



—**SURESHNA DATTA**
Executive VP & Co-Founder,
Absolutdata



NEW AGE TECH DRIVING BUSINESS

Since 2001, Absolutdata has connected data to business results for global brands. During this time it has amassed a powerful suite of AI-based products and advanced analytics services that give clients a competitive edge. AI, deep learning and new data architectures are re-writing what's possible in the world of marketing, sales and analytics. This constant evolution lights the Absolutdata passion and drives it to new innovations. Here, Sudeshna Datta, Executive VP & Co-Founder, tells us more

How is Absolutdata taking over the other competitors?

The analytics world is getting increasingly competitive. Today, enterprises are brimming with great products and amazing talent. Businesses are also becoming aware of their expectations from new age solutions, which makes our tasks easier and challenging simultaneously.

In this scenario, Absolutdata has been able to leverage its almost two-decade long experience to help businesses turn the digital leaf in the most impactful way, 'impact' is the keyword here. A majority of analytics service providers today just focus on helping the enterprises make the transition. However, our deep bench of data scientists, engineers and analytics experts bring along state-of-the-art skillsets to future-proof the client's analytics applications.

Our NAVIK AI platform offers built-to-suite solutions targeted to meet the client requirements, rather than follow a 'one-size-fits-all' approach. Absolutdata's diverse product and services portfolio delivers scalable business impact across the enterprise. We are combining cutting-edge AI and ML with the rich legacy of developing optimized analytical frameworks to get an enterprise AI-ready and give them a competitive edge.

Who are your customer and what are your future targets?

We have worked with several Fortune 1000 companies across 60 countries. We have built a strong expertise and traction, delivering several projects in diverse industries such as CPG, hospitality, retail, technology, pharma, telecom etc. Some of our major clients include Adidas, Asahi Beverages, Autodesk, Danone, Dunkin' Brands, Godiva, Hershey's, Hyundai, Kellogg's, Levi's, L'Oreal,

Perfetti Van Melle, Reckitt Benckiser, and Standard Chartered, among others.

Our enterprise solutions will cater to our existing, as well as new clients, willing to invest in AI. Apart from this, we are looking to deploy AI in:

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

What has been your role in Skill India and job generation?

Under the Skill India Mission, the Ministry of Skill Development and Entrepreneurship is implementing a flagship scheme, the Pradhan Mantri Kaushal Vikas Yojana (PMKVY), with an objective to provide skilling to one crore people across the country for four years (2016-2020).

The flagship scheme aims to enable young Indians to take up industry-relevant skills training and improve their employability. A number of programmes dedicated at spurring the creation of more productive and higher skilled micro, small and medium enterprises, leading to accelerated labour demand and job creation, have been launched. So far, 34 lakh candidates have already been trained, with 10 lakh individuals acquiring jobs.

We think that the government's push for job creation through dedicated programs aimed at skill training and encouraging entrepreneurial ventures will eventually achieve its goals. We expect the government to keep developing dedicated strategies to harness the potential of AI. Such efforts will facilitate India's economic growth and social development and motivate youngsters to



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acquire skills that will be the cornerstone of the future business ecosystem.

What are future growth plans for the brand in India and abroad?

Absolutdata's future growth driver is the NAVIK AI suite, designed to deliver results quickly, economically and at a scale that gets noticed at the top echelons of management. Our AI-objective spans a long period of time, and we are looking to partner with the best-in-class AI providers to power our AI-based analytical frameworks like IBM.

To steer our growth, we have been trying to educate clients about how they should look at leveraging AI and make it the pivot of their decision-making processes. We want to enable organisations to maximise the use of data, build technology-based scalable solutions that cut across functions and offer seamless decision-making capabilities to everyone. 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. We are looking to further strengthen our identity as a trusted technology partner for enterprises across the globe.

How do you elevate raw data and statistics into business-relevant and mission-critical information through high-end analytics?

With the advent of new data and technology, client needs around analytics are changing significantly. Companies are investing heavily in Big Data technologies to leverage the growing amount of data captured by their systems. New technologies (like Hadoop) and techniques like machine learning handle unprecedented amounts of data and analytics. Moreover, clients now need a partner who goes beyond insights to deliver high-quality information at the right time in the decision-making cycle.

We typically use a roadmap approach to assess a client's current status and stage of analytical maturity in order to help them move forward. Our roadmap is a comprehensive mix of relevant and actionable solutions:

- **Data diagnosis** – Identifying current data maturity and gaps;
- **Data integration** - integrating new data from various source with existing data
- **Developing algorithms** - Using advanced techniques (Bayesian, Machine Learning, NLP, etc.) and technology to formulate solution frameworks and smart algorithms customized to solve each unique client problem.

Gathering data only acquires merit if it is insightful. The insights are then used to create an impact. Through a matrix that pitches every data pool with the needs of our clients to identify achievable goals, we help develop a vivid blueprint before implementing it in a framework.

Aren't others also offering the same service? How is yours different?

We have a proven track record of introducing new data science skills and future-proofing their capabilities with AI, deep learning and new data architectures that are re-imagining what's possible in the world of analytics. This constant evolution lights our passion and drives us to new innovations.

We believe Absolutdata is the only organization, which has been able to truly combine four distinct skills essential to implement scalable, effective and efficient analytics solutions. These skills are: knowledge of AI/ML, analytics framework, domain knowledge and technology.

Through a perfect combination of these determinants, we have changed the way data is leveraged. Our technology-focused delivery mechanism, which helps enterprises to scale-up rapidly, is much more efficient compared to a pure resource staffing model.

By building analytics-based intelligent and scalable solutions, our clients make better and quicker decisions every time, and see immediate results in their top and bottom line. We ensure that our clients gain a deeper understanding of the internal and external dynamics that impact their business every day, because of which Absolutdata is preferred by clients looking for high RoI, organizational success, quality and timely delivery.