

A diver in a white wetsuit is seen from behind, swimming through a narrow opening in a dark cave. The diver is holding a large camera rig. Sunlight streams in from the opening, creating a bright, hazy atmosphere. The cave walls are rocky and textured. The overall color palette is dominated by deep blues and greens, with a bright white light source at the top.

WNS

WNS SKENSE

SURFACING INSIGHTS **HIDDEN** WITHIN DATA

Augment decision-making with an AI and ML-powered data extraction and contextualization platform

DEEP DIVE INTO DATA. RETRIEVE MEANINGFUL BUSINESS INSIGHTS.

As organizations continue to generate mind-boggling amounts of unstructured data, managing and analyzing it must become simpler, faster and more accurate. How else can the valuable information tucked away in this data – such as text, image, audio and video data – be used to make informed decisions and gain a competitive advantage?

To discern patterns, organizations need to look beyond structured data sources such as Excel and Google Sheets. They will need to explore unstructured data sources such as assessor notes, call center logs, claim notes and social media data. Unstructured data is dependent on complex rules, techniques and advanced tools to handle, cleanse and transform it unlike structured data. This implies that enterprises need to follow specific procedures to store, integrate, and parse data, and create bespoke analytics models.

They can realize the benefits only when the right unstructured data management system is in place.



UNLOCKING THE HIDDEN VALUE IN DATA IS CRUCIAL

- Global data sphere expected to grow to **175.8 zettabytes**¹
- Total enterprise data volume of **~2.02 petabytes** by 2022²
- **80 percent** of global data will be unstructured by 2025¹

But about 68 percent of data available to enterprises is untapped². And only 14 percent of enterprises today are making data and analytics broadly accessible to employees, with ~50 percent of front-line employees having access³.

What's stopping them from leveraging their data for maximum advantage?

¹Global DataSphere 2020, IDC, 2020

²The Seagate Rethink Data Survey, IDC, 2020

³MicroStrategy's 2020 Global State of Enterprise Analytics Report

FOUR ROADBLOCKS ON THE DATA-TO-INSIGHTS-TO-ACTION JOURNEY

Enterprises often face a series of challenges that might be preventing them from ingesting the semi-structured and unstructured data, storing, cleansing, and interpreting it. They're then unable to take advantage of a value-laden store of information for analysis and decision-making.

Relevancy

- Giving importance to insignificant data in analytics models affect the reliability and accuracy of the findings

Quality

- Inconsistent quality occurs because data is difficult to verify and is not always accurate
- Poor quality data leads to inaccurate findings in the model

Data Explosion

- Data is constantly being added to the enterprise systems
- The larger the data set, the harder it is to store and analyze data in a timely, efficient manner

Systems

- Traditional databases are not the best-fit for unstructured data
- Relational databases, used widely by businesses, are suitable only for structured data

