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Tellius

What Happened in 2020 . . .

Two years of progress in two months	→	**Accelerated** digital transformation
Remote ways of working that could "never scale" . . . Did.	→	**Adapted** to new work models
Organizational change caught up with technology	→	**Transformed** policies and processes

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Business Resiliency

The ability to rapidly **respond** to business disruptions and restore business operations in a timely fashion.

DIGITAL RESILIENCY

DIGITAL ACCELERATION

DIGITAL ADAPTATION
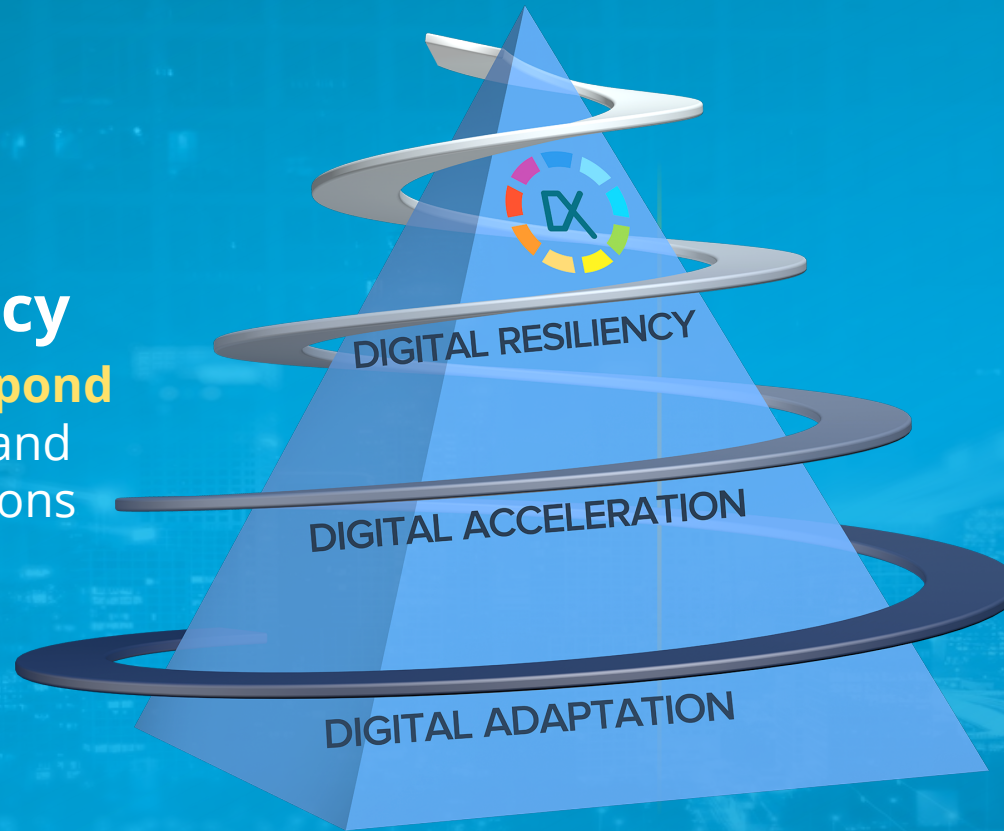
Digital Resiliency

The ability to rapidly **adapt** to business disruptions by using digital capabilities to
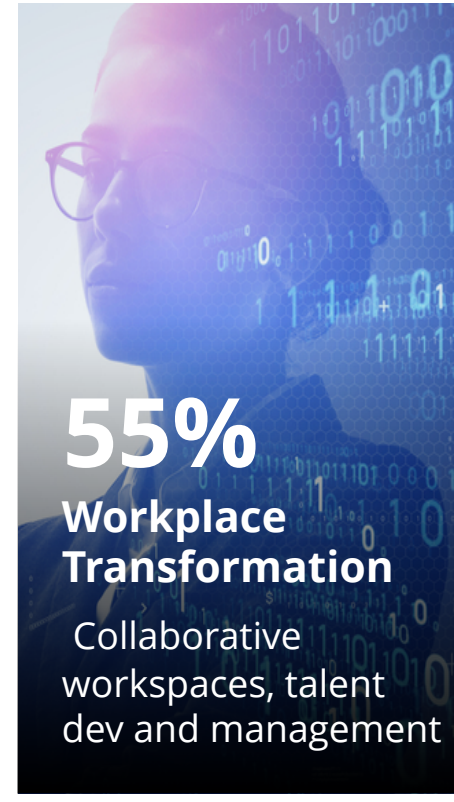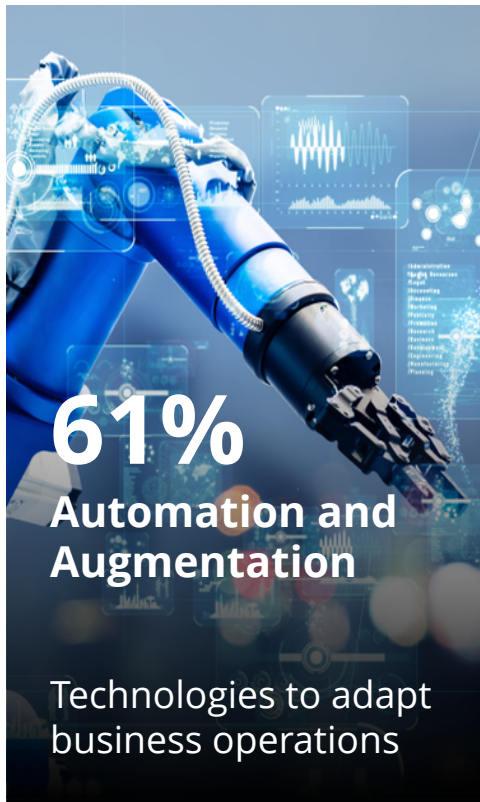- ✓ restore business operations <u>and</u>
- ✓ capitalize on the changed conditions.

