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A LITTLE BOOK OF BLOGS

SCALE ENTERPRISE SUCCESS WITH INTELLIGENT DIGITAL TRANSFORMATION

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Trending in Hospitality: Unbundling Services to Create Alternative Revenue Streams

2020 was a bad year to run a hotel; 2021 hasn't been a lot better. Independent hoteliers and hotel chains had to find ways to supplement their traditional income sources of rooms, event hosting, and food/beverage sales. Many hotels are also trying out new pricing paradigms; this concept of paid hotel extras isn't exactly new; it's just being expanded. The concept of alternative revenue streams is very important when hotels are still struggling to survive.

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AI Applications in the CPG World: 5 Questions from The CPG Guys Podcast with Anil Kaul and Rohit Nagpal

Data – and, crucially, how it's used – can be a game changer for CPG companies. And one of the best ways to use data at scale and drive profitable outcomes is through Artificial Intelligence. Absolutdata CEO Anil Kaul and Chief Customer Officer Rohit Nagpal were recently featured on The CPG Guys. During this episode, the conversation centred on recognizing the need for AI in CPG and retail, the value AI brings, and why it's so imperative to invest in AI right now.

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AI in Retail: Present and Future Use Cases

Before the COVID-19 pandemic, the retail industry was already undergoing a digital transformation. Now more than ever, retailers must address the needs of the COVID world and reinvent themselves for the post-COVID world. Using AI to reinvent the retail landscape increases their customer understanding and refine their outreach techniques can greatly help. We currently see many things in the customer-facing aspects of AI, like marketing and sales, and anticipate a wider role for AI in the near future.

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Examining Digital Transformation's Effect on Healthcare

Like other businesses, healthcare organizations are also feeling the pressure to use strategy and data to increase productivity, decrease expenses, stave off competition, and effectively perform research and development activities. Healthcare's digital transformation has accelerated over the last 18 months, thanks to COVID-19. But the transformation is by no means complete.

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How AI Continues to Shape – and Support – Banking and Finance

We can see AI's impact in the worlds of banking and finance; voice-activated banking app assistants, personalized offers, enhanced customer service, 24×7 chatbot help, anti-fraud and risk management activities, and more have become linked with AI technologies. And like other industries, banking and finance are benefitting from the automation of routine manual tasks and decision algorithms.

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Cloud Data Estate Modernization: What It Is and Why You Need It

Is your data infrastructure ready to support the next decades? If not, it's time to consider implementing a modern, Cloud-based data estate. Your data estate – all the data your company uses to generate insights – needs to be accessible at all times. It also needs to be secure and scalable, with the ability to support future needs.

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What You Need for a Successful Cloud Data Analytics Implementation

These days, simply moving your data warehouse to the Cloud isn't enough. You need Cloud analytics to get the full advantage from your data. Cloud-based data warehouses are becoming the go-to solution. And it's no wonder, given how easily we can load events and files into the Cloud. And yet, despite these advantages, only a minority of businesses get the full benefit of Cloud data warehousing. Why is that? And how can you avoid their mistakes?

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How Utilizing Cloud Computing Can Accelerate Your Business' Growth

Much has already been written on the Cloud's potential as an infrastructure – it's scalable! Flexible! Budget-friendly, etc.! And while all of these are true, they miss one very important point: the Cloud can help accelerate your business' growth. And not just in technological ways. Cloud can reduce expenses, streamline processes, and enable better workflows across obstacles that were previously almost impossible to overcome.

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How Scalability and Usability Can Spark Analytics Adoption

Depending on who you ask, 38 to 50% of today's workforce is a digital native – someone who grew up with technology and the Internet. By 2025, this number is projected to hit 75 percent. If the modern worker is so comfortable with technology, why is it so hard to get them excited about using analytics? Because you might not be approaching it from the right perspective: that of the business user.

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What Technical Framework Can Enable Analytics Success?

What are the magic ingredients in the recipe for successful and prompt analytics adoption? In our last post, we talked about usability and scalability. We briefly mentioned building the right technical framework as part of the foundation for analytics. But what exactly is a good analytics framework? The technology you use to facilitate analytics adoption can make all the difference between success and failure.

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3 Innovative Ways to Scale Up Analytics

After years of experience in building and deploying analytics and AI solutions, we've learned that scaling analytics happens when you keep technology – not people – at the center of the analytics process. To successfully scale up analytics in your organization, focus on the tech, not on the people. While people are certainly an important part of data analytics, the right technology will propel your business forward faster and more efficiently.