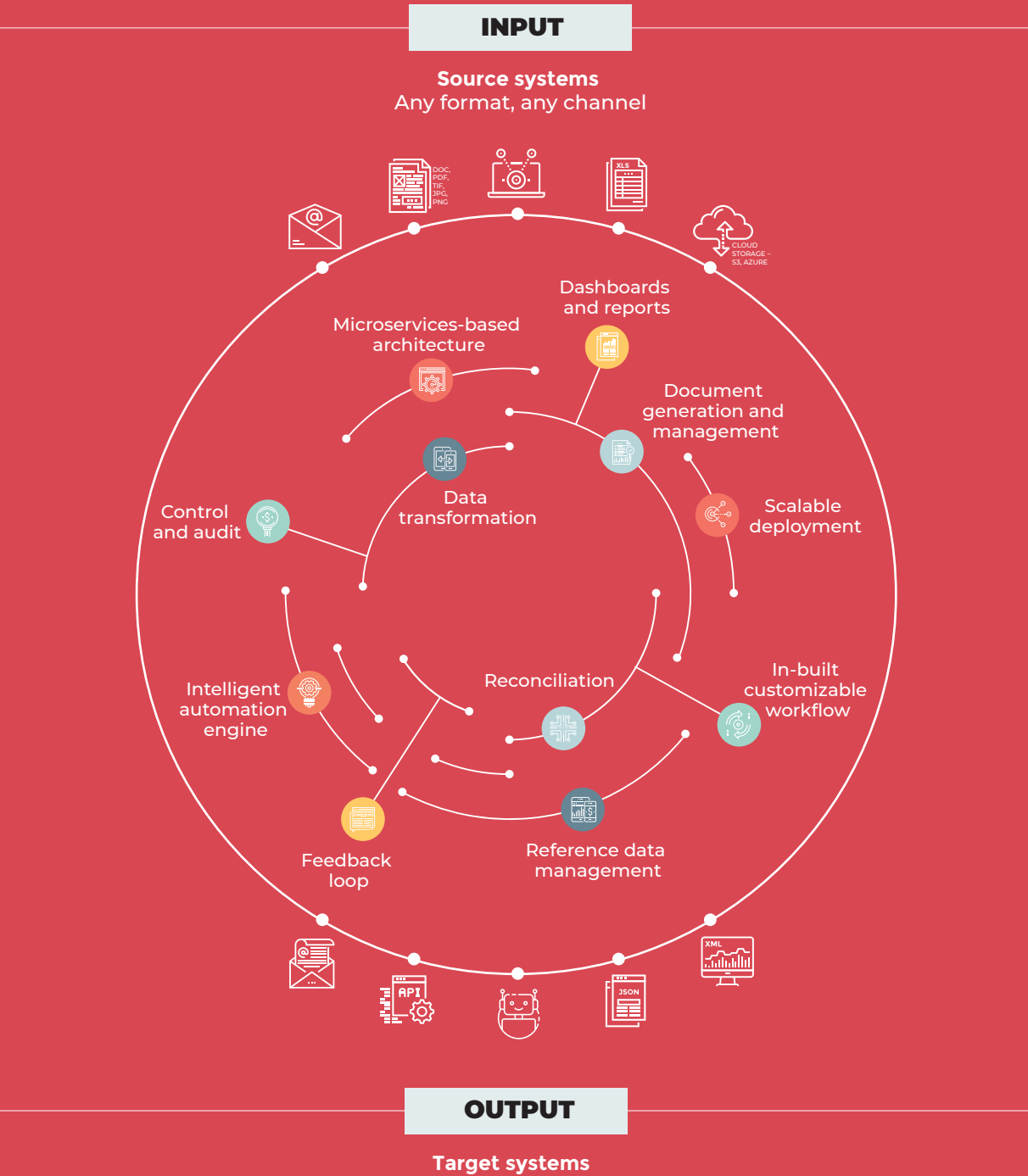
If you're facing similar challenges, how can you make sense of massive volumes of complex data to enable smart decisions?

This is where SKENSE can help.

