

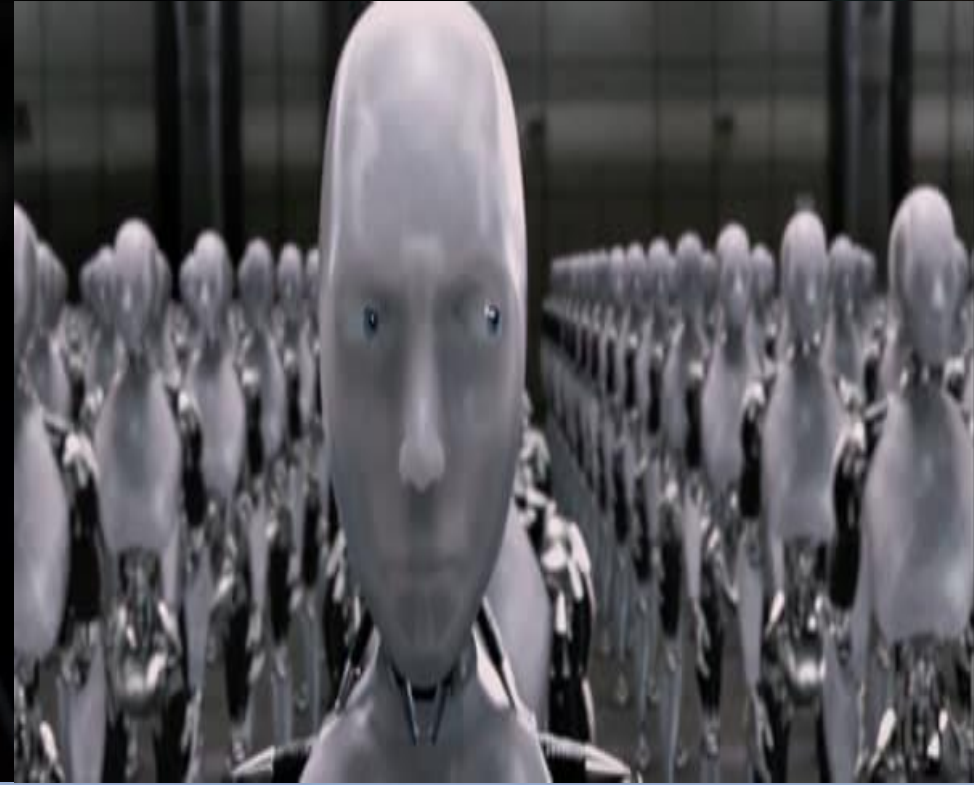
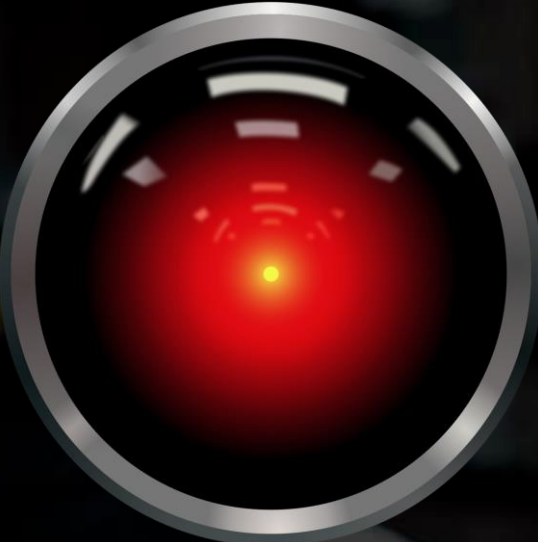
A dark, blurred background showing a group of business professionals in a meeting. Some are holding smartphones and tablets, suggesting a collaborative digital environment.

