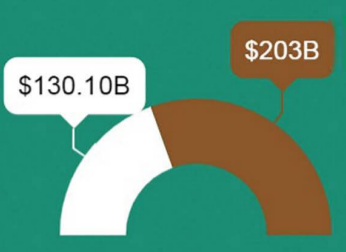


# Data Science Approach for Business Objective

IDC – worldwide revenues for Big Data & Business Analytics will grow as below

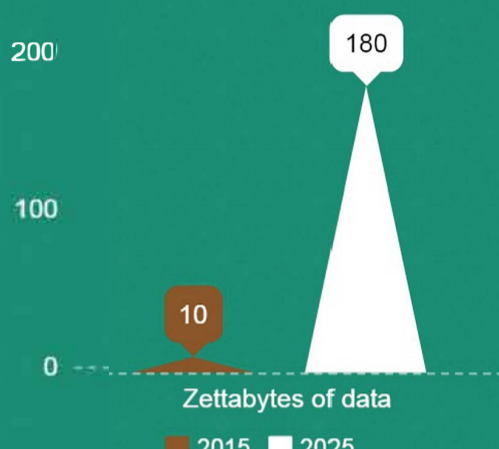
DATA SCIENCE PLATFORMS HELP COMPANIES TURN DATA INTO BUSINESS VALUE

“Data monetization” will become a major source of revenues as per IDC



CGAR OF 11.7%

FORRESTER



## Trends in the Space of Data Science

Movement to the cloud based offerings

More unstructured and IoT data

Use of more dark data

Move towards Artificial Intelligence

Business Model disruption

IoT Analytics

Self Service Analytics

Rise of Algorithm Economy

## Future Of Analytics

Accelerated Digital transformation

AI & Cognitive capabilities across Industries

ML, Deep Reinforcement Learning & generative models usage

Outcome Leaders Expect from the Technology



Drive Business Innovation



Better Customer Engagement



Increase Operational Efficiency

Cognitive Customer Analytics

Next Gen Enterprise Analytics

Natural Language Understanding

Image Processing & Video Analytics

Augmented & Virtual Reality

## Our Proprietary Maturity Model

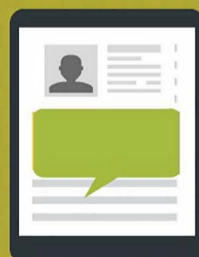
### Our Key Differentiators

Joint IP Development



Outcome based engagement models

Platform centric approach



Time to market 3mns, not 12mns

Business Impact Delivered

20%

Increase in monetization - using Digital Content Broker Solution

4B+

Seamless transactions using API & Platform-as-a-service

5%

Increase in cross sell using Big Data Analytics

20%

Improved productivity of field workforce using workforce automation & field mobility

\$5M

Savings using Fraud Analytics solution