*To prepare for novel business disruptions, organizations need plans that enable them to rapidly **adapt as opposed to respond.***

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Tech Investments in Resiliency

Priority and top priority technology investments over the next 2 years:

61%
Automation and Augmentation

Technologies to adapt business operations

59%
Digital Trust Programs

Security, privacy, and compliance technologies

58%
Digital infrastructure

Cloud, infrastructure, autonomous IT operations

55%
Workplace Transformation

Collaborative workspaces, talent dev and management

52%
Connectivity Programs

Enterprise network infrastructure, 5G, WiFi, mobile

But technology is not the only investment

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Few Organizations are Prepared
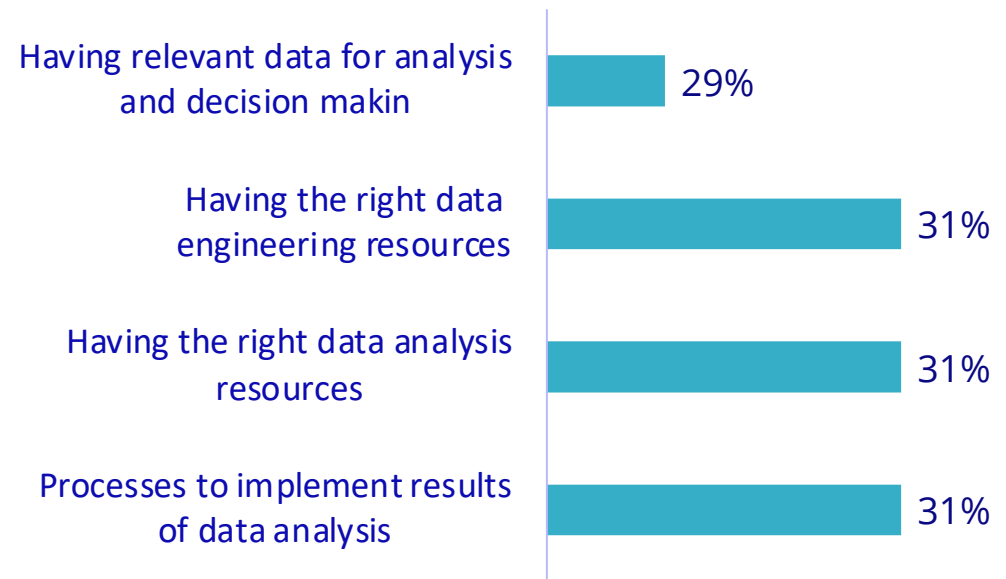
Q. In hindsight, how prepared was your organization to address the challenges brought on by Covid-19?
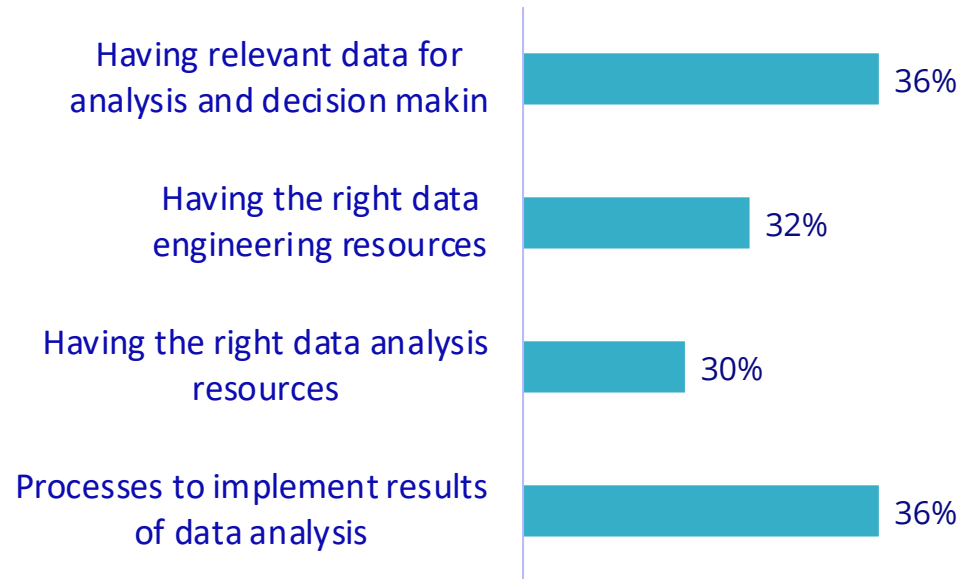
Q. How prepared is your organization to address the challenges or opportunities of the market in 2021?

