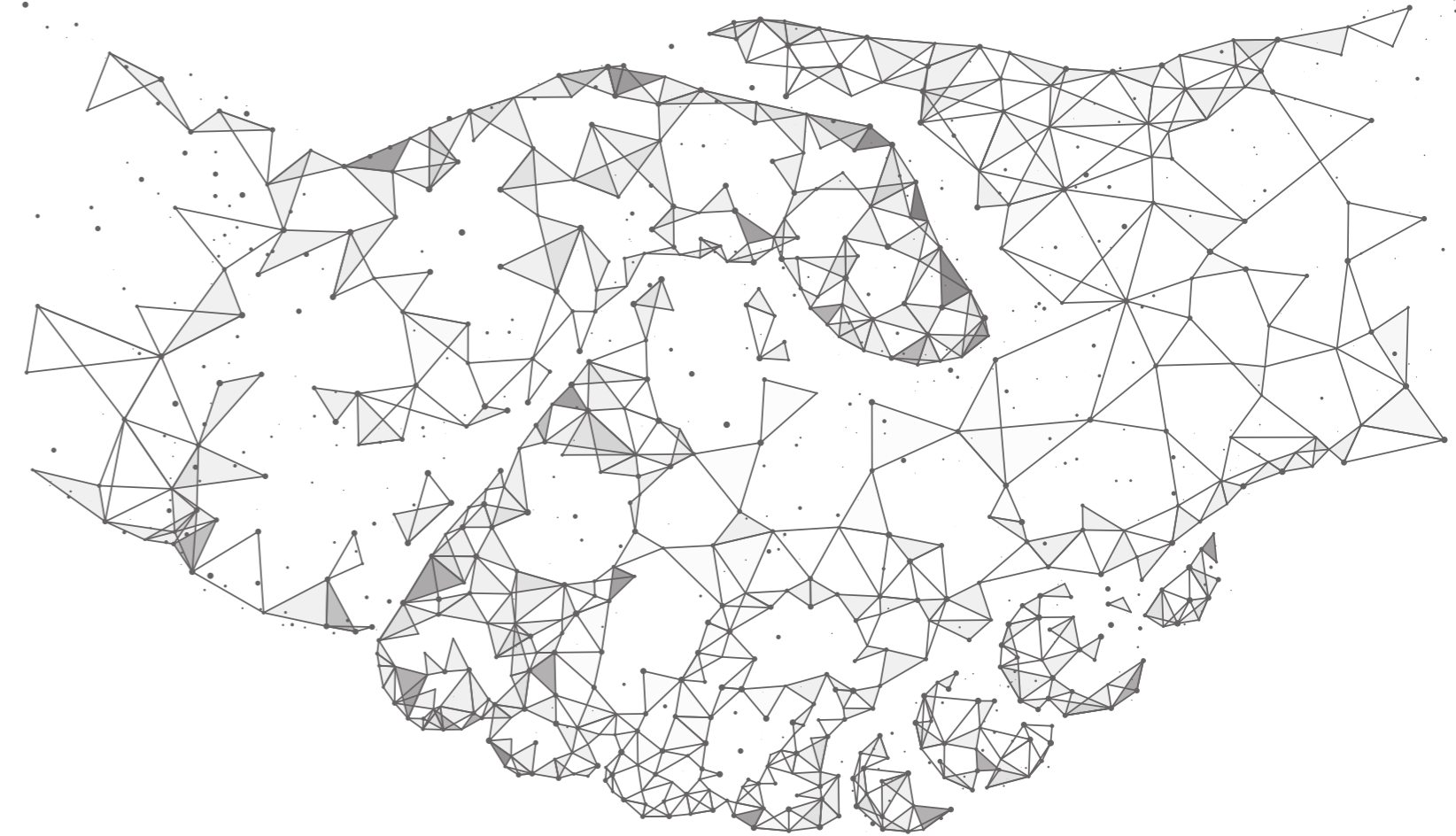
SMART BUSINESS

— MICROSOFT COUNTRY PARTNER OF THE YEAR 2018

“We are honored to recognize SMART business of Ukraine as a Microsoft Country Partner of the Year,” said Gavriella Schuster, corporate vice president, One Commercial Partner, Microsoft Corp. “SMART business has distinguished itself as a top partner, exemplifying the remarkable expertise and innovation we see in our Microsoft partner community to deliver transformative solutions.”

