

Artificial Intelligence Artificial No More

Forrester Predicts
Investment In Artificial
Intelligence Will Grow

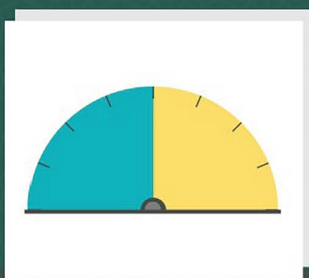
300%
IN 2017



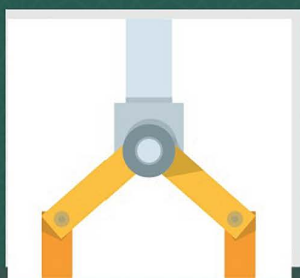
Businesses that use AI, Big Data and IoT to uncover new business insights

"will steal \$1.2 trillion per annum from their less informed peers by 2020." – Forrester

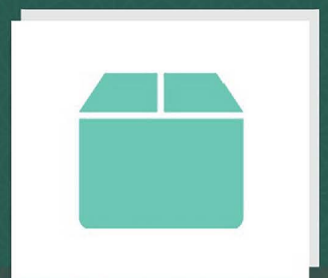
What are the Industry Expectations from AI



Enhanced Customer Experience



Improved Business Efficiency & Automation



New Business Models, Products & Services

AI Deployment Model for Successful AI Customer Journey

Recognition

Face/Image/Voice Recognition



Search & Content Analytics



IoT & Sensor Data



Anomaly Detection



Learning

Deep/Machine Learning



Context Aware Processing



Personalization



Decision Management

Digital Assistants



Recommendation



Streaming Analytics



Robotic Process Automation



AI Platforms, Solutions & Accelerators



mCaaS
Content Creation,
Content Insights, Content
Monetization & beyond



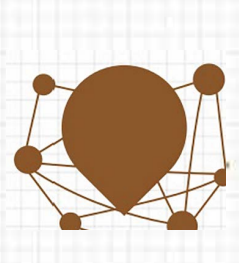
DASP
Digital Assisted
Sales/Service Platform
with Emotion Detection



DC/EoB
Digital Customer/
Employee Onboarding



PRIMER
Cognitive Pricing
and Merchandising
Solution



MIDAS
M2M and IoT
Data Analytics
Solution



Direct Sales
up by

40%



20%

Aided Sell
Monetization of
Core Content



\$2M

Per annum Cost
savings for Global
Home Improvement
Retailer



10%

More cross-sell up-
sell opportunities



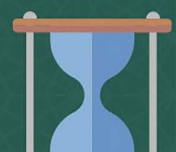
40%

Reduction in
Resolution
Time



\$2M

Upsell for Global
Top 10 Home
improvement
retailer



60%

Reduction in
Summarization
Time



37%

Increase in end
Customer
Satisfaction