ShepHertz

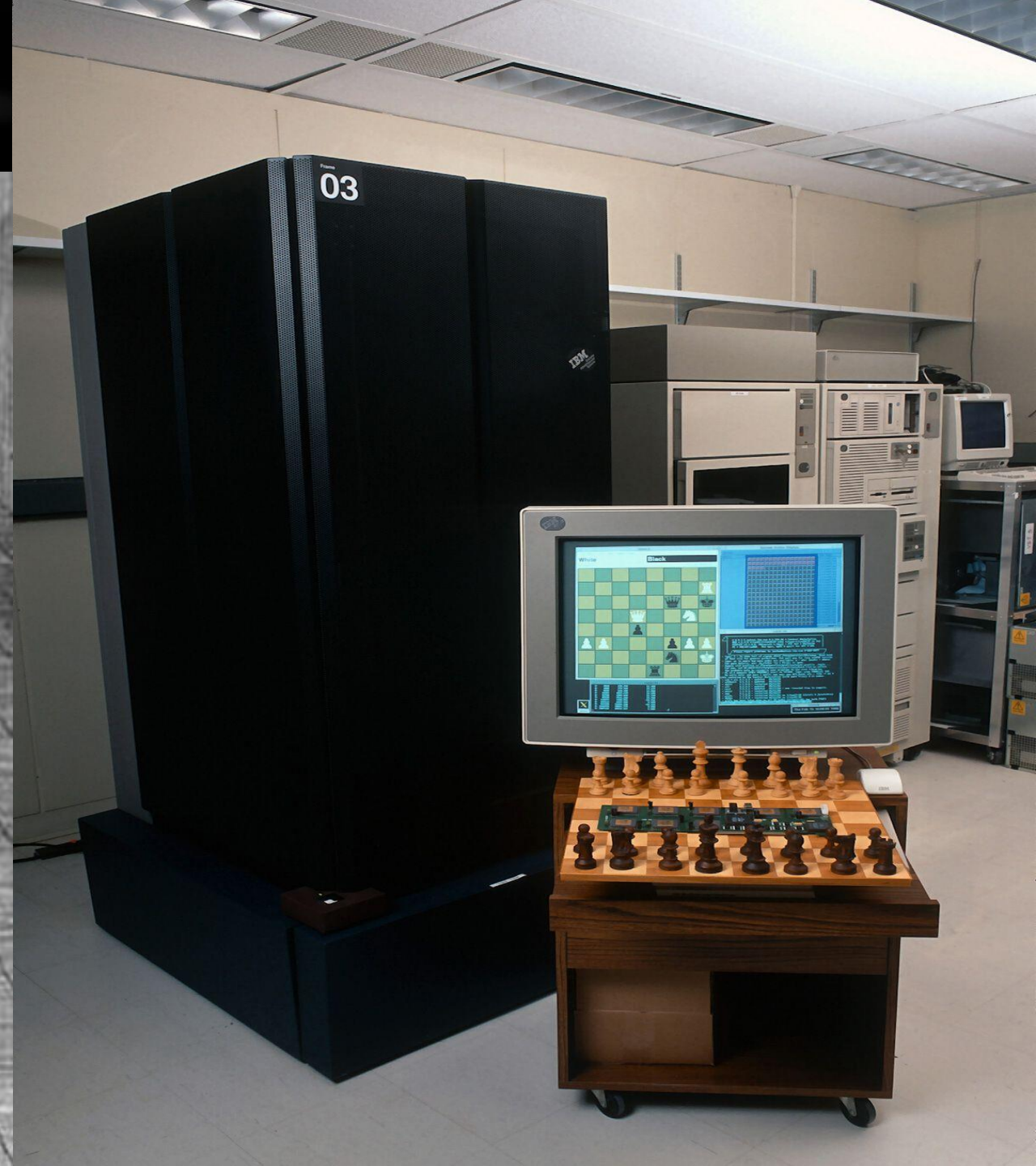
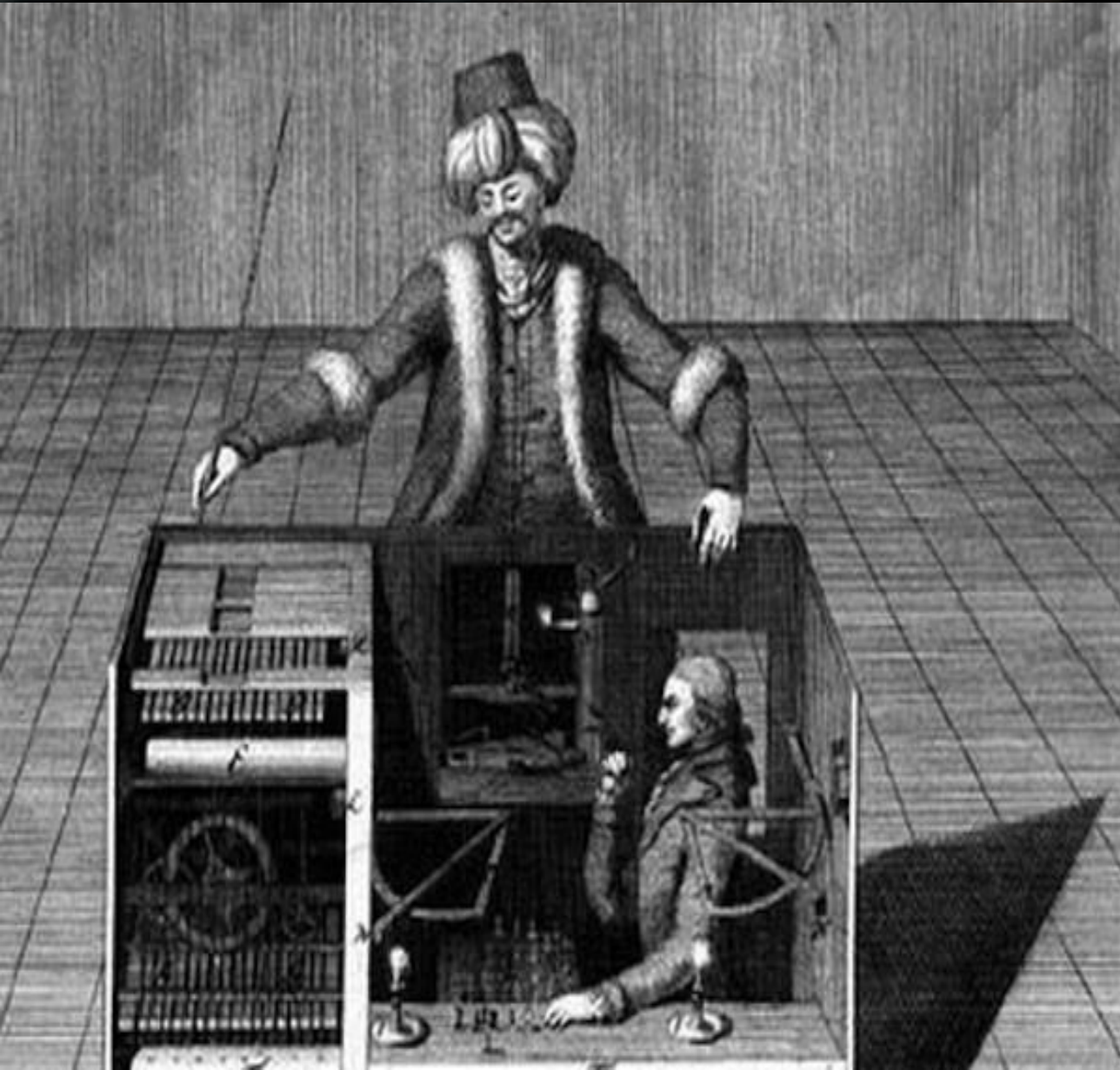
**APPLIED AI**

