

## DELIVER BUSINESS VALUE THROUGH DATA-DRIVEN DECISIONS



**80+**

Fortune 1000 Clients  
Across Industries



**80%**

Repeat Business  
From Existing Clients

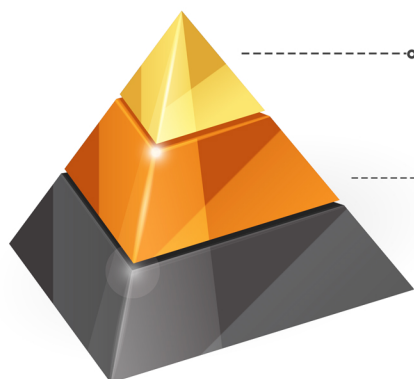


**2000+**

Data Scientists,  
Business Consultants  
and Data Engineers

Offices in the US, India, Singapore, the UK, Canada and Australia.

### SERVICES PORTFOLIO



AI, Advanced Analytics,  
Data Science

Business Insights  
and Analytics

Data/AI/ML  
Engineering

### ANALYTICS ACCELERATORS



**TIGER  
BOOST**



Cognitive  
Insights  
Dashboard



Customer  
Science  
Suite



Comprehensive  
Model Management



Marketing Mix  
Optimization



**TIGER  
ML**



Code  
Templates



Data  
Enrichment



Modeling  
Workbench



Unstructured  
Data Processor

Increase time to market by upto 75% by using our Accelerators

### Select Clients



## Business Value Delivered



### NLP/Sentiment Analytics

Built an intelligent virtual assistant which can answer 80% of user queries with an accuracy of 82% and is used for 1.5 Million users for a Financial Services company managing \$7T+ AUM



### MMX & Attribution Model

Developed Marketing mix model to strategize spend alignment of marketing activities across 9 segments and 70+ marketing touchpoints for a financial service company



### Model Development & Management

Worked in an advisory capacity to implement model monitoring guidelines to ensure that models are performing as per stated standard for a global Bank



### Next Best Product Recommendation

Built a predictive analytic framework to identify next best product for customers to deliver huge incremental revenue impact through up-sell and cross sell opportunities for a global Bank



### Customer Analytics and DNA

Created a 360-degree view of customers to provide actionable insights for activities like- fee waiver, expedite card etc. for a large regional bank



### Text Analytics

Developed Text Analytics Framework from customer chat and call transcript to identify key topics, issues and needs for a better customer experience for a large Financial Services company



### Data Enrichment

Created Web-crawling capability to gather data from multiple data sources and developed a B2B data capability platform with AI search capability for an investment firm



### Campaign Analytics

Reduced the cost of new customer acquisition by around 50% by developing a solution to measure the effectiveness of digital campaigns and corresponding cost for a Global Credit Card Company



### Risk and Fraud analysis

Created AML Scoring Model to accurately flag suspicious transactions which helped auditors reduce investigative effort by up to 30% for a global Bank

## Recognition



APAC Partner of the  
Year 2022



Among Deloitte's Fastest  
Growing Technology  
Companies in India in 2020



ECONOMICTIMES.COM

Among India's Growth  
Champions 2022



Among High Growth  
Companies APAC 2022

## GENERATE 10X ROI THROUGH ARTIFICIAL INTELLIGENCE AND ADVANCED ANALYTICS



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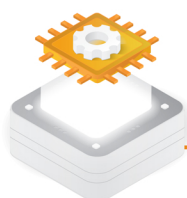
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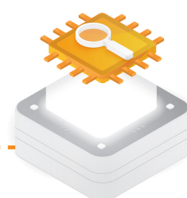
### DATA/ML ENGINEERING

- BIG DATA ARCHITECTURE
- DATA LAKES
- DATA PIPELINE
- APIFICATION
- OPERATIONALIZATION
- SCALING AI/ML SOLUTIONS
- MONITORING & RECALIBRATION



### AI & DATA SCIENCE

- MACHINE LEARNING
- PREDICTIVE ANALYTICS
- STATISTICAL MODELLING
- DEEP LEARNING
- OPTIMIZATION
- TEXT, AUDIO, VIDEO, IOT, SENSORS
- DIGITAL ROBOTS
- KNOWLEDGE GRAPHS
- INTELLIGENT AUTOMATION



### BUSINESS INSIGHTS

- INDUSTRY EXPERTISE
- DATA STORYTELLING
- VISUAL ANALYTICS
- DESCRIPTIVE ANALYTICS
- BUSINESS INSIGHTS
- ANALYTICS ADOPTION
- VALUE REALIZATION

### SELECT CLIENTS





## Business Value Delivered



### Marketing Analytics

Identified key performance levers to optimize the effectiveness of digital campaigns improving campaign performance by 30%



### Sales Analytics

Helped prioritize \$20 Billion worth of opportunities in the client's sales pipeline every quarter



### Customer Analytics

Identified 'wallet share growth' as key to increasing client revenue; doubling the expected revenue to \$38MM in a year



### Product Analytics

Leveraged existing product telemetry data to understand product engagement trends among paid and trial subscribers across ~360MM devices/day



### Data Engineering

Built a highly scalable robust application to process and store incoming click events turning 15 TB of events/day into actionable insights



### Forecasting & Automation

Built an automated system for generating quarterly price forecasts for 10,400 equipment parts leading to cost savings opportunities of \$234 MM annually

