





HOW SCIKIQ ADDS VALUE – CASE OF CARGO LOGISTICS







 **CMA Ltd**
Client Admin

Enterprise Entity
cma@scikiq.com





SCIKIQ CONNECT

-  Connect to Data Store >
-  ScikIQ Migration Hub >
-  ScikIQ Delta Hub >
-  ScikIQ Event Hub >

SCIKIQ CURATE

-  Data Prep Studio - Logical
-  Logical Data Model
-  Data Profiling
-  Business Data Models
-  ScikIQ Orchestrator
-  ScikIQ Schedules

SCIKIQ CONSUME

-  Dashboard Designer
-  Dashboard List
-  Report Designer
-  Report List



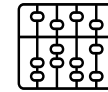
Largest LCL Company in the World

NEEDS

- Enhance Sales by 20% and productivity by 1.5X
- Increase Digital Enablement by 25%
- Provided upfront traffic costs
- Provide upfront tarrif cost across 65+ countries

PAIN POINTS

- No Single source of Truth
- The data is primarily used for Operational report
- Reliance on manual methods to measure and track Profitability, Business Performance and operations



Scale of Complexity



75+ Countries, multiple clusters, 3 Product Lines, 6 Data Centres, 40 non standardised sources, fragmented processes, Master Data Issues, Hybrid Data Sources; Growth through M&A leading to Silos



200+ Operational Reports on Qlik, still missing Management View and Transparency



Highly Complex Transformation as every office and entity was submitting data in their own form

80 Countries

 **25%**

Single View

100+ Dashboards across 10 dimensions

Impacted by Data Transformation Door2Door Bookings

Customer, Trade lanes, Offices, Legal Entities





We deployed SCIKIQ supply chain control tower that enables them to view and improve profitability, have a better view of daily operations, accelerate sales and be proficient in predicting disruptions in almost all the significant business areas.

100+ Daily Schedules, 300K records processed and integrated on daily basis across 30 systems feeding 100+ Power Bi reports







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HOW SCIKIQ ADDS VALUE – CASE OF US BANKER’S BANK



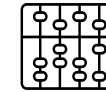
US Banker's Bank

NEEDS

- Boost profitability, service, and sales opportunities
- Streamlined and consistent processes for up-selling and cross-selling
- Trust-worthy data

PAIN POINTS

- New Client onboarding takes 3-4 months, involve 2-3 Analysts
- Lack of consistent view of data leading to poor up-selling and cross-selling opportunities
- Manual Processes



Scale of Complexity



To handle data for 200+ Client Banks, our Client has created solution which relies on technology, manual effort and lot of operational processes to ingest and transform the data



The final output goes to regulators and non-timely submission of reports attract fines or may cause cancellation of licence to operate



Highly Complex Transformation as every bank was submitting data in its own form

Key Benefits Delivered

 **75%**

Onboarding Time




 **4/5**

Data Maturity Level

 **8 FTE**

FTE Reengineered

After evaluating and scoring multiple products, our Client picked ScikIQ

-  Flexibility and Agility
-  Ease of Use
-  Holistic Data Platform For current and future needs

ScikIQ's Multitenancy feature enabled 200+ clients to automate their data submission for Regulatory Reporting. Daily processing of 30 million+ records supports Regulatory Reporting across these 200 banks. This streamlined approach fosters efficient data processes for identifying up-selling and cross-selling opportunities.

SCIKIQ DATA GOVERNANCE

Features

Data Cataloguing
Data Domains
Metadata Management
Data Discovery
Relationship & Knowledge Graphs
Information Classification
PII Detection and Analysis
Data Glossary, Terms, and Data Dictionary
Business Data Elements
Data Lineage
Profiling and Exploratory Data Analysis (EDA)
Data Quality Rules Authoring
AI-based DQ Rules Recommendation
Data Quality Dashboard
Data Observatory
Anomaly Detection
Access Controls and Permissions
Policy Management
Data Governance Workflow Automation
Data Governance Maturity Assessment
Data Privacy Management

Delivering Business Value Outcomes

CDO/Business Persona



Pain Point

- Lack of visibility into data assets, quality, and governance
- Data Adoption and data maturity challenges

How SCIKIQ helps resolve pain

- Enhances data governance compliance and effectiveness.
- Improves data accuracy and reliability.
- Manages data quality organization-wide.
- Facilitates stakeholder communication.
- Provides data-driven insights for improvement.