**Agile & Reliable Digital Transformation**

# Popular Culture



# Popular Culture



# BY 2020

AVG. INTERNET USER **1.5 GB** OF TRAFFIC / DAY

AUTONOMOUS VEHICLES **4 TB** OF DATA / DAY

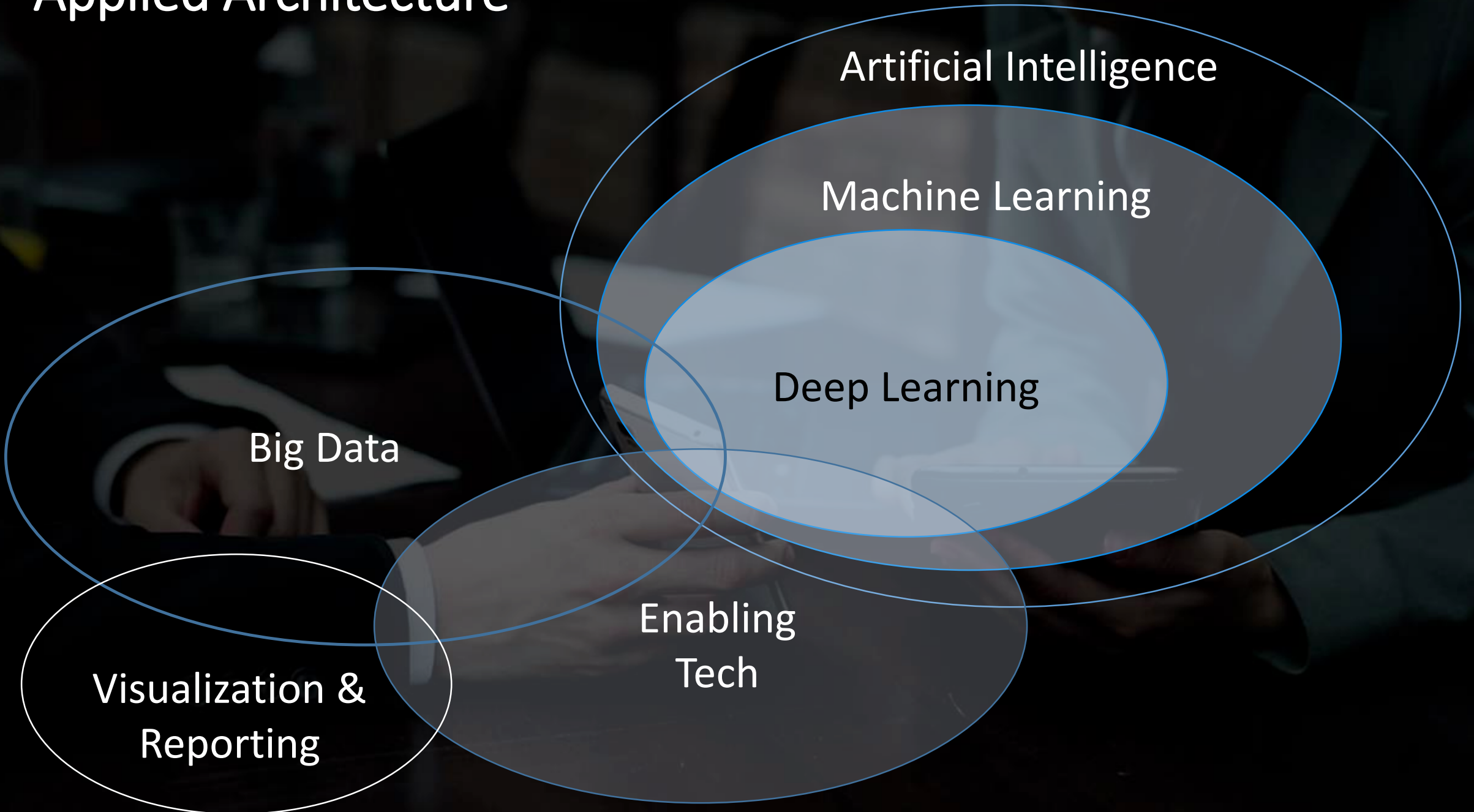
CONNECTED AIRPLANE **5 TB** OF DATA / DAY

