

"OUR MISSION IS TO HELP COMPANIES MAKE BETTER DECISIONS EVERY DAY"

In conversation with Suhale Kapoor, Co-Founder & Executive VP, Absolutdata

Please describe the scope of the current partnership between Absolutdata and IBM?

Absolutdata has been an IBM partner for some time, but we've further strengthened the nature of our partnership after having received an IBM Silver Business Partner status. This development will allow us to integrate IBM® Watson® directly into Absolutdata's NAVIK AI Platform.

The integration will allow us to leverage IBM® Watson® with NAVIK to support enterprise analytics and data mining, at scale, across sales and marketing functions. The newly-enhanced AI platform combines data, analytics, and technology to optimize decisions on an ongoing basis – without requiring clients to build their own data science teams. This strategic partnership will help us deliver greater levels of innovation, agility, and technical sophistication to our clients across the board.

What new area of product/solution will Absolutdata and IBM work together on?

Absolutdata will be leveraging various services from IBM such as IBM® Watson®, IBM Cloud, and IBM Weather for multiple business use-cases. Globally, industries like CPG/ FMCG, Retail, Technology, and Manufacturing (primarily

IoT) are increasingly adopting and implementing AI in their sales, operations, and marketing functions.

Absolutdata plans to target these industries and deploy AI-based enterprise solutions, enhanced with the help of IBM® Watson®, to deliver scalable business impact and efficiency.

Absolutdata and IBM have recently partnered for an innovative project to unlock the value of data for one of the world's largest CPG companies. IBM® Watson® has also been integrated into the NAVIK AI platform to revolutionize data storage, enhanced insight mining, and discovery for our clients.

We usually



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see four key components which our most demanding clients want:

- Matching AI and Machine Learning with domain expertise to contextualize outcomes for business
- Building scalable solutions that can be quickly replicated across categories, brands, and markets
- Delivering progressive decision options and not retrograde insights
- Access to results anywhere and at any time in the decision cycle

Integrating IBM® Watson® with Absolutdata's NAVIK AI platform and services will further allow clients to utilize analytical frameworks and natural language processing to mine existing sales data. We want our clients to identify hidden revenue streams, run hyper-personalized campaigns at scale, derive deeper business insights, and explore more such problem areas for expansion.

Explain the integration of IBM® Watson® in NAVIK AI and the target customer segments that the combined solution will cater?

Following a phased approach, Absolutdata has incorporated IBM® Watson® into its platforms – namely NAVIK SalesAI, NAVIK MarketingAI, NAVIK ResearchAI, and NAVIK MicroMods – with other integrations currently under development. Embedding IBM® Watson® into the NAVIK AI Platform will lead to enhanced capabilities across the entire NAVIK suite of solutions, supporting various functions across industries. NAVIK SalesAI, for example, delivers drastic improvements in sales and marketing effectiveness, including some of the most essential areas such as salesforce efficiency, customer targeting, and campaign management.

Having worked with Fortune 1000 companies in 60 countries across multiple geographies, we have built strong expertise and traction, delivering a number of projects across industries like CPG, Hospitality, Retail, Technology, Pharma, Telecom etc. The new, integrated solution would cater to our existing as well as new clients who are willing to invest in AI.

What is the market potential for this kind of integrated solution offering? What percentage of this market is Absolutdata targeting?

The consumption and delivery of analytics has evolved considerably in the last decade. At the same time, the use of analytics has expanded into artificial intelligence (AI). Business users leveraging analytics now expect more sophisticated solutions to their



business problems, with the relevant insights delivered to them in an easy-to-consume format. There is a potential multi-trillion-dollar market for such solutions.

The scope and opportunities for deploying AI today are simply unlimited. This is because, at present, almost every company plans to invest in AI and implement the technology into its business processes. Apart from this, they are also looking to deploy AI for:

- o All existing analytics processes which are being conducted through traditional methods of resource-based analytics and model development.
- o New untapped analytical use-cases involving big data, complex models, and all other functions/processes which are beyond standard human capabilities.

Absolutdata plans to target more than 70% of this market and enable companies to build an Intelligence Stack across Sales and Marketing functions through a ground-breaking solution. With the coming together of two global technology giants in IBM and Absolutdata, this integrated solution would translate into a unique competitive advantage for our clients in the long run.

Please describe the go-to market strategy?

For our clients who have their in-house analytical solutions but are looking to implement AI into their

business frameworks, we will be extending our Watson-enabled NAVIK AI platform and solutions to help them upgrade their processes with state-of-the-art technology. When pitching their own solutions to clients, IBM also connects us with them, allowing us to offer our analytics capabilities and expertise to meet their business requirements.

IBM and Absolutdata will together pitch to all the companies who are looking to invest and expand into AI solutions in a scalable manner. Our go-to-market plans are largely driven by comprehensive and integrated marketing efforts such as participation in conferences, content marketing, thought leadership, strategic partnerships, vendor relationship, analysts' programs etc.

Please detail the current market reach of Absolutdata and name some of your leading clients? Will the existing clients be potential customers for the new solution?

Absolutdata typically works with Fortune 1000 companies across the globe. A majority of our clients are from the CPG and Retail spaces, which are also the main verticals we serve. Some of our major clients include Adidas, Asahi Beverages, Autodesk, Danone, Dunkin' Brands, Godiva, Hershey's, Hyundai, Kellogg's, Levi's, L'Oréal, Perfetti Van Melle, Reckitt Benckiser, and Standard Chartered.

Our current clientele will also be potential customers for the new solution, and we will certainly be exploring prospective collaboration opportunities with them.

What kind of growth will the new solution bring to Absolutdata's bottom-line? What are the current revenues of the Company?

This partnership will impact the overall business growth across these tangents:

- o Absolutdata's future growth will be driven by the NAVIK AI suite. We are integrating various IBM® Watson® APIs into our NAVIK AI platform.
- o AI is going to be a big part of our traditional analytical frameworks. And we need to partner with the best-in-class AI providers to power our AI-based analytical frameworks.
- o Many of our global clients are interested in achieving the business transformation that AI can deliver. They often struggle with the best approach to start with and how to get



the promised scalable business impact. NAVIK AI solutions powered with IBM® Watson® can deliver results quickly, economically, and at a scale that gets noticed at the board level.

We are expecting a 100% year-on-year growth following our partnership with IBM. As far as revenues are concerned, as a privately-held company, we do not disclose this information.

What are the overall plans of the company for the next financial year?

Our mission is to help companies make better decisions every day. The main aim is to educate clients about how they should look at leveraging AI and make it the fulcrum of their decision-making processes. Our goal is to elevate the maturity of organizations in their adoption of analytics, such that strategy and decision-making is shaped by analytics. We want organizations to maximize the use of data, build technology-based scalable solutions that cut across functions, and deliver seamless decision-making capabilities to senior, mid, and junior level employees. Eventually, we look forward to developing a comprehensive platform that encompasses every facet of decision-making across sales, marketing, supply chain, finance, manufacturing and operations.