Very Prepared

Having relevant data for analysis and decision makin	36%
Having the right data engineering resources	32%
Having the right data analysis resources	30%
Processes to implement results of data analysis	36%

Very Prepared

Having relevant data for analysis and decision makin	29%
Having the right data engineering resources	31%
Having the right data analysis resources	31%
Processes to implement results of data analysis	31%

Gap between Wants and Haves

Executives

Managers

Frontline Workers

What they want

83% of CEOs want their organizations to be more data driven

87% of CXOs said being an intelligent enterprise is their top priority

What they have

33% are comfortable questioning KPIs and metrics used in organizations

29% are asked to communicate using data-driven methods

30% say actions are driven by data analysis

34% find it easy to find internal or external collaborator that can help

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Decision-Making ≠ Information Delivery
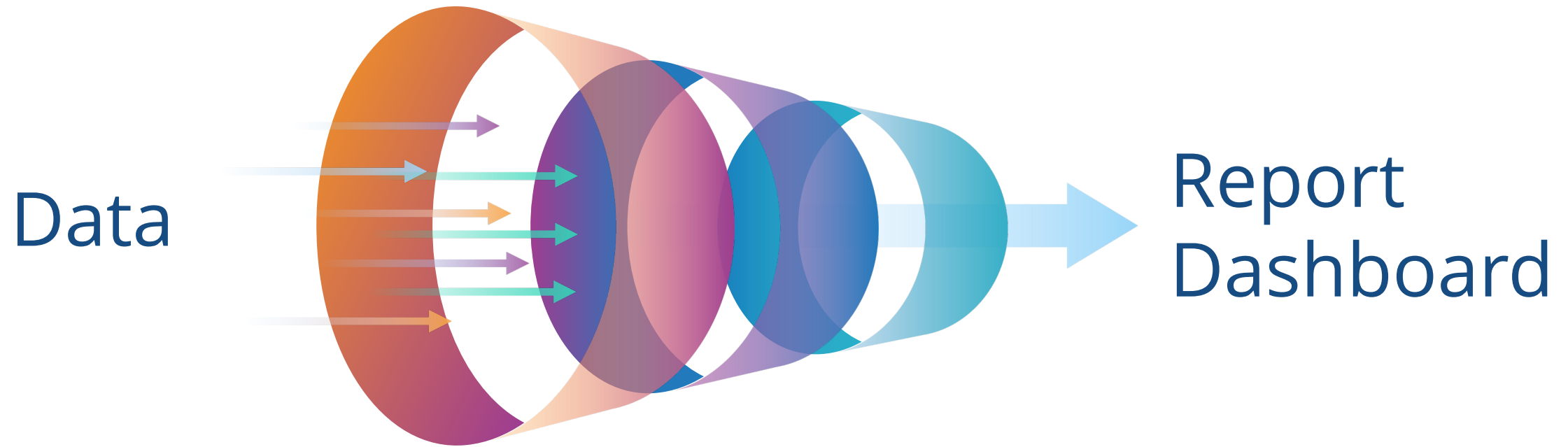
Data