SMART FACTORY **1 PB** OF DATA / DAY

CLOUD VIDEO PROVIDERS **750 PB** OF VIDEO / DAY

## THE COMING FLOOD OF DATA

# Applied Architecture



Artificial Intelligence

Machine Learning

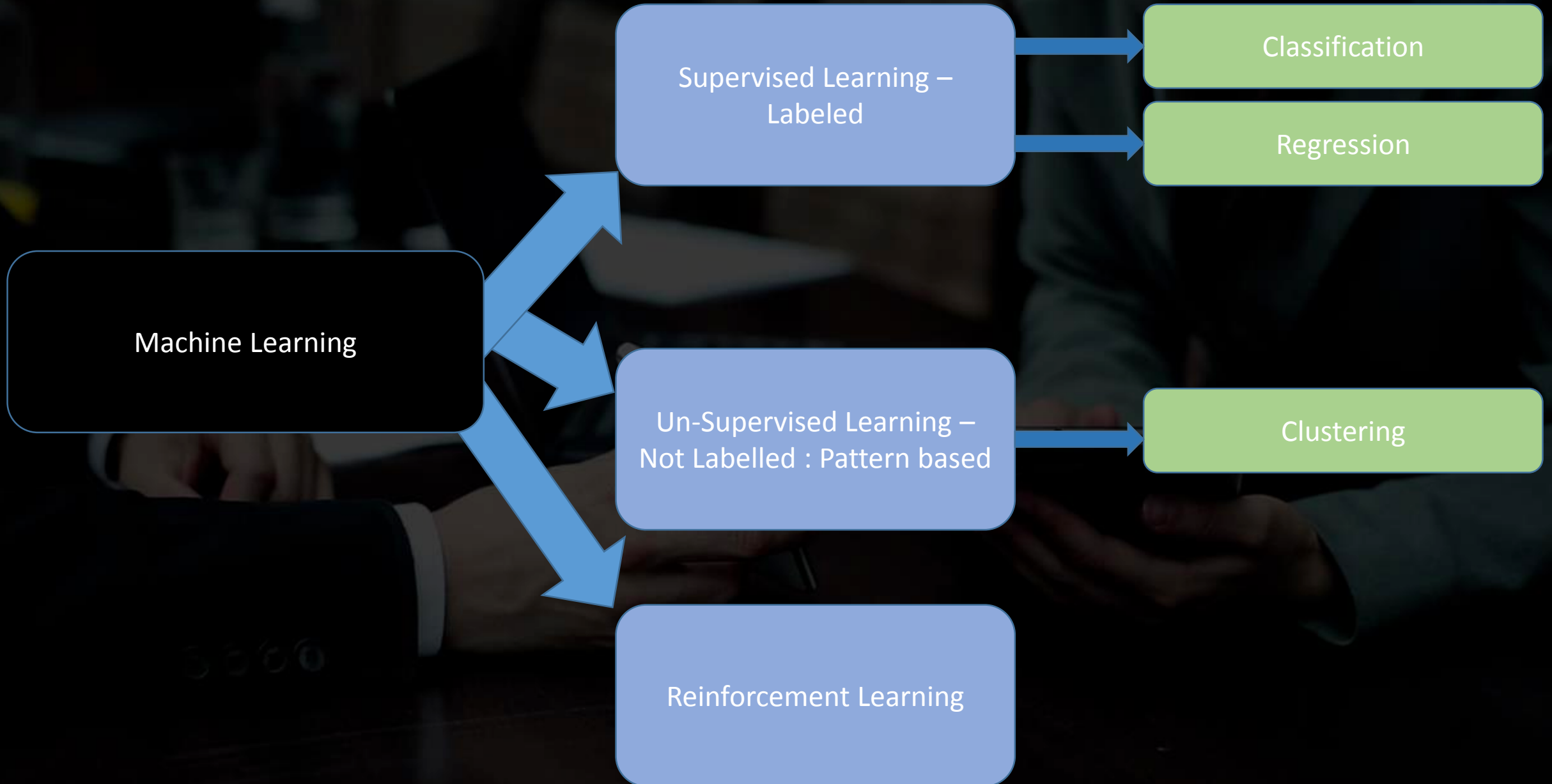
Deep Learning

Big Data

Enabling  
Tech

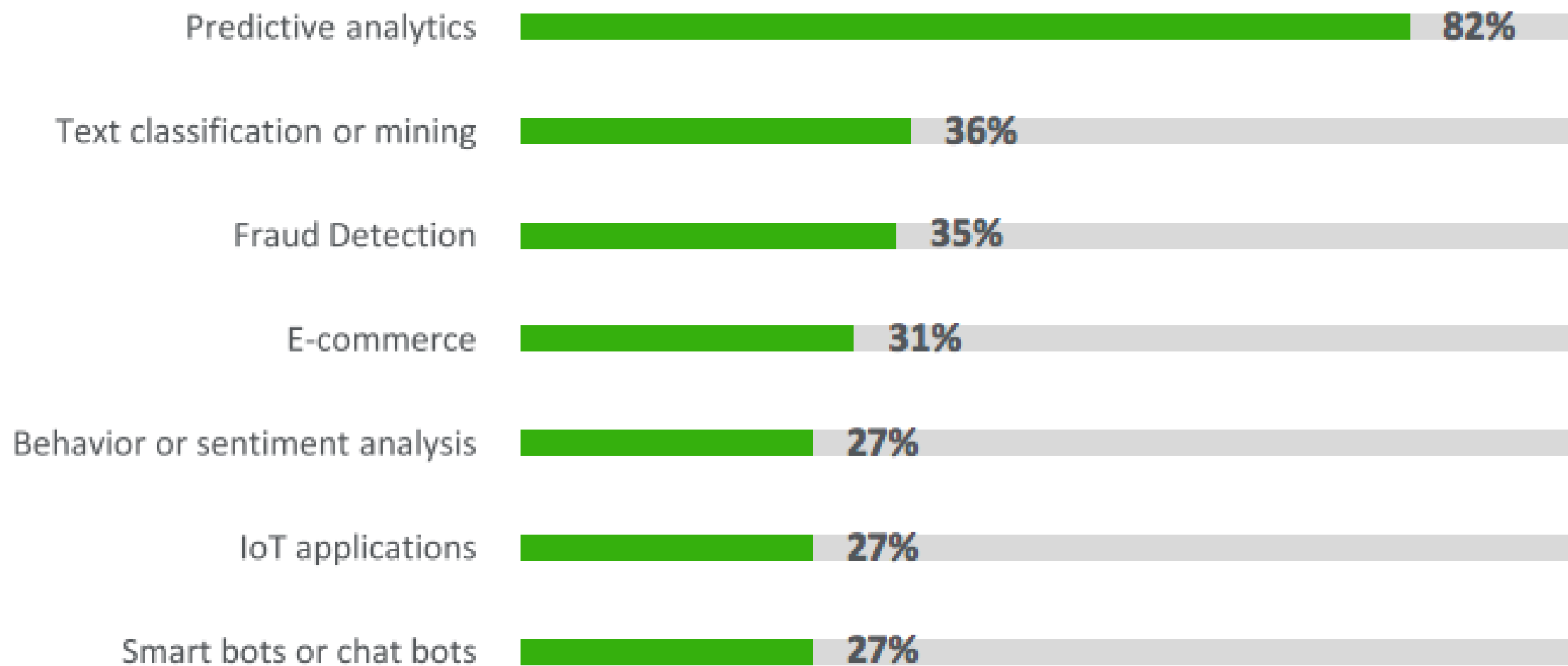
Visualization &  
Reporting