A handwritten signature in black ink, appearing to read "Gavriella Schuster".

Gavriella Schuster



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2018 Partner of the Year Winner
Ukraine Partner of the Year



SMART BUSINESS

MEMBER OF

 **MICROSOFT AI
INNER CIRCLE PARTNER PROGRAM**



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Microsoft
Partner



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— NEW WAYS TO TRANSFORM YOUR
BUSINESS WITH DATA

Data and AI solutions

smart-it.com/ai/



What we do?

Accelerate business processes with the agility of artificial intelligence inaccessible to any person.

We predict consumer behavior, demand and leverages of business growth.

Intelligente SMART modules to reach business goals and improve KPIs.

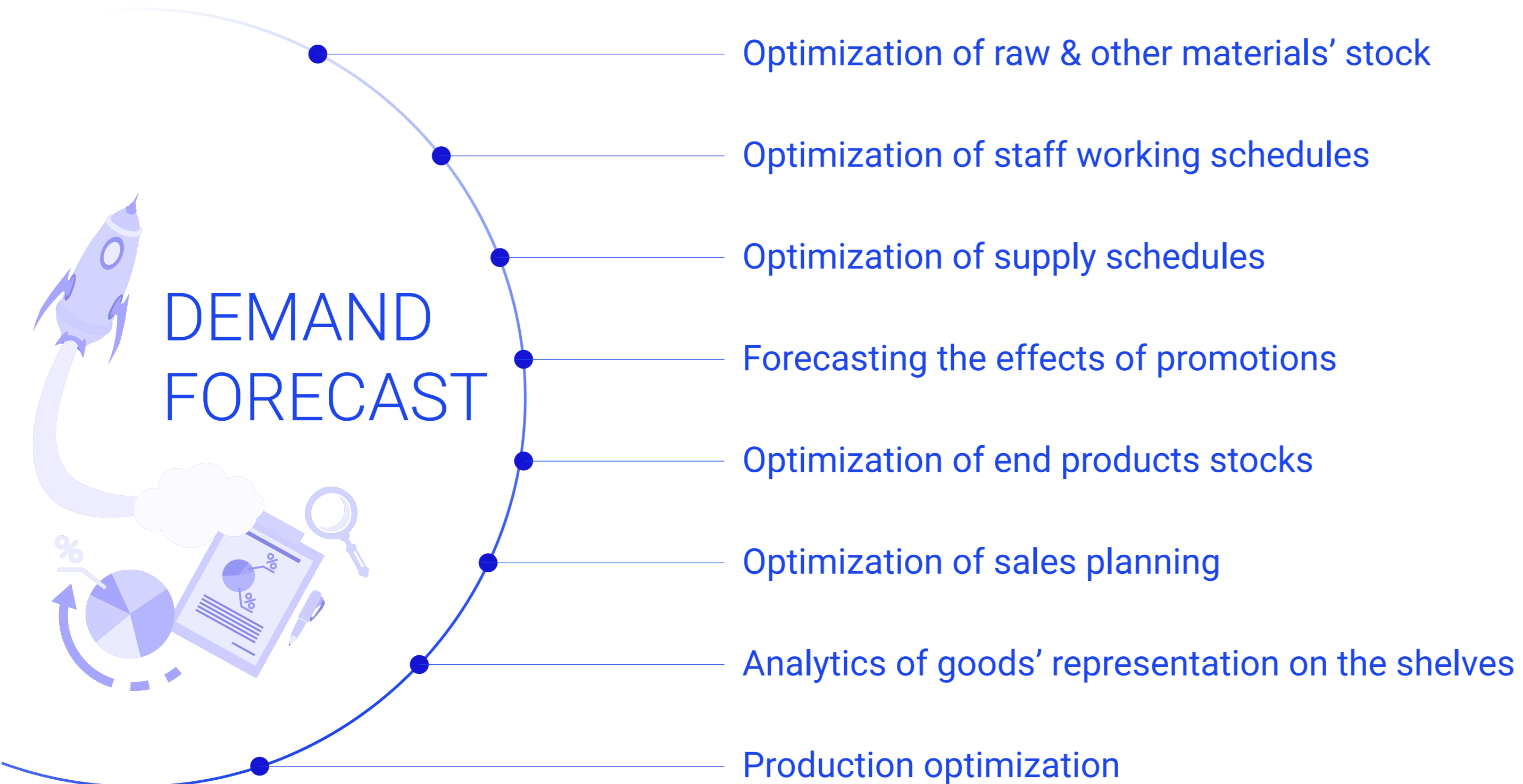


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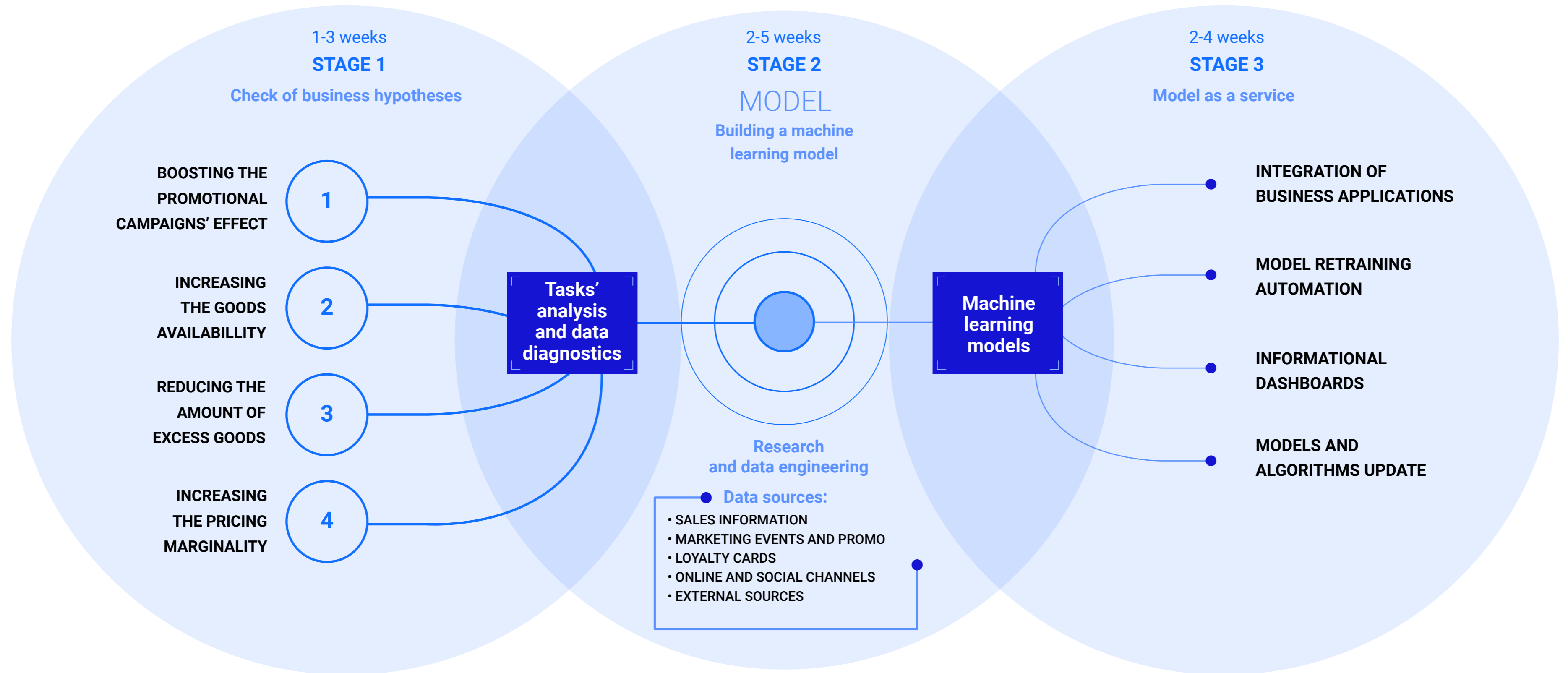
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Tasks and tools:



- Statistical analysis
- Time Series Analysis
- Regression models
- Optimization models
- Scenario analysis
- Causal analysis
- Video analytics
- Predictive client analytics
- Staff scoring

A standard project



Demand Forecast and optimization of impact parameters



PROBLEM

It is difficult to identify the exact effect of various factors on demand and to choose the best combination of parameters to influence sales.