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Solving Information's Last-Mile Problem: How AI-Powered Chatbots Are Upping the Research Game

AI's speed and data-processing prowess have already helped research teams develop ideas more quickly, but there's another way it can speed-up growth and change: by getting information into the hands of leaders and decision-makers. And a critical way in which this can happen is by deploying AI chatbots enhanced with Natural Language Processing (NLP) capabilities.

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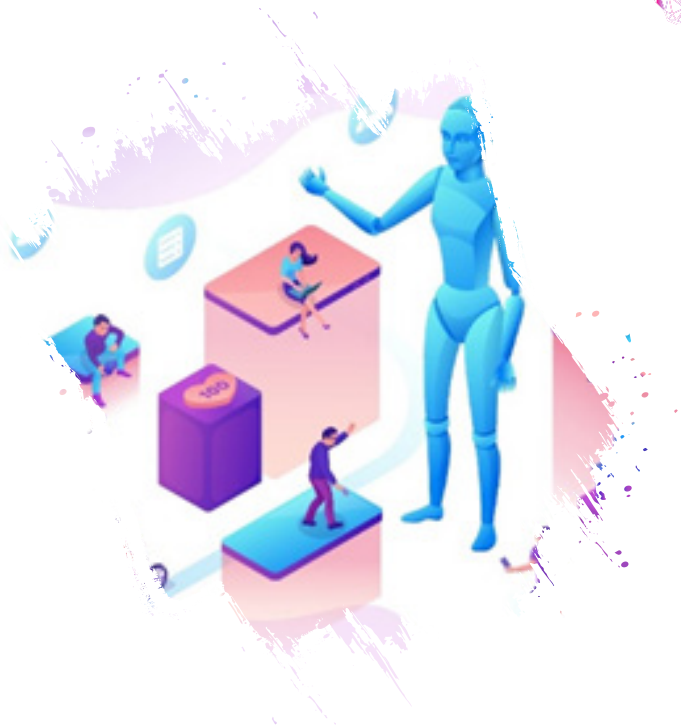
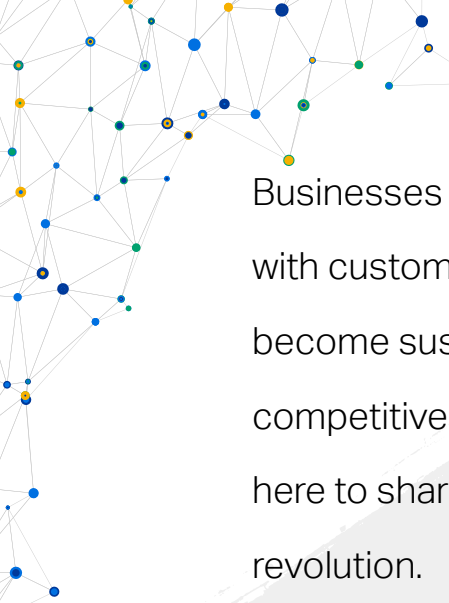## Putting Together the Pieces of Promotion Puzzle with AI

For CPGs and retailers alike, managing promotional trade funds presents some significant challenges. Billions of dollars are invested each year, but approximately 70% of promotions don't break even. Leadership knows about this, but changes have been slow to come. Why? Because of the inherent complexity of the retail-CPG relationship.

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AI and Tech Trends to Watch in 2022

What can we expect from AI in the coming years? In 2022, we can assume that there will be ongoing AI and tech growth in several business areas. Specifically, expect to see the way we use AI continue to evolve as we move towards a more comprehensive, ethical, and holistic approach to tech strategy.

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Businesses that embrace digital transformation are more likely to connect with customers more closely, accelerate innovation, and, as a result, become sustainably profitable. Digitally intelligent enterprises have a lasting competitive edge now. As technology leaders and reliable partners, we are here to share knowledge, and expertise which can guide you through this revolution.

This booklet is a compilation of select blog posts from Absolutely, the Absolutdata blog. We've cherry picked some of the most popular blog posts on AI, ML, analytics, technology, and a mix of industry specific topics to seek clarity on the situation and planning for the future. These blogs will provide actionable ideas to business leaders for the present moment and to win in the new normal.

Enjoy!

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