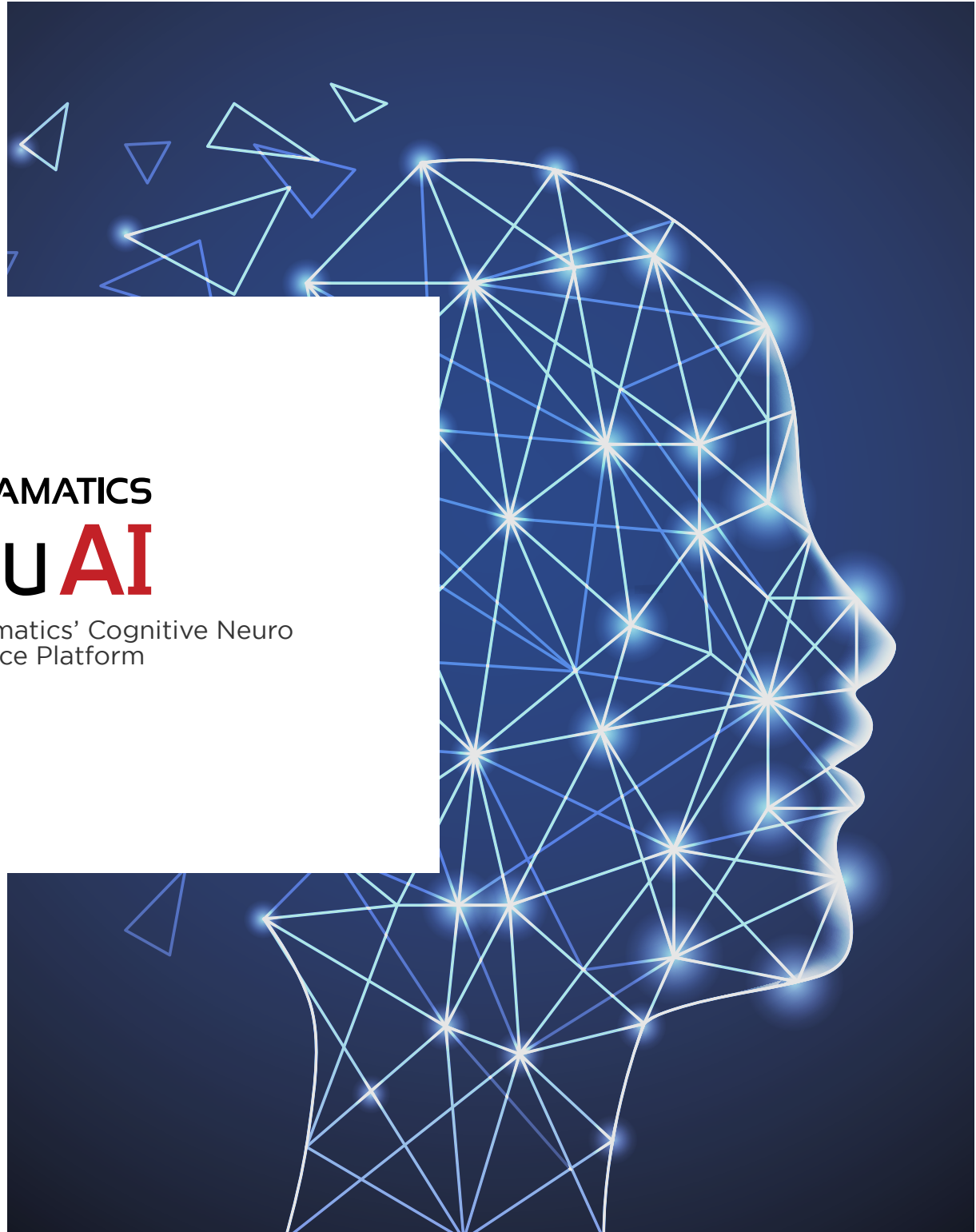# DATAMATICS
Tru AI

Datamatics' Cognitive Neuro
Science Platform

- Identify potential threats and opportunities with Artificial Intelligence (AI) & Cognitive Sciences (CS) Platform

- Work with self-evolving algorithms for adapting to new data

- Perform real-time analysis of structured, semi-structured, and unstructured data

INTRODUCTION

Over the globe, **~90%** of data is in **unstructured format**. With an **exponential increase** in this data, enterprises find it challenging to harness it for intelligent use. Here technology can be leveraged to provide **sustainable business solutions** and go beyond. This data, which serves as the holy grail, helps enterprises and business institutions in **identifying potential threats** and **opportunities**, even while in the making, amidst **multi-variate environments**. These range from identifying probable **non-performing assets (NPAs), financial frauds, money laundering** to establishing **one-to-one relationship** with the customer by pre-assessing their mindset and requirements.