SOLUTION

The solution is based on using the most advanced machine learning algorithms and unlimited Azure cloud computing resources to collect, process and build predictive models.



RESULT

Forecasting process automation with an accuracy of at least 85%:

Multi-criteria (by price, margin, turnover, speed, etc.) optimization of factors:

- Price elasticity
- Promo elasticity
- Advertising and Marketing Mix
- Stocks and availability
- Range and characteristics of products
- Geographical location

Case

One of the largest grocery chains in Ukraine.

- **Task**

It is necessary to increase the availability of products and maintain an optimal stock for each store, taking into account both regular and promotional sales. It was also necessary to automate the accounting of the influence of price, depth of discounts, seasonality, product novelty and the influence of competitors.

- **The project** of demand forecasting with minimal functionality was launched in 2018. According to the results of the pilot project, high accuracy, speed and scalability of the solution was shown.

- **Effect**

Based on accurate demand forecasts, it is planned to achieve:

- 5-10% reduction in stock
- 15% reduction in the number of out-of-shelf cases
- +2-3% marginality due to effective discount depth
- 2-3% reduction in the amount of write-offs



Microsoft cloud without capital investment



3 month to implement the pilot model



Promo optimization



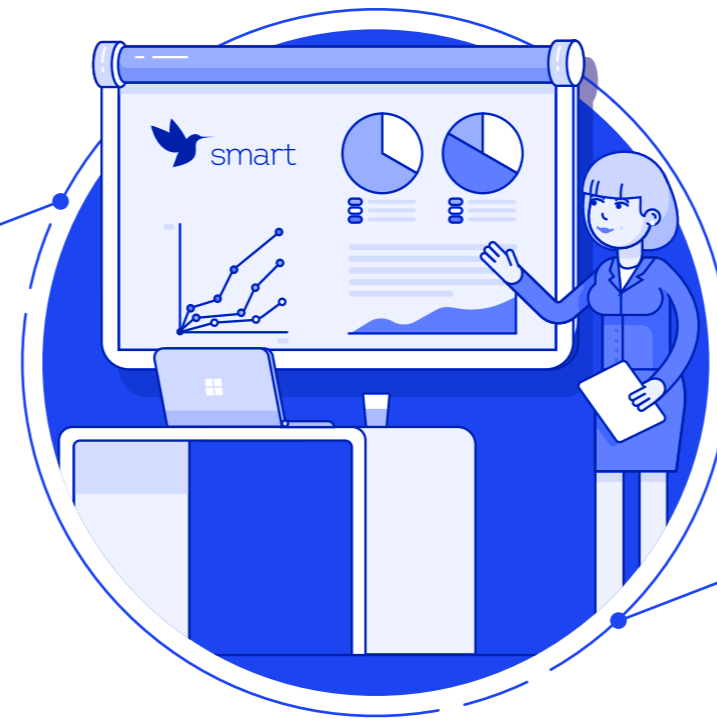
Decreasing Out of Shelf level

Predictive targeting marketing and Promo



PROBLEM

The efficiency of loyalty program without deep understanding of client behavior.
Rapid change of client behavior.
Attracting a new client is expensive.



SOLUTION

Thorough research of information on client behavior and its dynamics (CLV) with a capability on forming precise recommendations on goods, time and interaction channels.



RESULT

Higher recommendations conversion. More marginal targeted promo activities (MROI).
Decreased client outflow.