Report
Dashboard
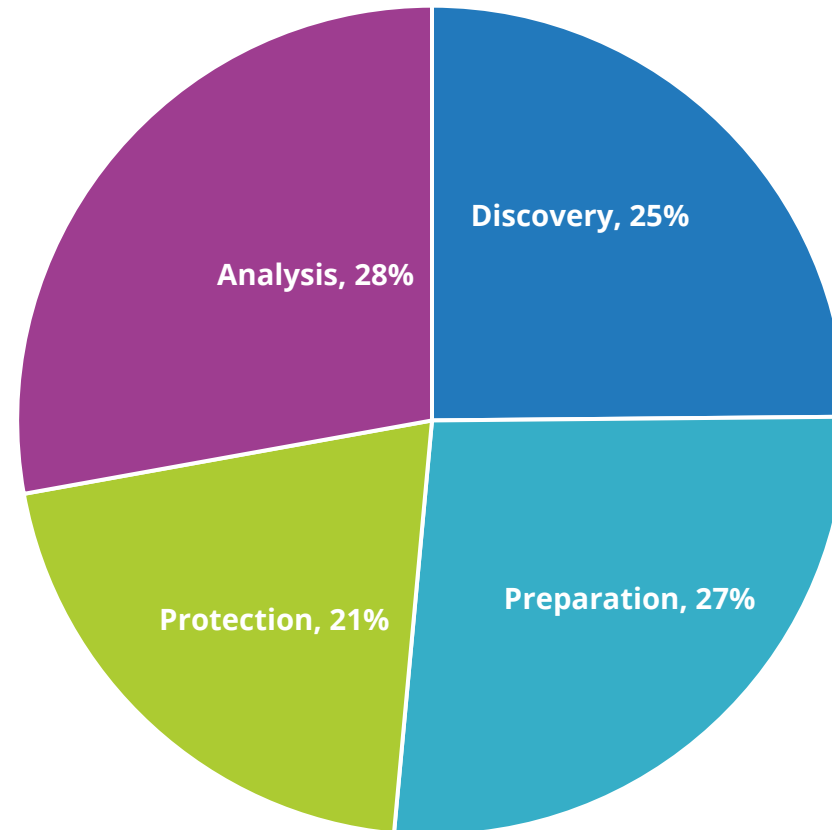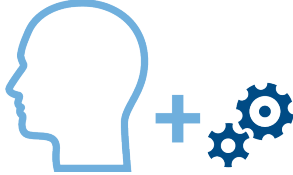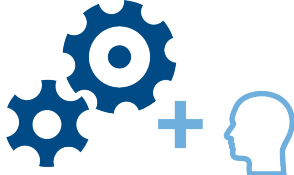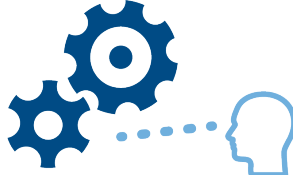
Infusing Analytics with AI will help alleviate some of these issues

Detect

- Detection of:
  - Data quality, lineage, movement
  - Types of analysis applied
  - Queries run
  - Interaction among users
  - Decisions made
  - Effectiveness of decisions
  - Actions are taken

Describe

Diagnose

- Guided data engineering
- Guided root-cause analysis
- Visualization recommendation

Predict

- Data science productivity
- Model generation
- Automated driver identification
- Feature generation

Prescribe

- Next best action

Decide

- Rule creation and review
- Constraints and goals assessment

Act

- Automated content creation and transformation
- Conversational systems
- Operationalization of scoring

Learn Adapt Explain

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Levels of AI-Based Automation

	Human-led	Human-led Machine-supported	Machine-led Human-supported	Machine-led Human-governed	Machine-controlled
1 Who produces insights?	limited IT	portfolio of IT	reviews	governs	
2 Who decides and how?	experience and rules	based on limited optimization	based on fully optimized prescriptions	based on governance framework	
3 Who acts based on the decision?			with oversight	with oversight	

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Applying the AI Automation Framework

BI and Analytics	Human-led	Human-led Machine-supported	Machine-led Human-supported	Machine-led Human-governed	Machine-controlled
System					
Process			Operationalization of scoring	Next best action	
Activity		Guided Root-Cause Analysis	Data engineering	Rule creation	Image detection & Classification
Task		Visualization recommendations	Suggested data sources	Data preparation	

Scope of Automation

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Data and Analytics are Fundamental to Everyone's Success

