

DATAMATICS

**AI & CS
PLATFORM**

DATA SCIENCE SOLUTIONS

Business Accelerators for Data-Driven Enterprises



As businesses witness organic and inorganic expansion, they create an associated data footprint which can be analyzed to point at the bigger picture. Here, systematic data discovery by harnessing the power of Data Sciences enables you to design and develop algorithmic models that help generate value, which can be implemented in the respective business verticals.

Datamatics uses its self-actuating 5D model for data mining, which enables you to Design, Develop & build, Deploy & implement, Discover & analyze your enterprise data, and Deliver value to mitigate risk and optimize existing resources. The company uses its flexible engagement models to suit your business requirements and its dedicated AI/ML innovation center to deliver cost effective solutions.

DATAMATICS CAPABILITIES

Datamatics Data Science team helps you optimize enterprise resources. Some of the key capabilities and include:



Capability augmentation

Offers customized solutions through augmentation of data management capabilities, business domain knowledge, machine learning algorithms, and visualization tools.



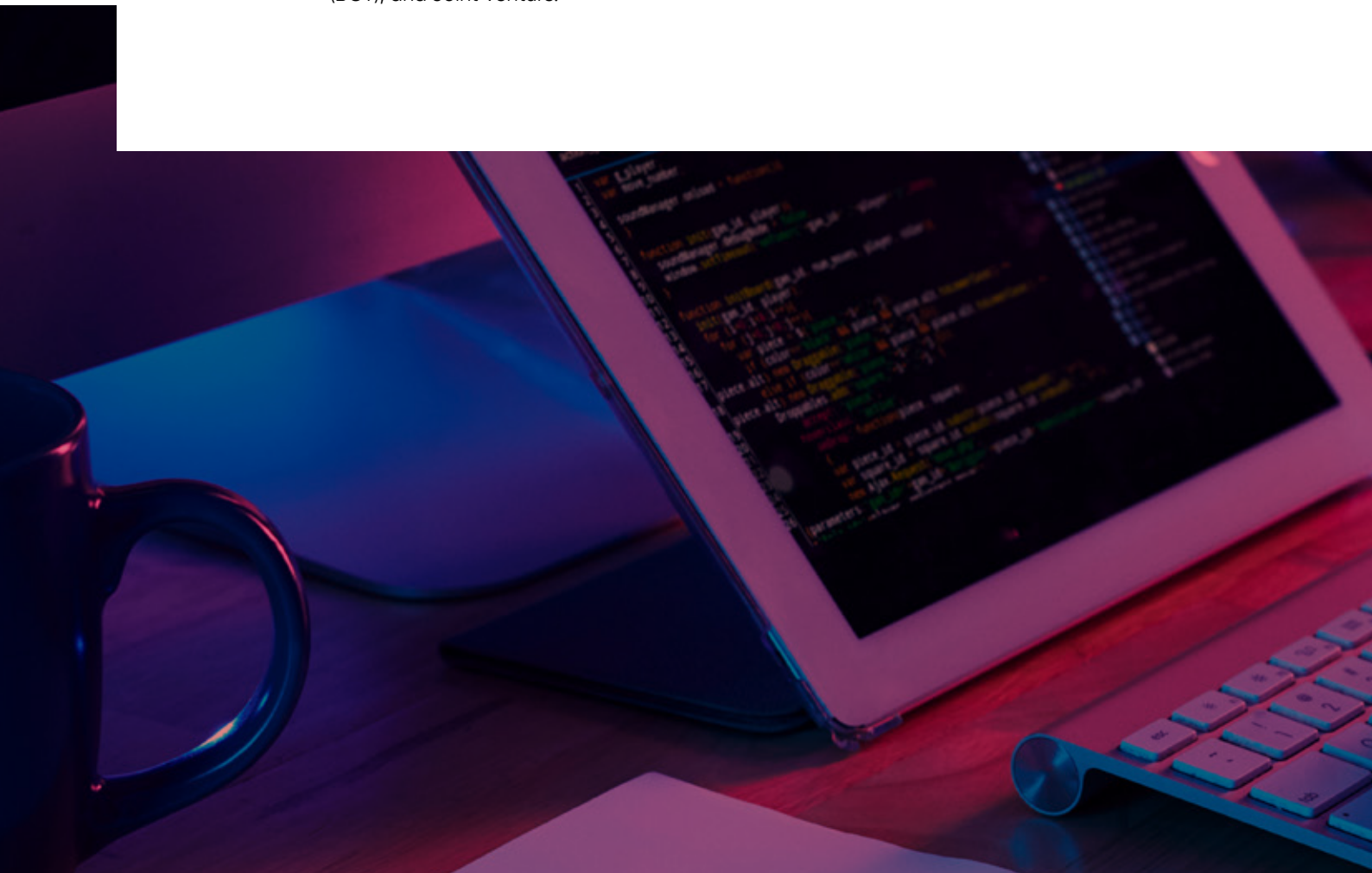
Progressive use of AI/ML

Enables you extract knowledge and insights from data for decision making through data-driven actions.