# Types of Machine Learning



# Which of the following machine learning areas are having the greatest impact on your organization today?

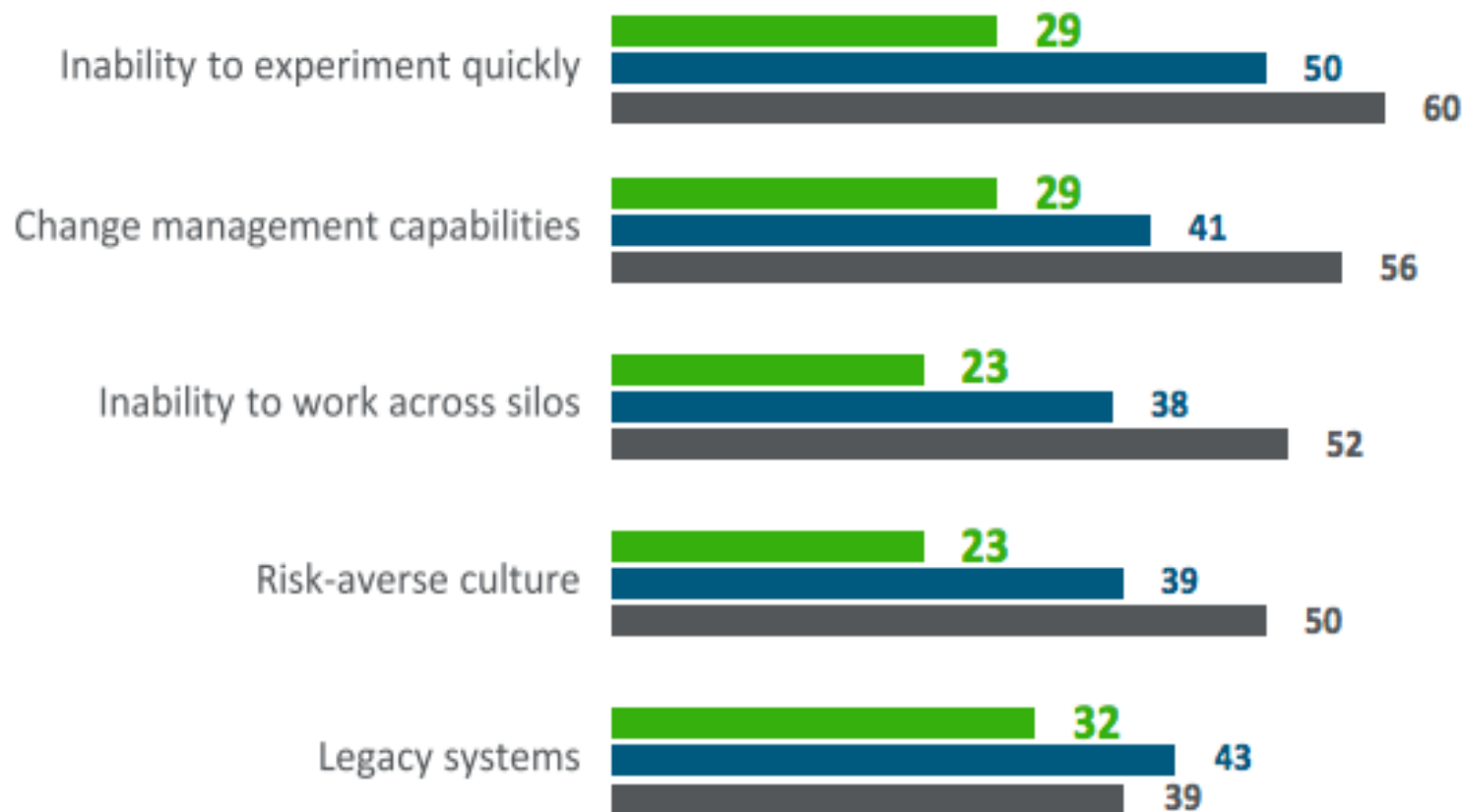
(Multiple responses permitted)



# What's Holding Back Digital Transformation?

Percentage indicating to what extent each of the following is a barrier to their organizations' use of digital technologies

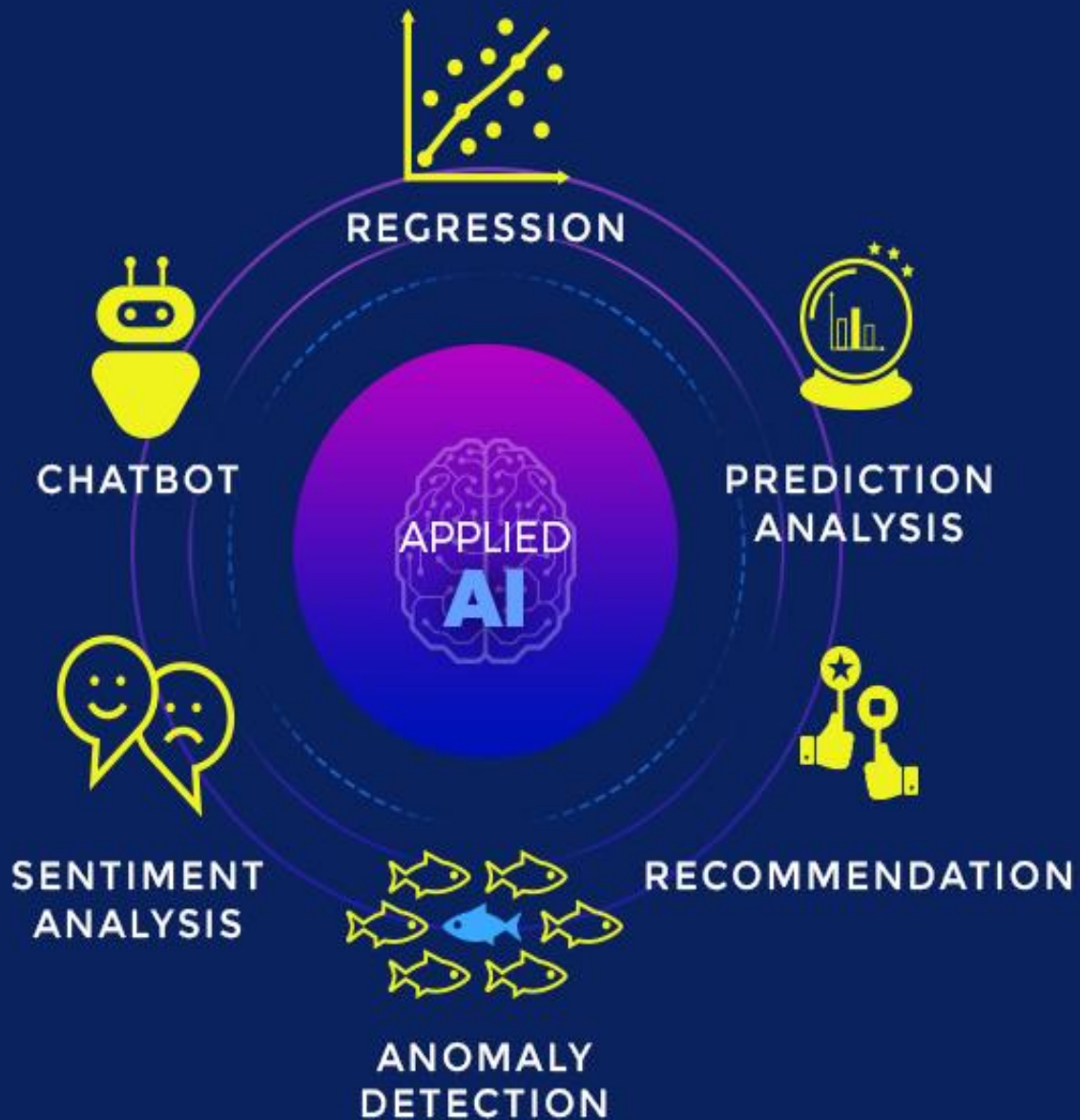
(8-10 on a 10-Point Scale)