Data Scientists

Analysts

Data Workers
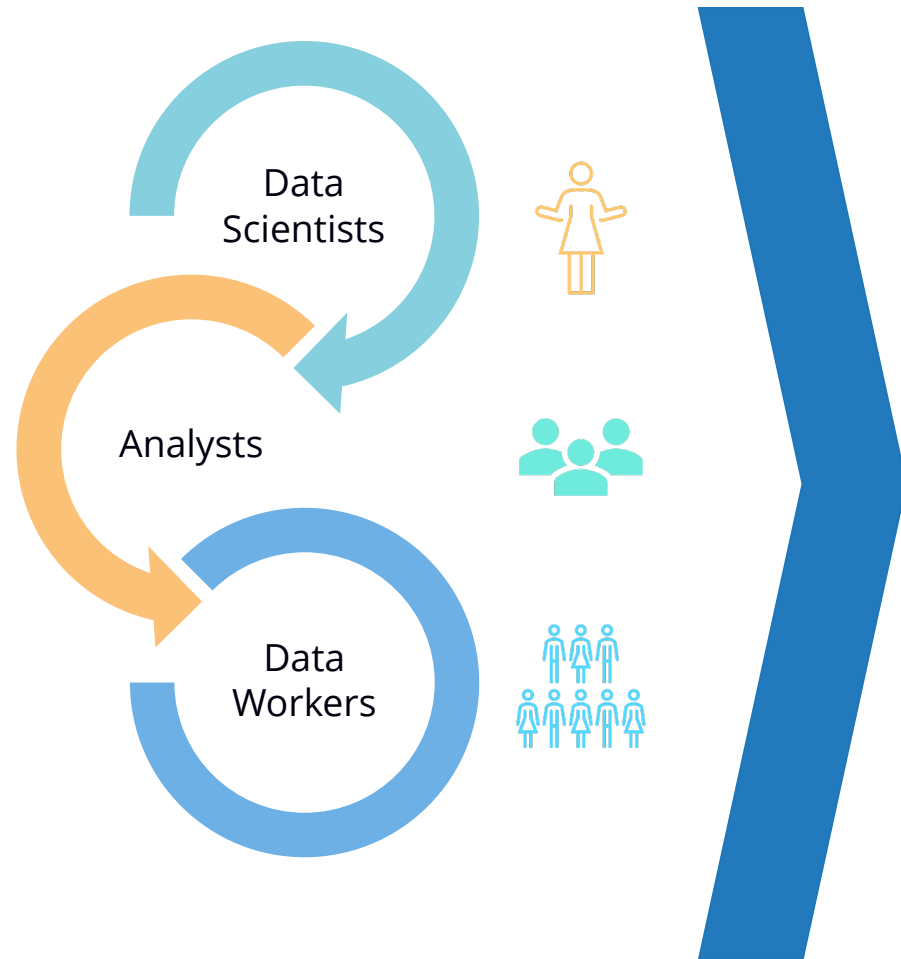
- Identify gaps
- Build data empathy
- Find executives & champions
- Find new KPIs and monitor
- Get feedback from all users
- Collaborate, collaborate, collaborate

Elevate Analytics Maturity to the Next Level with AI-Powered Business Intelligence

Ajay Khanna
Founder & CEO
Tellius

AI Driven Decision Intelligence Platform
Accelerating the journey from data to decisions with faster insights for everyone
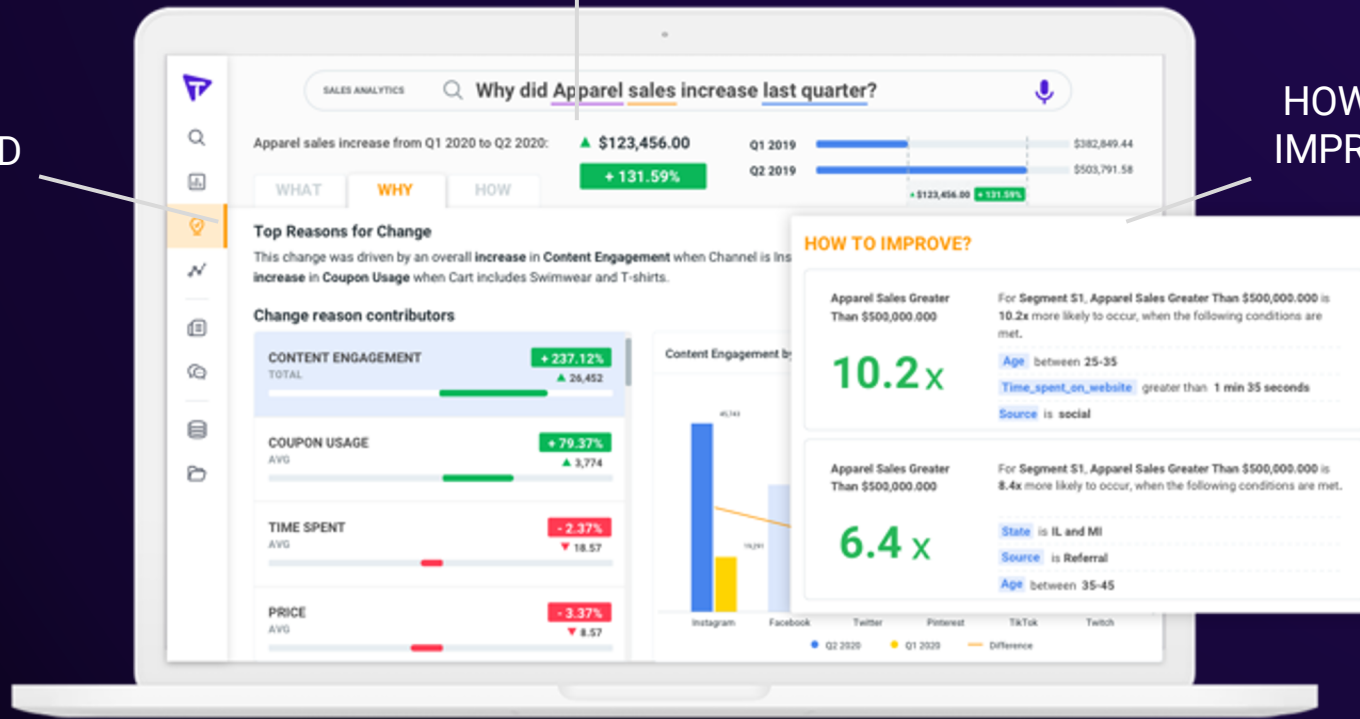
BI and AI Silos Have Created a Massive Insights Gap