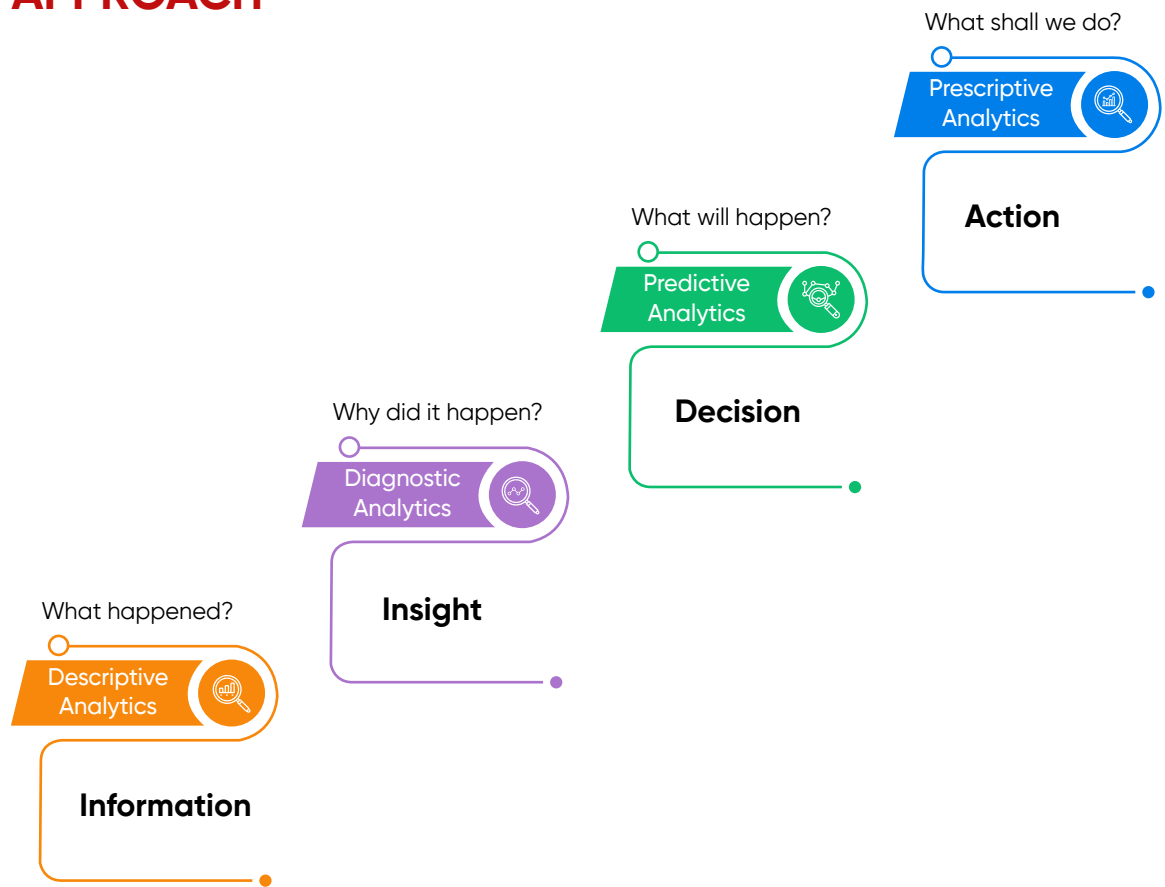


Flexible engagement models

Executes flexible engagements in the form of Resource Augmentation, Project Execution, Dedicated Teams, Extended Delivery Centre, Build-Operate-Transfer (BOT), and Joint Venture.



DATA ANALYTICS APPROACH



KEY DIFFERENTIATORS



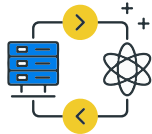
Award Winning
Use Cases



Cost Effective
Solutions



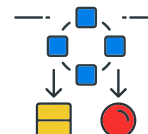
Dedicated AI
Innovation Centre



Team of Experienced
Data Scientists



Multiple Business
Domains Expertise



Flexible Business
Engagement Models

DATA SCIENCE USE CASES

Following are some common scenarios, which help you deliver optimum value:

Business Forecasting

Enables you to effectively harness data in order to predict future scenarios and prescribe solutions.

Customer Segmentation