- LEADERS
- FOLLOWERS
- LAGGARDS

# ShepHertz

## AI SERVICES



# AI Usecases

## BOT

- Dialog – FAQ based
- Intelligent BOT - Free flowing Text/Voice interaction
- Support for Live Chat – Seamless Handover from Bot to live agent

## Sentiment Analysis

- Social Media – Twitter, FB etc.
- Chat
- Competition & influencer analysis
- Metrics

## Anomaly detection

- Outlier detection

## Classification

- Hyper Personalization

## Recommendation

- User similarity
- Item similarity
- Content tagging
- Clustering

## Prediction Analytics

- Propensity to buy/churn
- Customer Life time value
- Customer Segmentation
- Up and Cross selling
- Lead Scoring
- Improved content distribution
- Analyzing optimal campaign channels , content & time
- Document Automation
- Image Recongition

# ShepHertz BOT preview



The screenshot displays the AppHQ management console for the 'App42 ChatBot' application, specifically for the 'BANK OF INDIA' instance. The interface is divided into several sections:

- Dashboard:** A top row of six summary cards showing key metrics: Total Messages (1), Total Chats (1), Avg. Chats Per User (1.00), Avg. Chats Steps Per User (5.00), Total User (1), Total Sent (0), Total Received (0), and Avg. Session Length (0).
- Most Common Phrases:** A section titled 'Today's Meeting' with a sample phrase 'Hi How Are You'.
- Message In VS Out:** A line graph showing the number of conversations over time, with a data point for '25-Oct'.
- Sentiment Analytics:** A bar chart showing sentiment scores for the period '2017-10-25', with a score of approximately 100.
- Add Intent:** A configuration panel for defining chatbot intents. It includes fields for Intent (book-hotel), Input Context (Enter Input Context), Output Context (Enter Output Context), User Expressions (book a hotel), and Actions (Action). A 'Response' field contains the text 'for which city|'. A 'Save' button is located at the bottom right.

The screenshot shows the user-facing chatbot interface. It features a green header with the text 'Chat with us'. The main area contains three message bubbles:

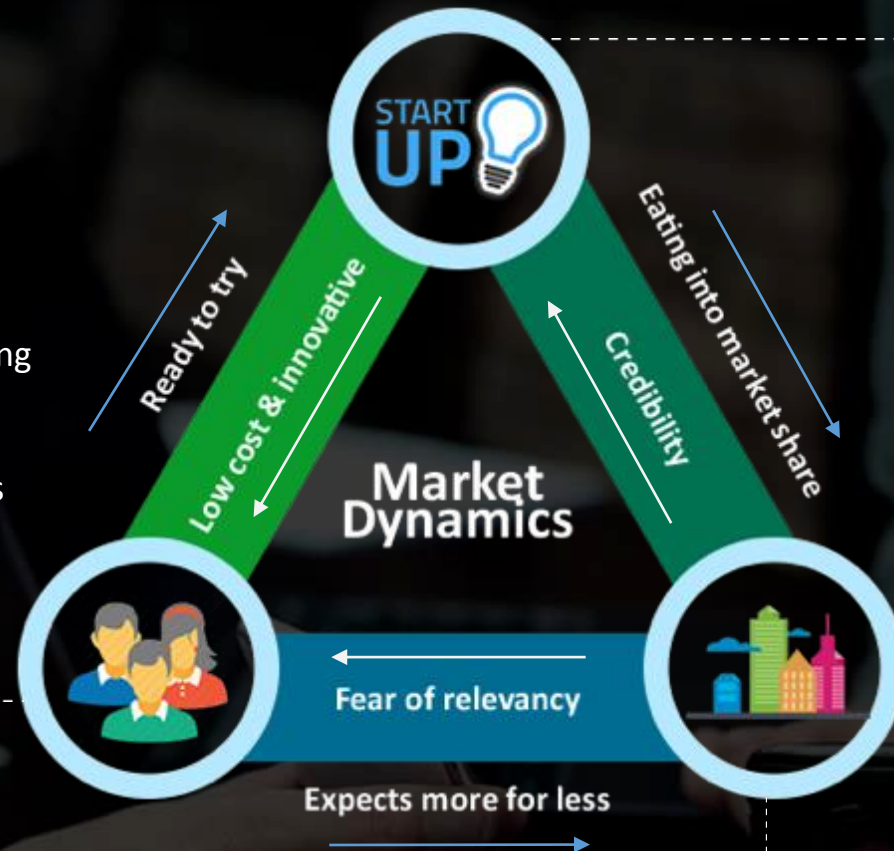
- A greeting: 'Hello! Welcome to Bank of India.'
- A prompt: 'To assist you further, please choose an option given below.'
- A prompt: 'Please select from either of the options below to assist you further.'

Below the messages are four buttons: 'Credit Card', 'Debit Card', 'Interest Rates', and 'Apply/Track'. A 'Dialog' button with a person icon is also present. At the bottom, there is a text input field labeled 'Write here...' and a microphone icon for voice input.