Visualization Focused

Involves Manual investigation of 'why' questions

Answering ad-hoc questions from all the data is a nightmare

Focused on finding the best ML models

Too complicated for business analysts

Dashboards

Data Science

Progressing from "data to decisions"
requires answers to
what happened, why metrics changed,
and how to improve outcomes

Business teams unable to leverage ML/AI to uncover insights

Manually impossible to explore every combination

Analysis backlog for answering business questions

ML/AI not accessible and consumable for business teams

BI tools work with aggregated subset instead of all data

▼ **21.4%** Unit sales dropped by **3250** for Nike cleats in New York during Q1 2020

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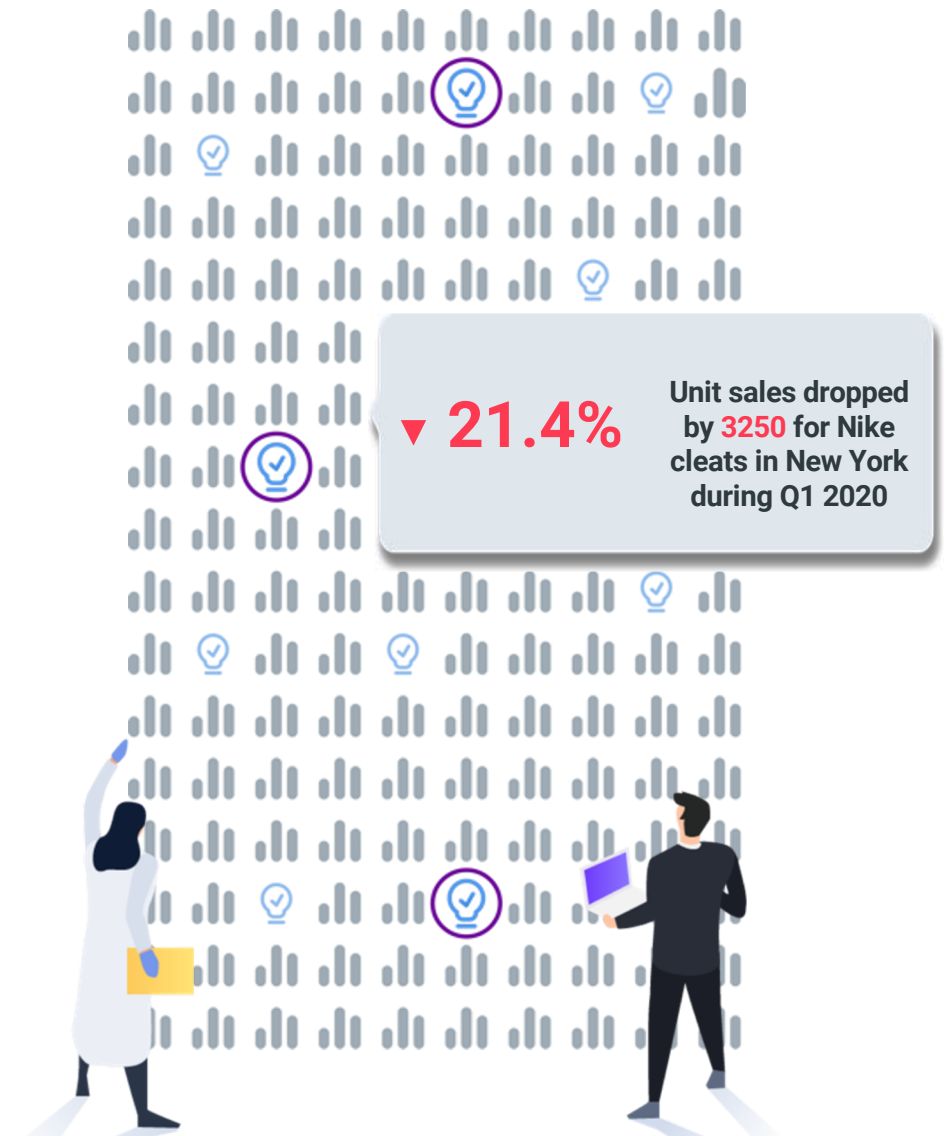
Simple, Yet Powerful Analytics Experience with Tellius