## Engagement Models

### AI/Analytics Center of Excellence

Capacity Augmentation through a wide variety of analytics roles – DS, DE, BA, BI Specialists, QA

### Use Case Based Delivery

Time and outcome bound engagements to develop specific solutions –from problem definition to deployment

### Analytics Roadmap Development

Business case and planning for enterprise transformation leveraging AI & Analytics

## Partners



## Recognition



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# DELIVERING BUSINESS VALUE THROUGH DATA



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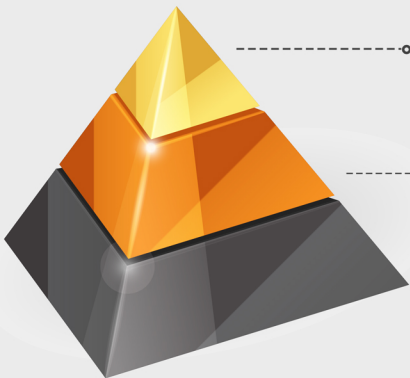


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**TIGER  
BOOST**

Roadmap  
Accelerators



**TIGERWAY**



Video  
Capture



**TIGER ML**

Visualisation  
Architecture



**AutoML**



Data  
Enrichment

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## CATEGORIES WE SERVE



Fashion  
Industry



Groceries



Consumer  
Electronics



Home  
Furnishing



Quick  
Service  
Restaurants



Marketing  
Merchandise



Pricing



Real  
Estate



Supply  
Chain



Omnichannel

## FUNCTIONS WE SERVE

## KEY SOLUTION AREAS AND DIFFERENTIATORS

### Hyper-Personalization

Content and offer personalization

Ensure scalable customization

End to end program support

### Internalizing Media Measurement

Complete control over media measurement

Optimize spend allocation

'Always on' insights ensure 50-60 % cost reduction

### Pricing strategies

Enhance models

Faster insight discovery

Architecture  
Templatization

### Future Proof Real Estate analytics

Combine advantages of store/ consumer centric models

Establish standardized framework

Leverages emerging data sources

### Adaptive Inventory & Supply chain Analytics

Complement existing planning systems

Context relevant engagement models

Avoid expensive system upgrades

### Omni-Channel Analytics

Omni channel ready data foundation

Adapt futuristic planning models

Agile delivery

Dynamic markdown engine realizing incremental gross realized price of **\$90 MM/year** for apparel retailer

Recommendation engine driven personalization resulted **20% rise** in engagement rates for a Specialty retailer

Forecasting at scale to drive **\$70 MM** in labor savings and **\$10 MM** in daily inventory costs for QSR

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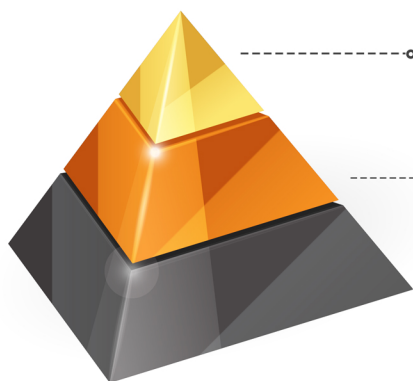


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Underwriting  
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Underwriting  
Data Prefill



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**MetLife**

**NEW  
YORK  
LIFE**

**Prudential**

**EQUITABLE**

**Lincoln  
Financial Group**

**PACIFIC LIFE**

**THE  
HARTFORD**

**Nationwide**

**Liberty  
Mutual  
INSURANCE**

**Allstate**

**StateFarm**

**HCSC**  
Health Care Service Corporation





## We Serve 20+ **FORTUNE 500** Insurance Clients

- **Property & Casualty:** 5 out of Top 10 largest Insurers in the US
- **Life Insurance & Annuities:** 6 out of Top 10 largest Insurers in the US
- **Health Payer:** 2 out of Top 5 largest Payers in the US

## Business Value Delivered

Advanced Analytics and AI solutions built for Leading Fortune 500 companies



### Mortality Risk Prediction

Built an industry-leading solution using 25 years of policy data, external indicators of health risk and improved survival analysis for a Fortune 100 Life Insurer



### Customer Analytics

Identified USD 1 billion opportunities in AUM that can be secured through data-driven retention strategies for a Fortune 500 Life & Retirement Insurance Provider



### Accelerated Underwriting

Designed and built an STP framework using fluid-less, examination-less and non-APS evidence data for a Fortune 500 Life Insurer



### Underwriting Data Prefill

Delivered a highly customized and efficient solution with 85%+ application fill rate and 90%+ accuracy for a Small Business Insurer



### Image Analytics

Developed a highly scalable solution for client's image analytics platform that identifies risks to property (forest fires) leading to faster and accurate policy processing a Fortune 500 P&C Insurer



### Model Management

Built a Comprehensive Model Management Framework that enables real-time model and data monitoring for a Fortune 500 P&C Insurance Giant with 150+ models



### Care Management

Reduced expected payments by 25% through early intervention models leveraging our custom-built Risk event (ER visit/hospitalization/high-cost claims) prediction solution for a key US Health Insurer



### IT & Contact Center Analytics

Built an Alerts Prediction and Prioritization framework to prevent the likelihood of Major incidents and a Predictive Engine to identify Repeat Callers for a Major US Health Insurance Provider



### Claims Management

Built a Predictive Framework to identify members likely to have shoppable claims and steered them towards cost-effective providers for a Health Insurance Giant

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