Helps you to auto-segregate your customers into groups based on their unique characteristics so that you can effectively market to each group.

Marketing Mix Model

Helps you to ascertain the effectiveness of each marketing input in terms of Return of Investment, thus tells how much to invest on each marketing input to maximize sales & profits.

Credit Scorecards

Allows you to completely automate the mechanism of assessing the credit-worthiness of business leads based on their historical data.

Sentiment Analysis

Automates the process of identifying and categorizing the sentiment expressed in surveys, online review, social media, etc.

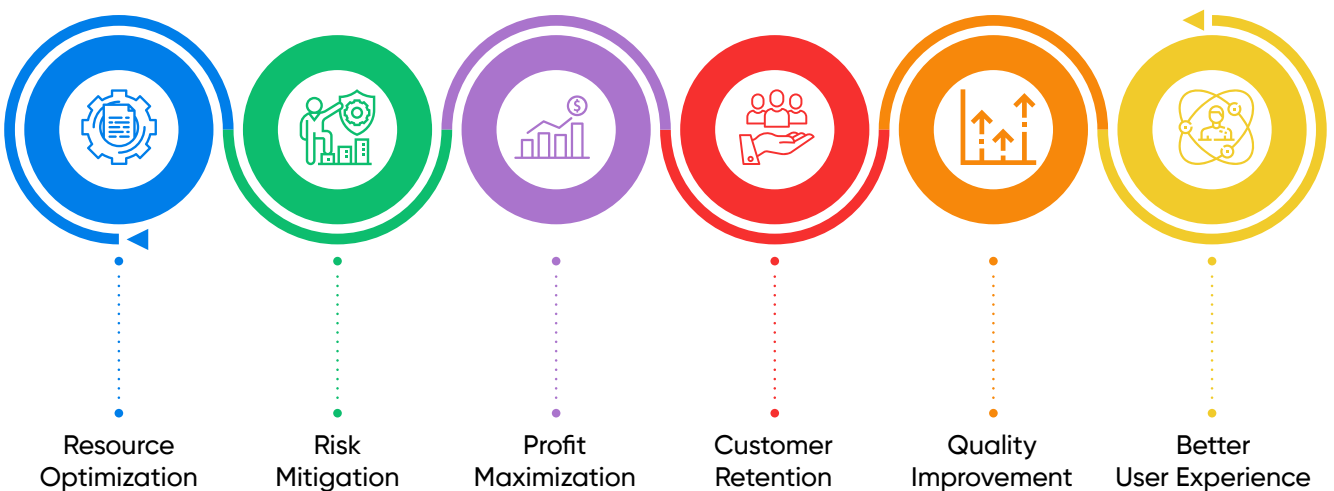
Fraud Detection

Enables you to be up to speed with e-surveillance of fast moving data; for example: banks and financial institutions.