GET ON THE PATH TO DATA-DRIVEN INTELLIGENCE WITH SKENSE

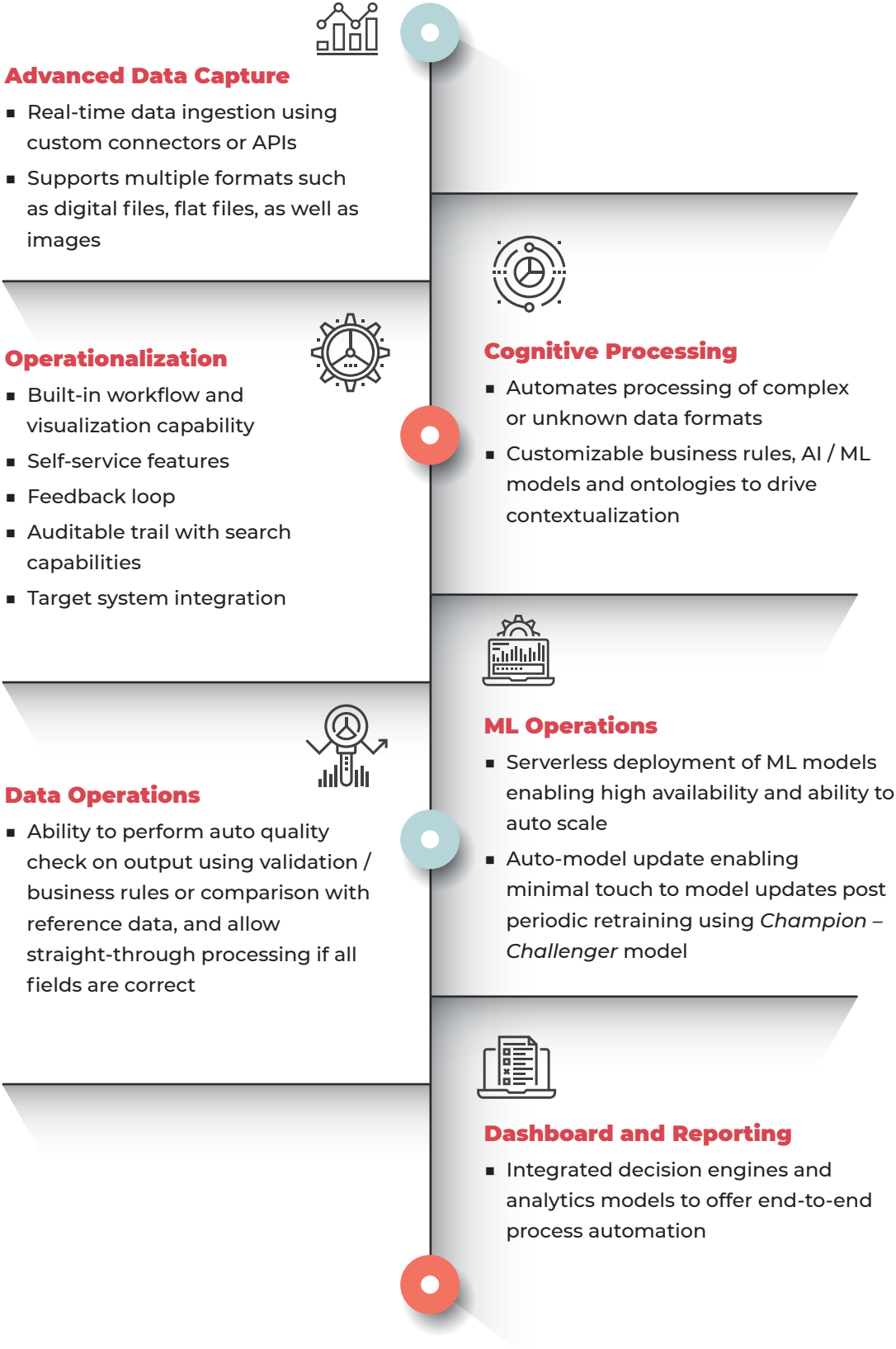
SKENSE is our sophisticated cognitive data extraction and contextualization platform underpinned by Artificial Intelligence (AI) and Machine Learning (ML). It ingests structured / unstructured business data and applies proprietary algorithms to generate contextualized information, followed by summarization to create structured and harmonized data sets.

With a data-first focus, SKENSE deploys the best of AI / ML and automation capabilities to overhaul and optimize processes.



SKENSE is flexible, scalable and easy to use. It allows for multiple input formats and robust self-learning capabilities by using an agile approach to solution design and build.

Our offering helps elevate your data strategy through:



WHY CHOOSE SKENSE?

SKENSE does more than simply analyze your data. It helps you interpret it in more meaningful ways to extract real intelligence.

Here's how SKENSE can help realize your business transformation goals leveraging data, a strategic asset.