Data Governance Manager



Pain Point

Establishing and monitoring data governance policies

How SCIKIQ helps resolve pain

- Establishes standardized data policies and guidelines.
- Monitors and manages data quality organization-wide.
- Safeguards sensitive data and manages requests.
- Provides insights into effective data governance and compliance.
- Improves efficiency and reduces manual efforts.

Data Steward



Pain Point

Managing data assets and governance efficiently

How SCIKIQ helps resolve pain

- Simplifies data asset management and enhances governance.
- Facilitates metadata governance for data accuracy.
- Ensures compliance and data security.
- Assigns responsibility for data assets and governance.
- Provides transparency and auditability of data flows.

Data Analyst, Data Engineer



Pain Point

Difficulties in finding and accessing relevant data assets

How SCIKIQ helps resolve pain

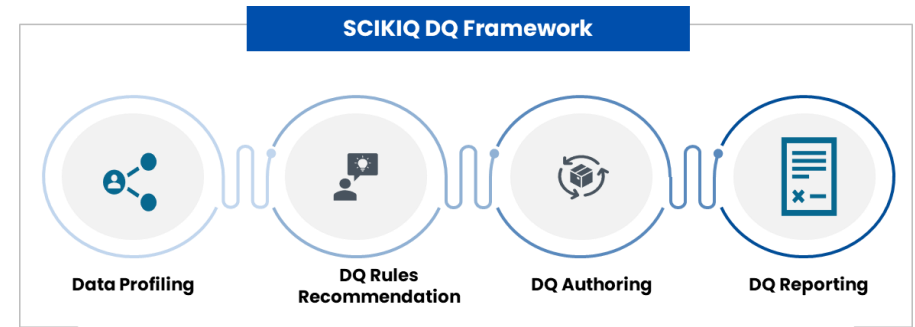
- Enables easy data discovery and access.
- Provides context and insights for better decision-making.
- Improves data accuracy, consistency, and reliability.
- Real-time monitoring of data quality and anomalies.
- Facilitates quick finding of relevant data assets.

OUR APPROACH TO DATA QUALITY

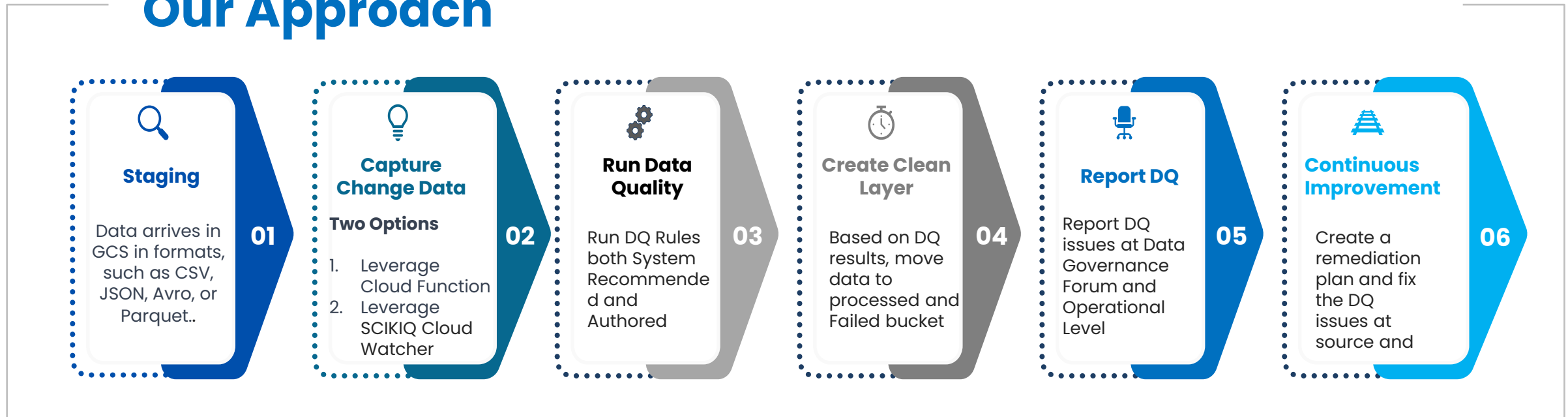
3% data in businesses meets quality standards