Case



Objectives::

- Retain the market share against powerful competitors
- Offer services to clients at a special price
- Increase the share of orders performed during peak hours

Tactics:

- Applying machine learning technology and Power BI based on Microsoft Azure to the set of tariffication data

Results:

- Analytics and machine learning technology have contributed to the increase of the average number of successful taxi orders by 18%
- Growth of client brand loyalty indicator
- 3000 Uklon drivers receive trip tariffs faster thus reducing the amount of waiting time by 15 hours per month
- More accurate real-time transmission of service provision quality indicators



Artificial intelligence provides a Ukrainian Internet taxi brand with a competitive advantage

Case

One of the largest producers of house and cleaning accessories has launched a pilot project on demand forecasting

Objectives:

- Demand forecasting for 4 months ahead with accuracy of at least 80%
- Optimization of marketing and promo activities, optimization of pricing, ensuring high products' availability and decreasing raw materials' planning costs

Tactics:

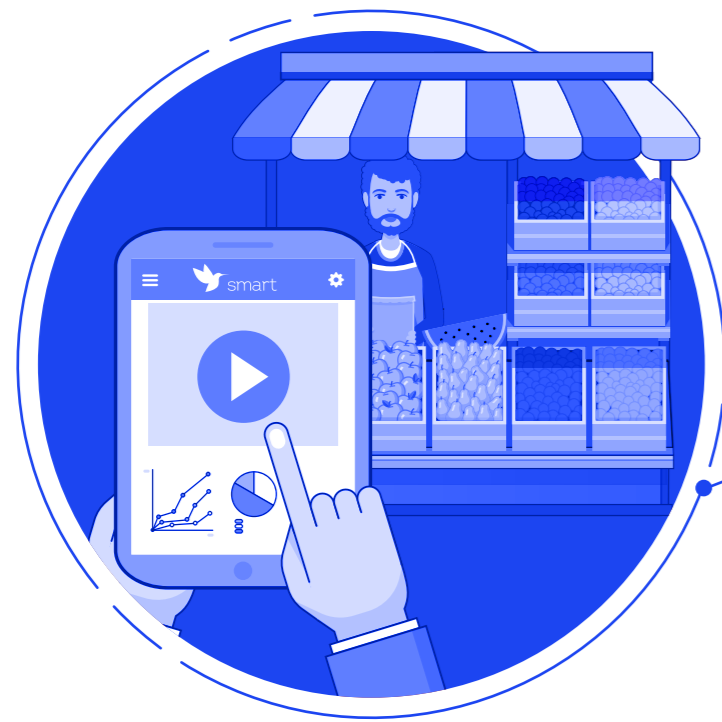
- Applying machine learning technology to the accumulated internal and external data

Results:

- Pilot project was launched in 2018
- The current forecasting accuracy indicators were improved by 5-10%
- Transition to manufacturing exploitation is being underway



Neural network for merchandising



TASK

Video control of planograms, prices and promo of own and competitors' products on shelves.



SOLUTION

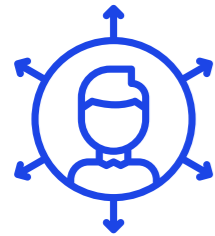
The solution is based on neural networks for training and products recognition with the accuracy of at least 95%.



RESULT

Automatic processing of photo and video of products on the shelves.
Automatic comparison of layout and availability of products, calculation of the shelf share.
Automated real-time reporting on the shelf space status.

Advantages:



Competences

We offer specialized and unique solutions in the sphere of demand forecasting and stock management, and, most importantly, implementation of such solutions.



Convenience

We are a Ukrainian company, and all our competences are concentrated here. This means you will get all the expertise on system implementation and improvement (and support in the future) in a quick and cost-effective way.



Functionality

We have the most powerful mathematical tool for market forecasting and optimization. We repeatedly won from SAS, ORACLE, SAP while integrating with ERP data.



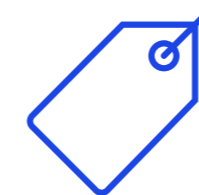
Our priorities

We specialize exactly in forecasting and stock management solutions, and successful project implementation with due allowance to the specifics is the key reputational issue for our company.



Flexibility

We are the developers of Forecasting system and are ready to follow it up with modifications in the future. We have each and every capability to make the system optimized just for you.



The price

We are a domestic producer and offer favorable prices compared to foreign competitors. Taking into account the lack of hardware requirements, the cost of owning becomes even more attractive.

WANT DATA AND ARTIFICIAL INTELLIGENCE EMPOWER YOUR BUSINESS?

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