Improves ROI on enterprise investments in big data / data lake / cloud infrastructure and services



Improves ROI on investments in data science capabilities and tooling



Improves organizational risk emerging from person / system-dependent, siloed intellectual property



Enables application of business rules on harmonized output format for subsequent processing



Manages service-level agreements (SLAs) much better with its ability to detect key and common data issues



Prepares business functions for large-scale algorithmic process-control experiments and deployments



Reduces cost of operations by 40-60 percent in steady state

PUTTING SKENSE TO WORK ACROSS DOMAINS

SKENSE delivers multi-fold benefits across a number of business functions and industries – converting data to knowledge to enable faster, better responses to your company and customer needs.

Finance and Accounting

- Extracting supplier names, invoice number, item description, rates, and quantity from invoices, credit notes, etc., and facilitating account payable processing

Banking and Financial Services

- Extracting unstructured financial information from credit reports, accounting statements, SEC reports, etc., to create structured data for behavioral, acquisition and collections modeling

Shipping and Logistics

- Extracting information from Bill of Lading (BoL) documents for freights, AWBs, etc., and automating BoL processing
- Capturing SLA terms from contract documents and incorporating terms and conditions in invoice generation

Customer Experience Services

- Extracting complaint data from customer emails, voice calls (after converting speech data to text) and evaluating customer issues, and updating customer complaint status

Healthcare

- Capturing information from patient records, medical reports and past medical history to document key findings

Procurement

- Reading digitally across purchase orders, RFI / RFPs, and ERP / SCM databases and helping category managers with procurement decisions by generating consolidated reports based on past decisions and external market research

Insurance

- Reducing touch time for capturing relevant information by automating data capture and contextualization from submitted documents of insured people

SCRIPTING SUCCESS STORIES WITH SKENSE



Client: A leading UK-based insurance broker and underwriter

Objective: Automate and streamline insurer statements' reconciliation

Outcome: SKENSE helped deliver:

- ~70-90 percent improvement in productivity
- ~60-80 percent reduction in insurer reconciliation time

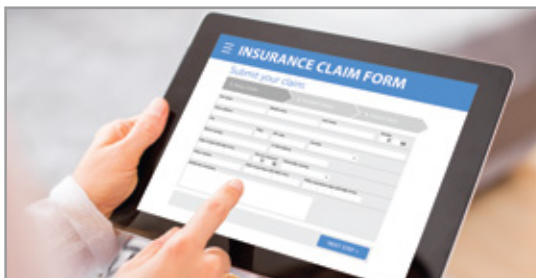


Client: An FMCG global major and a F50 company

Objective: Transform master data management for Quality Assurance and product supply from standard BPM-based model to AI-enabled automated data discovery and management

Outcome: SKENSE helped deliver:

- Total estimated lifecycle savings of ~50 Million in operating costs after global roll-out and stabilization



Client: A leading provider of casualty claims solutions

Objective: Scale up its professional review process by implementing an AI-enabled medical record analysis solution

Outcome: SKENSE helped deliver:

- 40-50 percent productivity in medical records analysis
- 10-20 percent improvement in claims payment accuracy
- 15-20 percent reduction in claims cycle time



Client: A global shipping and logistics company

Objective: Automate classification of ship documents and extract relevant information

Outcome: SKENSE helped deliver:

- Cost savings of ~USD 9 Million over five years, with a 16X increase in ROI (yearly volume of 270 Million documents)



**BE THE NEXT
SUCCESS STORY.
PARTNER WITH WNS.**

Learn more about **The WNS Advantage.**

About WNS

We are a leading Business Process Management (BPM) company that delivers an entire spectrum of BPM solutions including industry-specific offerings, customer experience services, finance and accounting, human resources, procurement, and research and analytics to re-imagine the digital future of businesses. We combine deep industry knowledge with technology, analytics and process expertise to co-create innovative, digitally led transformational solutions with over 380 clients across various industries. Our ~43,000 professionals are spread across 58 delivery centers worldwide, including facilities in China, Costa Rica, India, the Philippines, Poland, Romania, South Africa, Spain, Sri Lanka, Turkey, the United Kingdom, and the United States.

To know more, write to us at marketing@wns.com or visit us at www.wns.com

CO-CREATE TO
OUTPERFORM
WITH WNS™

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