We take Data Quality Seriously

Our Framework

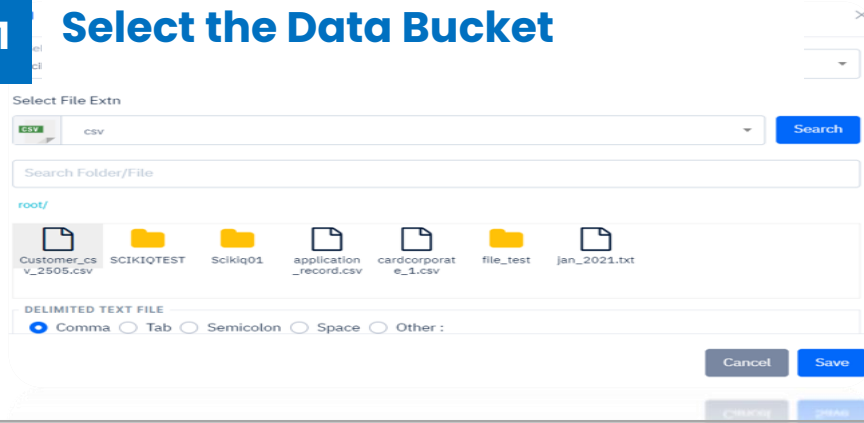


Our Approach

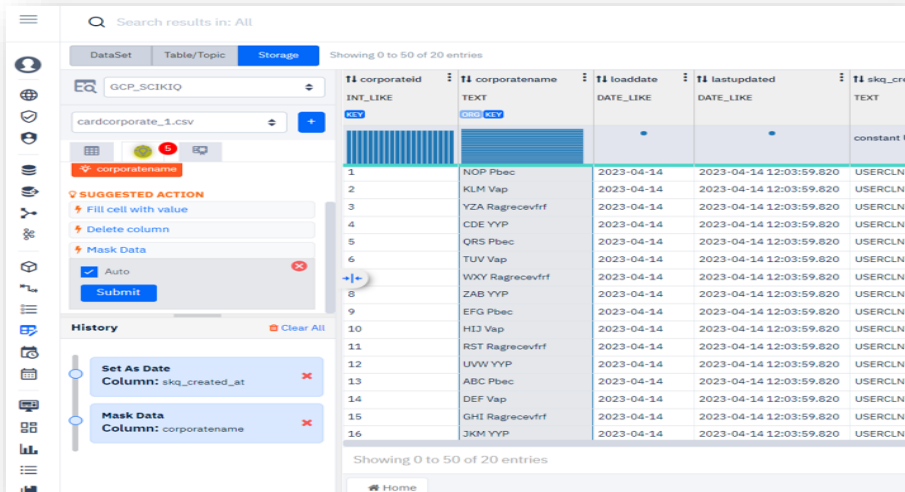


OUR DQ FRAMEWORK – UNDER THE HOOD

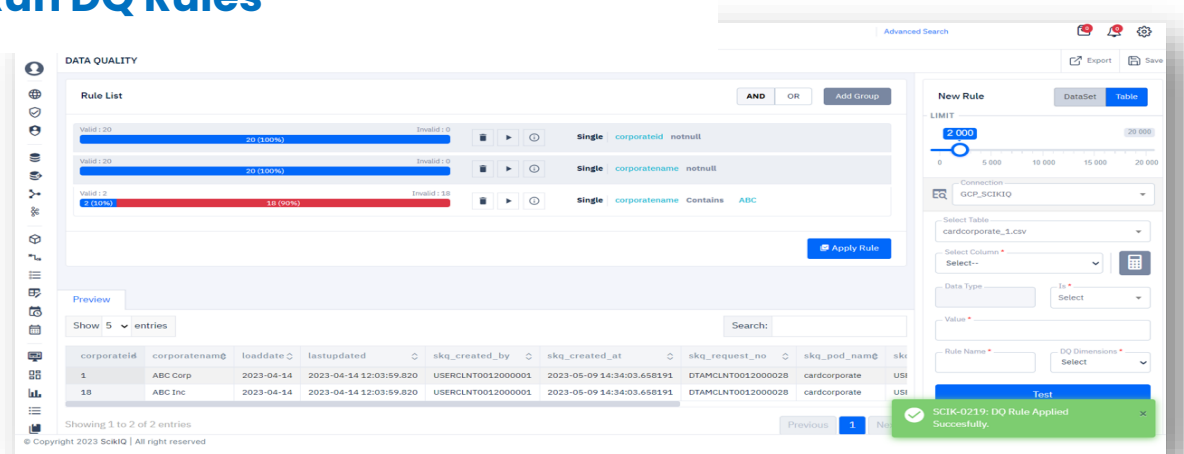
01 Select the Data Bucket



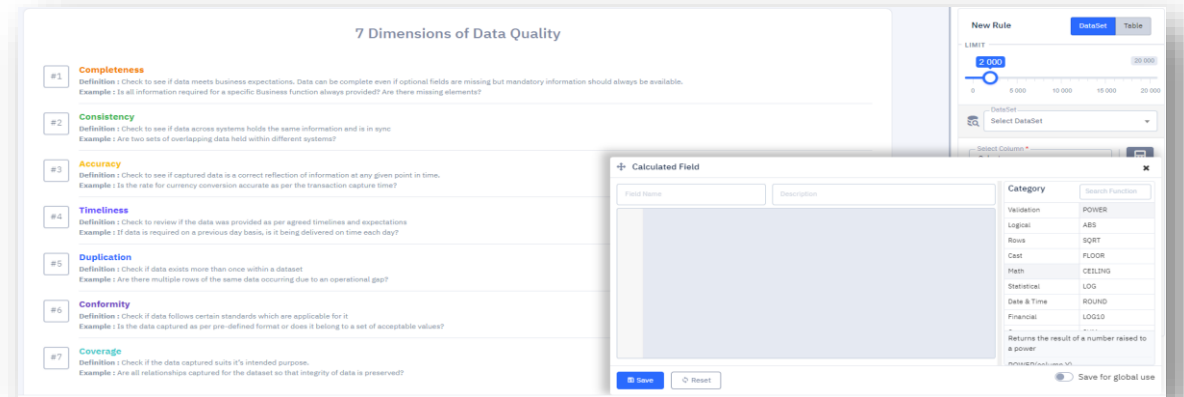