A new Insights & Analytics Engine to Break the Barriers between BI and AI
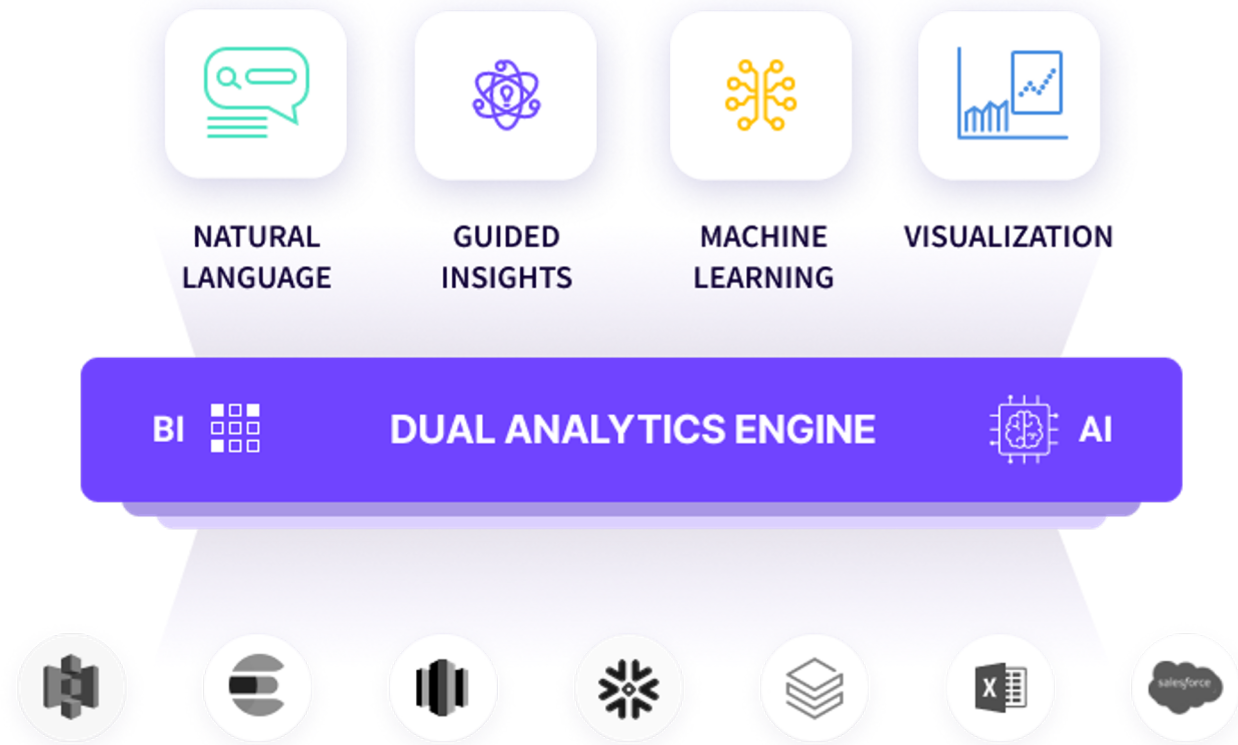
Guided Insights Experience for Business Teams
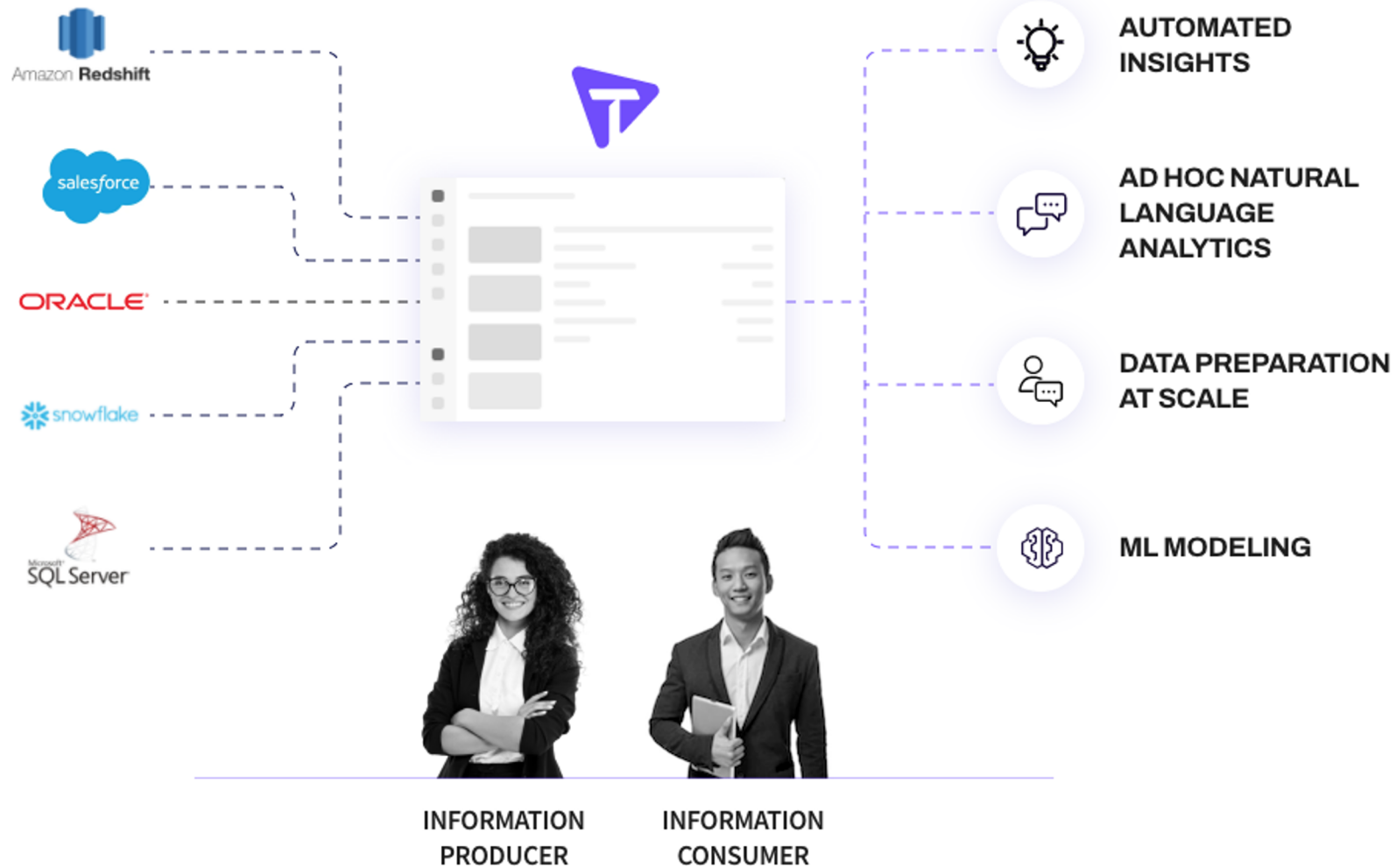
Why did Samsung TV market share in the Northeast drop last month?