DATAMATICS OFFERINGS

SERVICE-INDUSTRY MATRIX		INDUSTRY		
		CPG & Retail	Banking / Insurance	Travel/Realty/ BPO/Health
SERVICES	Sales & Marketing Analytics	<ul style="list-style-type: none"> - Sales Forecasting - Marketing Mix Modeling - Market Basket Analysis - Price Elasticity 	<ul style="list-style-type: none"> - Market Optimization - Spend Enhancement Modelling - Sales-force efficiency 	<ul style="list-style-type: none"> - Business Forecasting - Brand Perception Analysis - Product Analytics - Price optimization
	Risk Analytics	<ul style="list-style-type: none"> - Risk Based Pricing - Value at Risk Modelling - Inventory Optimization 	<ul style="list-style-type: none"> - Credit Scoring - Policy Lapsation - Fraud Detection & Prediction 	<ul style="list-style-type: none"> - Health Risk Scorecards - Fraud Analytics
	Customer Analytics	<ul style="list-style-type: none"> - Customer Segmentation - Customer Life Time Value - RFM Analysis - Shopping Mission Analysis 	<ul style="list-style-type: none"> - Loyalty Analysis / Wallet Share - Customer Satisfaction Analysis 	<ul style="list-style-type: none"> - Customer Attrition Modelling - Customer Segmentation
	Operational Analytics	<ul style="list-style-type: none"> - Store Performance Analysis - Shelf Space Optimization - Supply Chain Analytics - Vendor Analytics 	<ul style="list-style-type: none"> - Cash flow Optimization - Branch Performance Analysis - ATM/Branch Location Analytics 	<ul style="list-style-type: none"> - Demand Forecasting - Lead Prioritization - Collection Analytics - Vendor Analytics
	HR Analytics	<ul style="list-style-type: none"> - Employee Churn Modeling - Employee Performance Analytics 	<ul style="list-style-type: none"> - Employee Shift Optimization - Talent Analytics 	<ul style="list-style-type: none"> - Manpower Forecasting - Staffing Level Optimization - Employee Churn Modeling

BUSINESS IMPACT



KEY AWARDS & RECOGNITIONS



Datamatics TruBot and TruCap* won Silver and Bronze Awards at the Asia Pacific Stevie Awards



Datamatics TruCap* won People's Choice Stevie Awards at the American Business Awards 2020



Datamatics recognized in the IAOP 2020 Global Outsourcing 100 List of the world's best outsourcing providers



Datamatics TruBot wins Gold Award at the Stevie Awards for Sales & Customer Service 2020



Datamatics wins the Rail Analysis India Award 2020 for Automated Fare Collection technology



Datamatics TruAI wins Gold Stevie Award at the American Business Awards® 2020

ABOUT DATAMATICS

Datamatics provides intelligent solutions for data-driven businesses to increase productivity and enhance the customer experience. With a complete digital approach, Datamatics portfolio spans across Information Technology Services, Business Process Management, Engineering Services and Big Data & Analytics all powered by Artificial Intelligence. It has established products in Robotic Process Automation, Intelligent

Document Processing, Business Intelligence and Automated Fare Collection. Datamatics services global customers across Banking, Financial Services, Insurance, Healthcare, Manufacturing, International Organizations, and Media & Publishing. The Company has presence across 4 continents with major delivery centers in the USA, India, and Philippines. To know more about Datamatics, visit www.datamatics.com

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