Datamatics' TruAI™ is a comprehensive **Artificial Intelligence and Cognitive Sciences platform** that enterprises use for **Pattern Detection, Text** and **Data Mining**. It helps enterprises extract intelligence from **high volumes** of **structured, unstructured**, and **multi-structured data** from **diverse sources**. For example: spreadsheets, documents, PDFs, images, video files, audio files, and other data types. TruAI™ aggregates data and correlates seemingly unrelated data points to provide a bigger picture. It provides high performance computing that analyzes on **auto-pilot** or in **operator-assisted mode**. It uses multiple **data sources, data lakes**, and **databases** to perform **contextual analysis** and **sequence building**. Some important uses are intelligence mining, email analytics, document classification, categorization & routing.

VALUE PROPOSITION

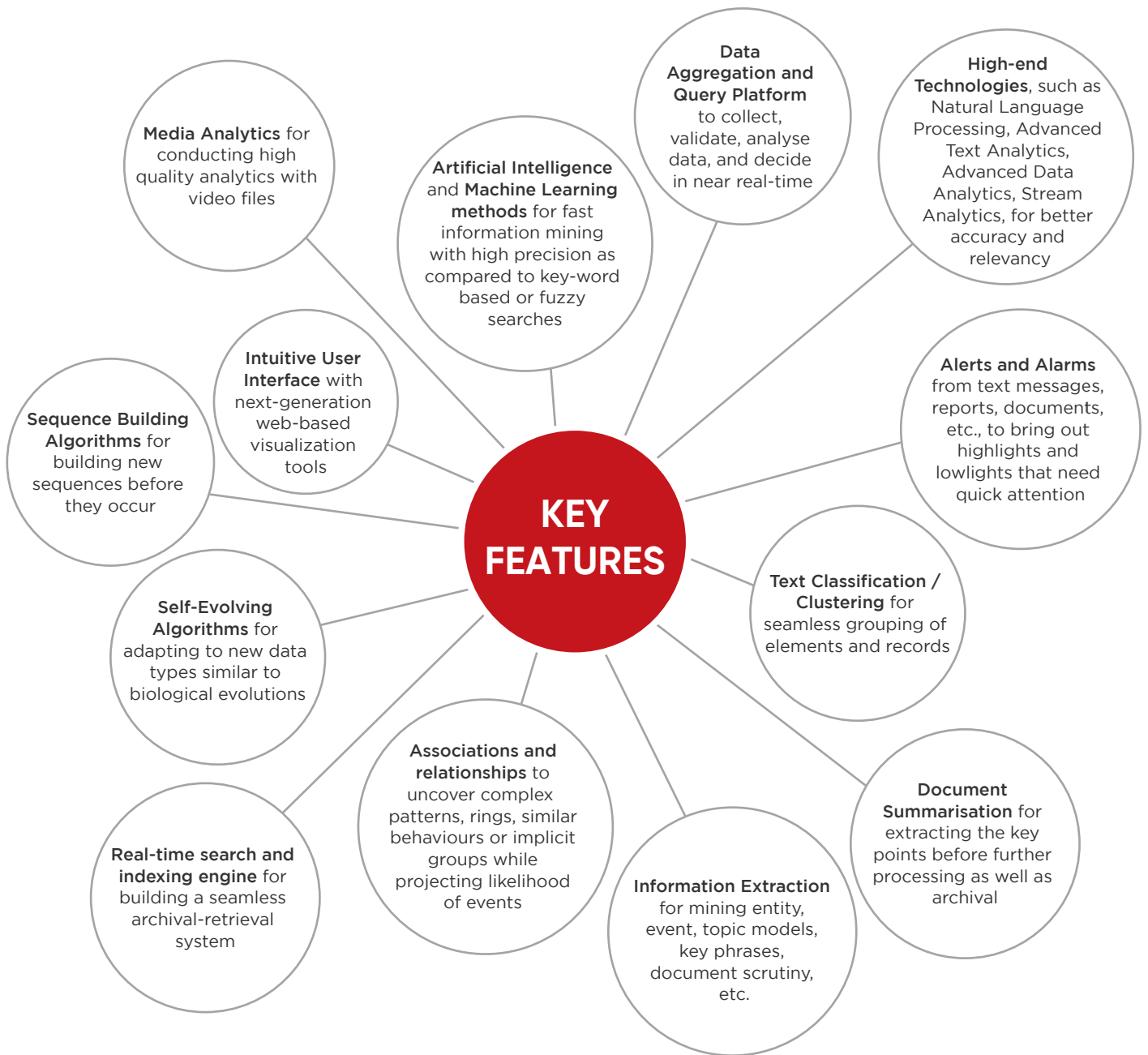|		
Reduce dependency on man power by 20 - 30%	Reduce operational expenditure by 45 - 50%	Increase conversion rate of customer by 30 - 40%
Inculcate the ability to identify patterns and interactions between various entities/brands and key response types over a range of time with ~100% accuracy	Extract semantics and key meaning from a very high number of unstructured and qualitative responses without manual intervention	Achieve consistent quality improvements and turn-around-time at significantly lower costs