02 Profile the Data







04 Run DQ Rules









03 Author your Rules







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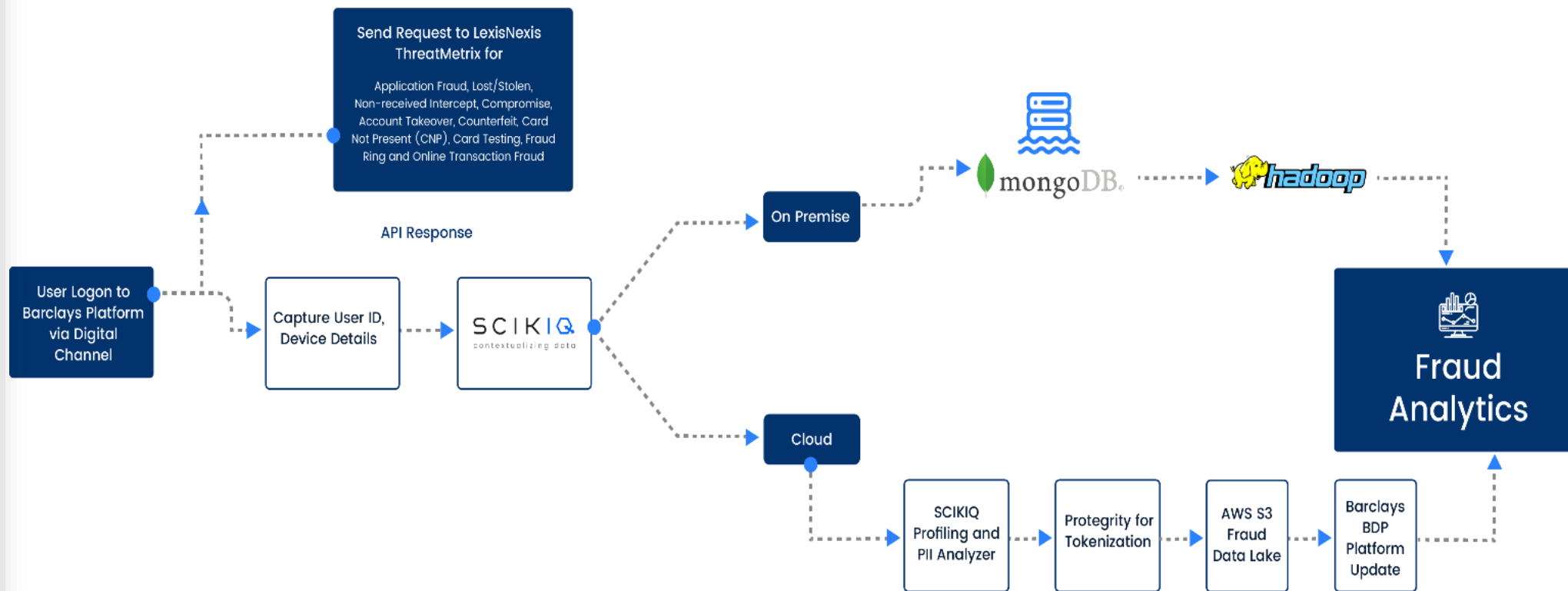
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
FRAUD ANALYTICS USE CASE