# Problem

## Customers

- Access services on the go
- Time, place & channel of their choosing
- Not loyal, price sensitive
- Feedback : Trigger happy
- Aspire to look cool using new services















## Startups

- Mobile First
- Agile & disruptive
- Ability to experiment
- No baggage
- Built using New Age technologies
- Data driven
- Low cost operations

## Enterprises

- DNA is not Omni-channel
- Months/Years to launch : Use Cases & Campaigns
- Single View of Customer- data fragmented & siloed
- Dependent on IT Services cos.
- Big Bang Digitization investments
- Wants to leverage Existing investments
- Needs to integrate with Partners/group Cos.

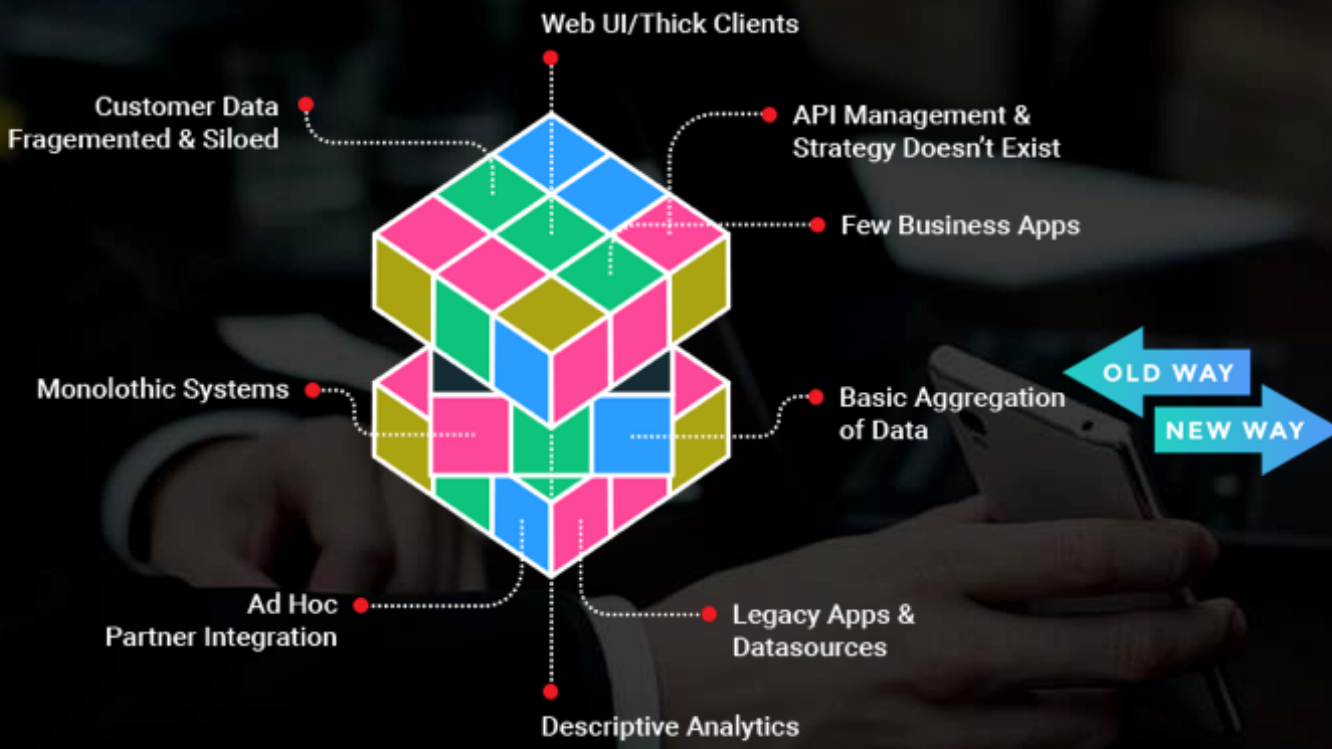
# Problem - Traditional Vs. New Age

	Traditional	New Age
BFSI	 Large Banks	  
Retail	 Large Retail Cos.	  
Taxi	 Large Taxi Cos.	  

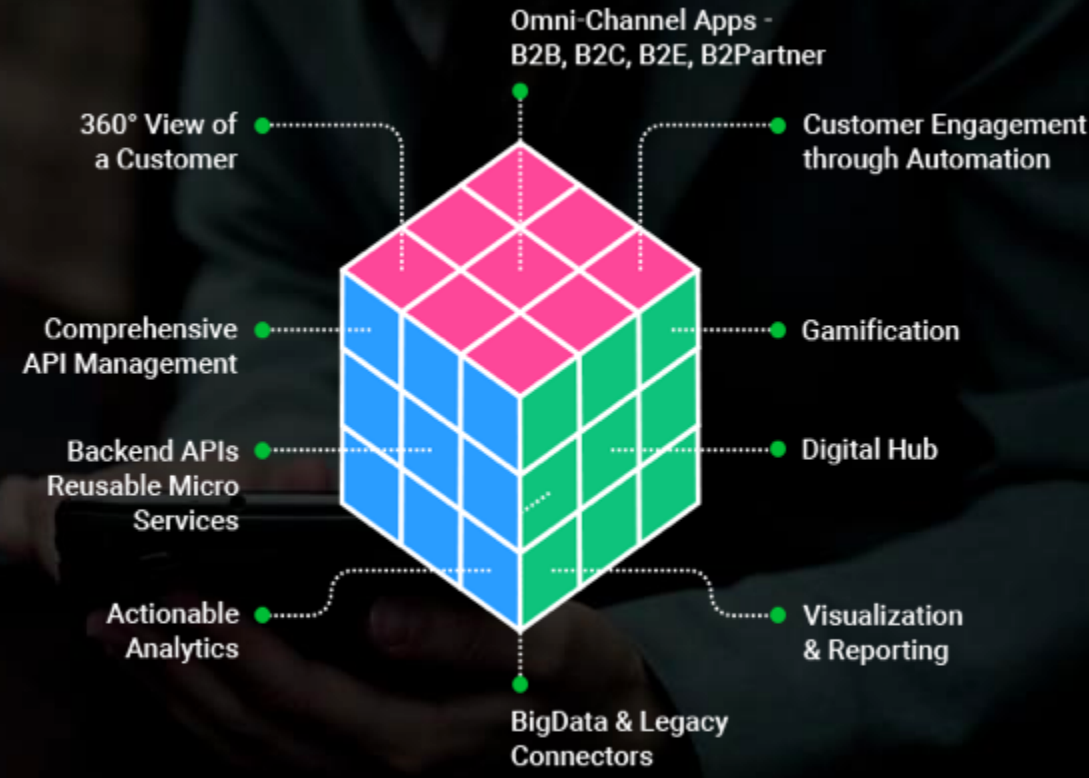
- Losing Market share
- Getting disrupted
- Fear becoming irrelevant
- Top line reducing
- Cant keep up with the changes in the market
- Do not have a clue how to fight the onslaught