KEY FEATURES

Media Analytics for conducting high quality analytics with video files

Data Aggregation and Query Platform to collect, validate, analyse data, and decide in near real-time

High-end Technologies, such as Natural Language Processing, Advanced Text Analytics, Advanced Data Analytics, Stream Analytics, for better accuracy and relevancy

Artificial Intelligence and **Machine Learning methods** for fast information mining with high precision as compared to key-word based or fuzzy searches

Intuitive User Interface with next-generation web-based visualization tools

Sequence Building Algorithms for building new sequences before they occur

Alerts and Alarms from text messages, reports, documents, etc., to bring out highlights and lowlights that need quick attention

Self-Evolving Algorithms for adapting to new data types similar to biological evolutions

Text Classification / Clustering for seamless grouping of elements and records

Associations and relationships to uncover complex patterns, rings, similar behaviours or implicit groups while projecting likelihood of events

Document Summarisation for extracting the key points before further processing as well as archival

Real-time search and indexing engine for building a seamless archival-retrieval system

Information Extraction for mining entity, event, topic models, key phrases, document scrutiny, etc.

WHY DATAMATICS?

>> Own incubation hub and global innovation centre, DataLabs, for developing technology solutions

>> Expertise in designing, developing, and deploying high quality solutions based on AI and CS platform

>> Rich experience in providing resources in onsite and offsite models to large and mid-cap companies

>> Large pool of in-house technical resources, having experience and expertise in varied skills from Consulting to Implementation

KEY AWARDS & RECOGNITIONS

Gartner Peer Insights Customers' Choice 2019 for Robotic Process Automation

2019 IBM Asia Pacific Excellence Award for Top Transformation Business Partner

Features in IAOP 2019 Global Outsourcing 100 List of the world's best outsourcing providers

Gold Stevie Award 2019 for Robotic Process Automation

Rail Analysis India Awards 2019 for Automated Fare Collection technology

CIO Choice 2019 Recognition for Robotic Process Automation

ABOUT DATAMATICS

Datamatics is a technology company that builds intelligent solutions for data-driven enterprises to improve their productivity and customer experience.

The company portfolio spans across Information Technology Services, Business Process Management, Engineering Services and Big Data & Analytics, which are powered by Artificial Intelligence.

Datamatics also has established products in Robotic Process Automation, Advanced Analytics, Business Intelligence and Automated Fare Collection. Datamatics services over 550 clients across diverse verticals including Banking & Financial Services, Insurance, Manufacturing, Transport, Travel & Hospitality, Media & Publishing, Retail, and e-Commerce. Headquartered in Mumbai, the company has strong presence in the USA, Australia, Asia, Europe, and the Middle East with global employee strength of 10,000+.

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