SMART CONTACT CENTER

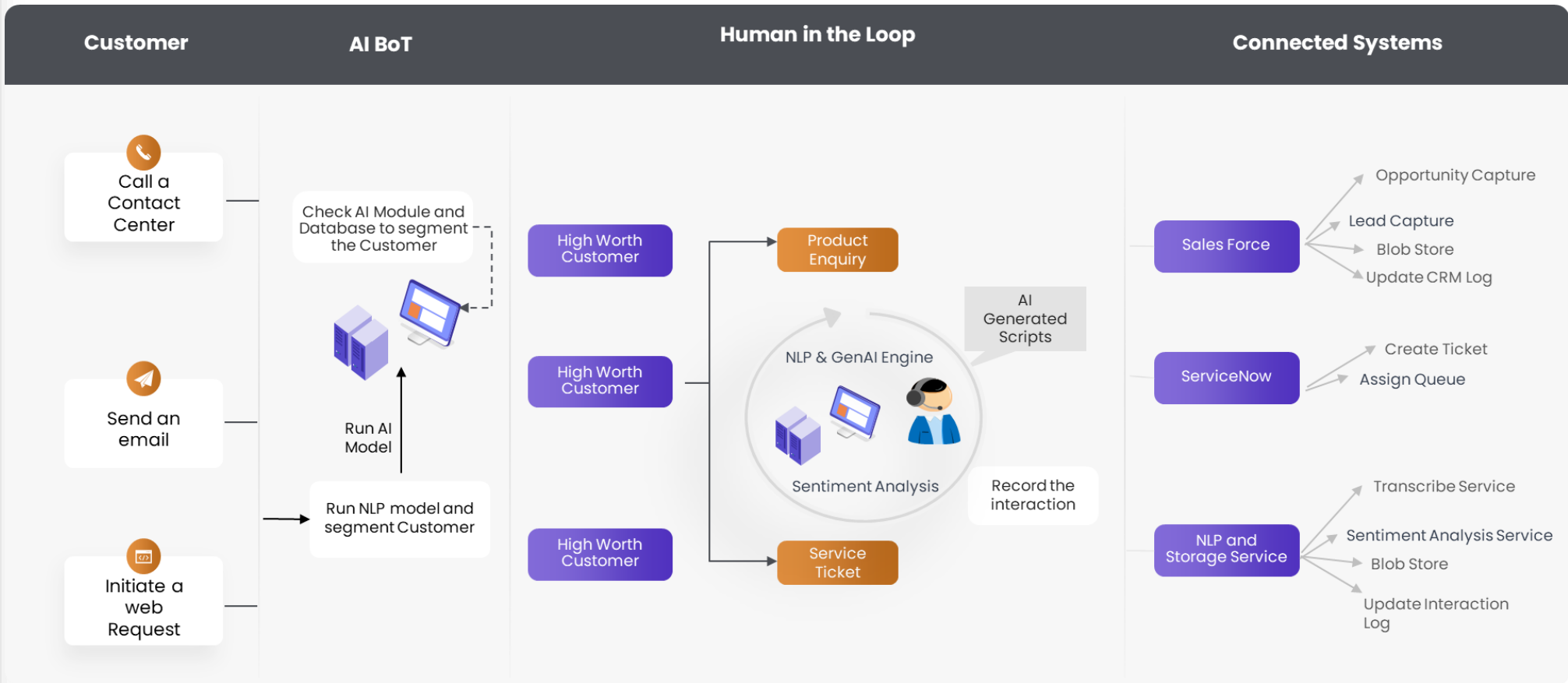
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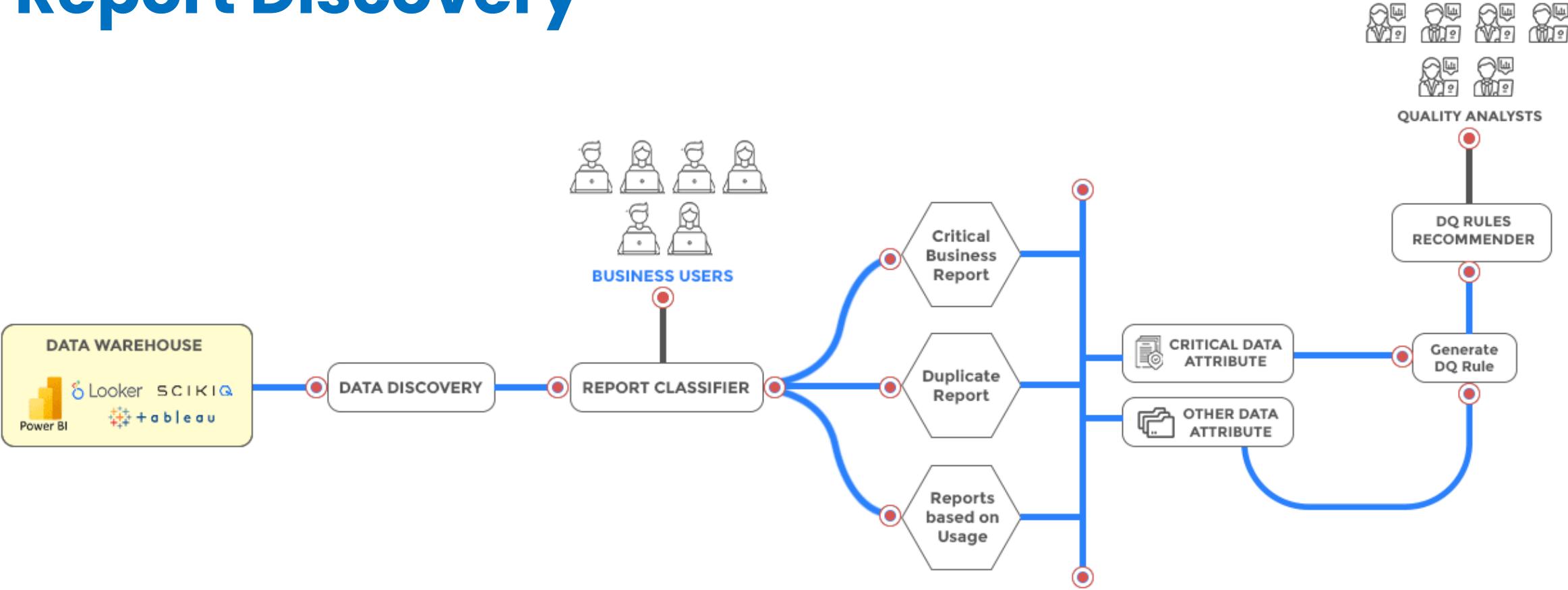