- Innovative
- Agile by nature
- Ability to experiment
- Have become household names in a short time
- Low Capex & Opex
- Might shutdown -> But will create a dent on the Enterprise and others will mushroom

# Without ShepHertz



# With ShepHertz



# Intelligent Digital Hub Platform

Verticalized Point Solutions

(Sales Automation, Geo- Attendance)etc.)

Build & deploy B2C, B2B, B2Partn,e B2Employee  
Omni- Channel Apps

APP  
42CLOUD  
API

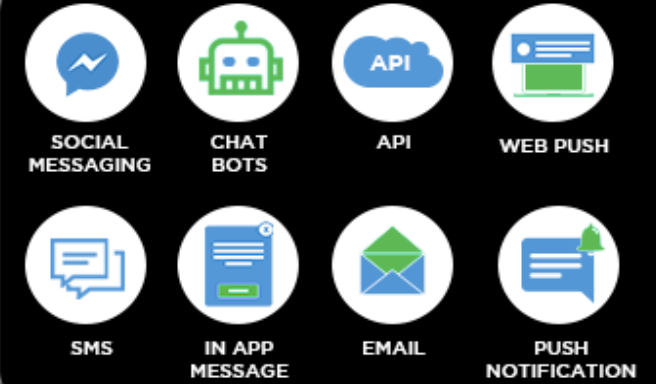


Omni-Channel Single View of  
Customer/Asset/Employee

AI & ML

ShepHertz  
IDHP

Unified Notifications



Actionable analytics & automation

APP  
42 API  
GATEWAY

App42 BDC = BigData Connectors

Big Data

App  
Behavior

Transactional

Unstructured

Real Time

Offline

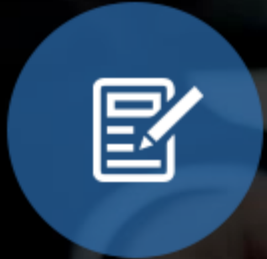
Legacy Apps

External Apps

# Market Adoption



**Processing  
> 90 Billion  
API Calls**



**> 54000  
Registrations**



**150  
Countries**

## Verticals



BFSI



Retail



Media



Aviation

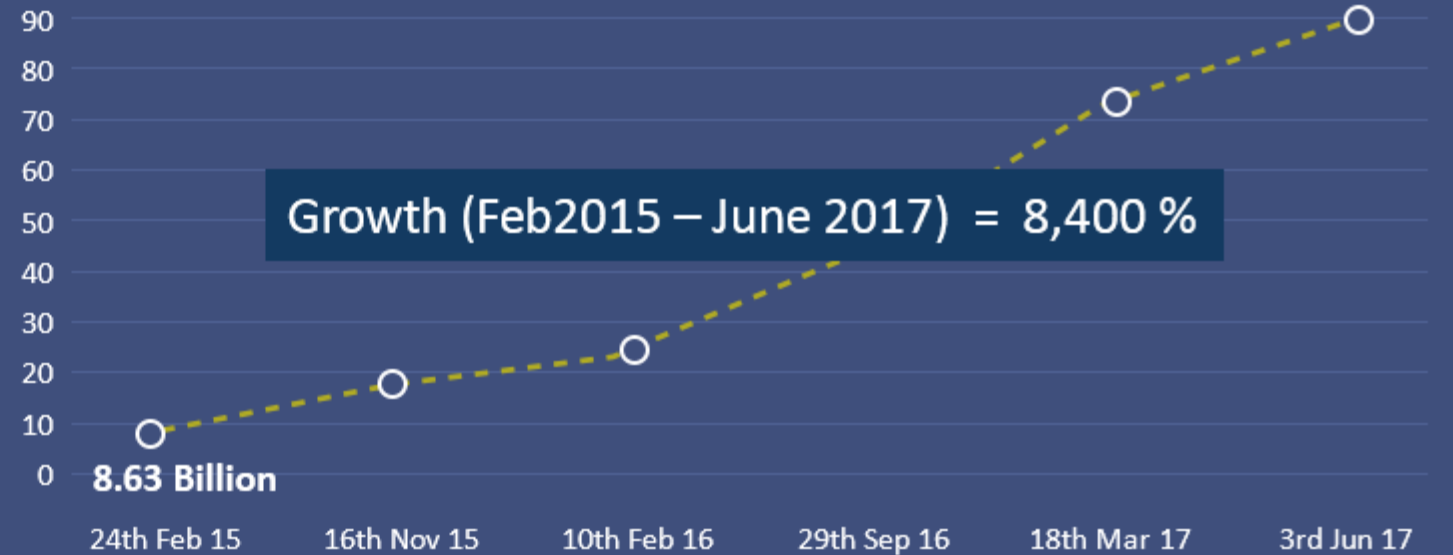


Gaming

Profiled in Gartner consistently  
for the last 4 years

**Gartner.**

## API Calls



# Server Locations



# Microsoft Partnership

Microsoft invited top 15 (out of 650) B2B global startups to meet Satya Nadela (CEO), John Stanton (Board Member) & senior execs



- Joint GTM & Selling
- Closed multiple Accounts together – Manorama, Spencer, Edelweiss etc.
- Multiple CXO Roundtables sponsored by Microsoft based on prospects given by ShepHertz
- Marketing budgets investment for Collaterals, Social Media Campaigns, PR etc.
- SEA, US & Middle East expansion.
- Forging partnerships – Cognizant, HCL, KPMG, Comparex. Soon Wipro & TCS



Thank You