WHAT CHANGED?
Significant contributors to changes

Sales change contributor details

Sales in New York City decreased by 31.2M which impacted 23.85% of the total change.
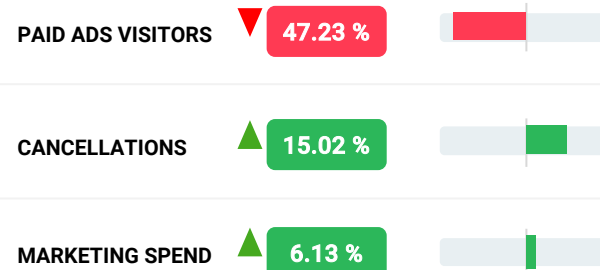
$10 M
0
- $10 M
- $20 M
- $30 M

WHY METRICS CHANGED?
Root cause analysis

Change reason contributors

Change was driven by an overall decrease in visitors from "Paid ads" in New York and increase in cancellations in Cable Subscriptions.

PAID ADS VISITORS	▼ 47.23 %	
CANCELLATIONS	▲ 15.02 %	
MARKETING SPEND	▲ 6.13 %	

HOW TO IMPROVE?
Segments to drive outcomes

Targeted customer segments

Renewals are 13.5x more likely when customers meet these criteria.

13.5 x   69.7%

STATE is "Pennsylvania"

MODEL is "QLED 8000"

PLAN TYPE is "Triple Play Bundle"

SIZE > "65 inches"

Segment S1	13.5 x
Segment S2	12.3 x
Segment S3	7.9 x
Segment S4	4.1 x

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Advancing Analytics Maturity Across the Organization

Democratize Data Access

BUSINESS USERS

Empower anyone to ask ad-hoc questions across all the data to uncover hidden opportunities

Automate Insights Discovery

10x

ANALYSTS

Get deeper insights 10x faster and eliminate your BI backlog

Augment Analytics Workflow

DATA EXPERTS

Accelerate analytics process with embedded machine learning automation and unified experience

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