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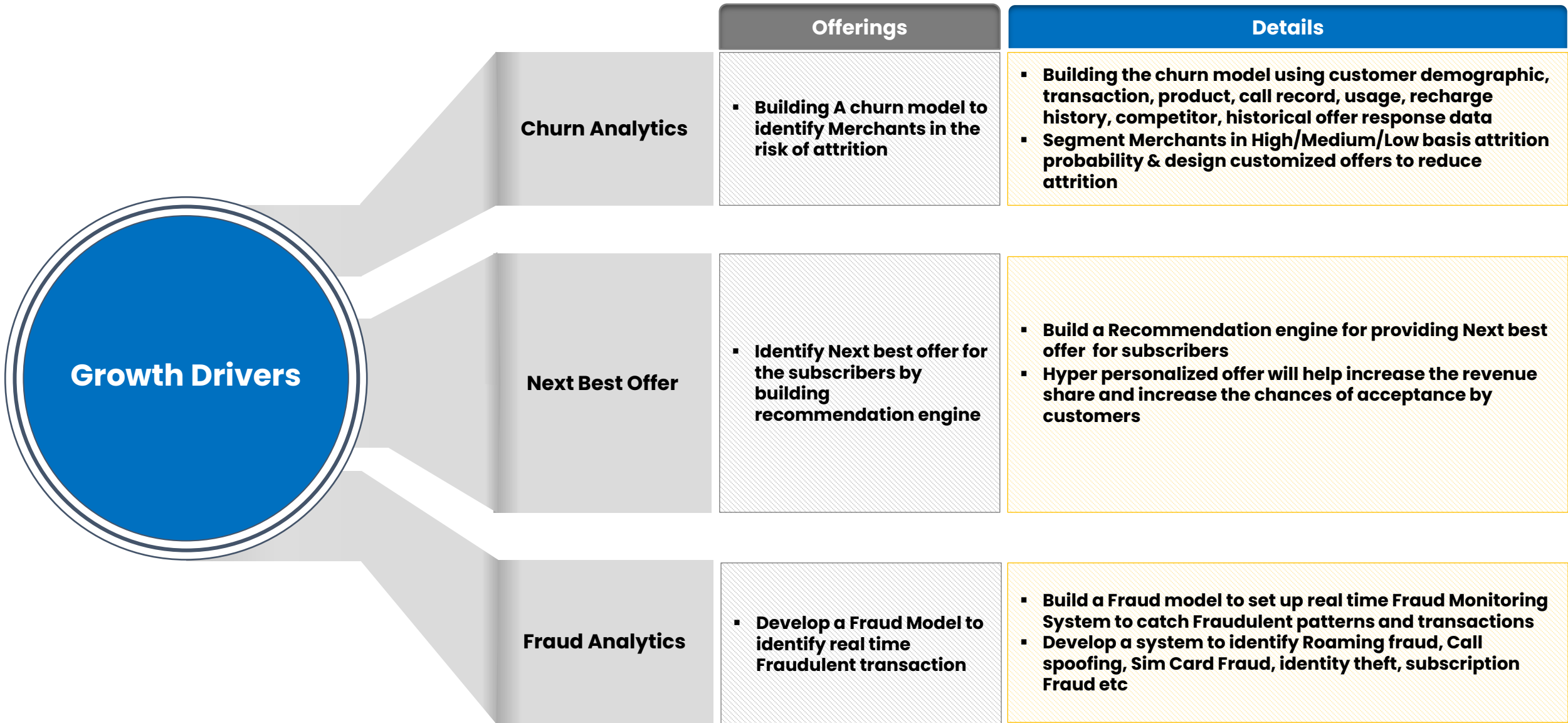
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Report Discovery



DATA SCIENCES IN TELECOM



Growth Drivers

Churn Analytics

Offerings

- Building A churn model to identify Merchants in the risk of attrition

Details

- Building the churn model using customer demographic, transaction, product, call record, usage, recharge history, competitor, historical offer response data
- Segment Merchants in High/Medium/Low basis attrition probability & design customized offers to reduce attrition

Next Best Offer

- Identify Next best offer for the subscribers by building recommendation engine

- Build a Recommendation engine for providing Next best offer for subscribers
- Hyper personalized offer will help increase the revenue share and increase the chances of acceptance by customers

Fraud Analytics

- Develop a Fraud Model to identify real time Fraudulent transaction

- Build a Fraud model to set up real time Fraud Monitoring System to catch Fraudulent patterns and transactions
- Develop a system to identify Roaming fraud, Call spoofing, Sim Card Fraud, identity theft, subscription Fraud etc

SIMULATING OSS Network using Digital Twin

Real-time, data driven pipeline for service now integration.

Digital twin is a real-time virtual replica that integrates physical and digital data, enabling monitoring, analysis, and optimization for improved performance and decision-making

Simulate Network Changes

Device:

Router

Change Type:

Service Provisioning

Details:

Service Provisioning 4

Simulate Change

Network Twin State



We look forward to partnering with you

- ✓ Data Acquisitions takes > 6 months.
- ✓ Need to build fully governed Data Lakehouse
- ✓ Need single tool which empowers business teams to take control of their data
- ✓ Need Integrated Tool for Data Governance & Data Quality
- ✓ Need Full Record to Report Lineage to satisfy Regulators
- ✓ Need help pulling Data from SAP/EBS or APIs and on real time basis

SCIKIQ

FORRESTER

Source:Forrester Research, Inc.

**SCIKIQ (DATA AND ANALYTICS SERVICES) RECOGNIZED
AMONG 34 AUGMENTED BUSINESS INTELLIGENCE PLATFORMS**

