



TOGETHER **DATA**

We make AI effective, affordable and easy to use

AGENDA



1. Market sector



2. Main customers and products



3. Key components of business development



4. People as the core strength of TogetherData



5. Questions and answers



Market sector



Global AI market

5.8 trillion dollars
Estimated value unlocked by
Artificial Intelligence
/ McKinsey /

40% of promotion
spending in the field of
retail does not bring
desired results
/ Nielsen /

US - Supply chain operators
who had used deep data
analytics have achieved
a **19% increase** in operating
margin over the past five
years.
/ McKinsey /

Global spending on artificial
intelligence will rise to **\$ 7.3
billion annually by 2022**,
from \$ 2 billion in 2018.
/ Juniper Research /

It is estimated that
approximately **80%** of all
data has been generated in
the last 2 years

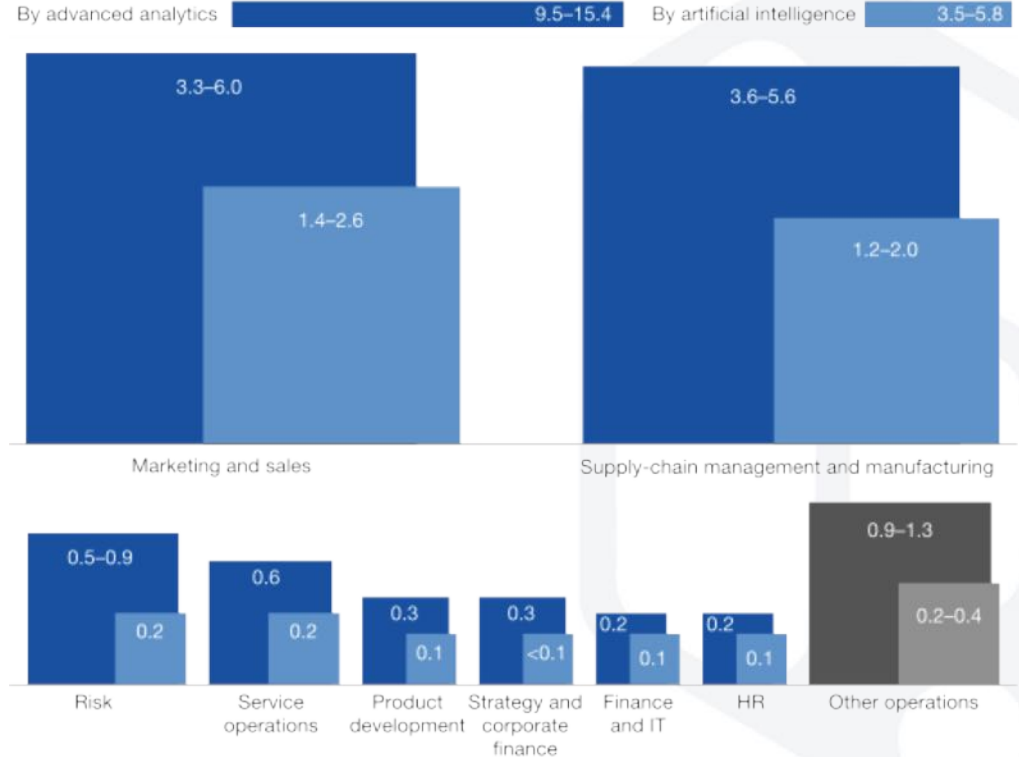
AI is a new generation factor
that generates
USD **14 trillion gross income**
in 12 economies and 16
industries up to 2035.
/ Accenture /

80% of manufacturers intend to
invest in artificial intelligence,
with anticipated increase in
revenues by 22.6%
and cost reduction by 17.6%
/ World Economic Forum 2018 /

Value unlocked by AI

- McKinsey indicates that using customer data in retail to personalize promotions, incl. tailoring individual offers every day can lead to **around 3% increase in incremental sales** for brick-and-mortar retailers alone.
- In consumer goods and supply-chain management functions, forecasting based on underlying causal drivers of demand rather than prior outcomes can improve **accuracy by 10% to 20%**, which translates into a potential **5% reduction in inventory costs and revenue increases of 2% to 3%**.
- In banking, AI has significant value potential in marketing and sales as well as in assessing and managing risk - loan underwriting, fraud detection, performance in risk improvement.

Value unlocked, \$ trillion



Note: Figures may not sum to 100%, because of rounding.

AI-based improvement in performance

- In **69%** of the use cases studied by McKinsey Global Institute, deep neural networks can be used to improve performance beyond that provided by other analytical techniques.
- Cases in which only neural networks can be used, that were referred to here as “greenfield” cases, constituted just **16%** of the total.
- For the remaining **15%** artificial neural networks provided limited additional performance over other analytical techniques, among other reasons because of data limitations that made these cases unsuitable for deep learning.

On average, McKinsey’s use cases suggest that modern deep learning **AI techniques have the potential to provide a boost in additional value above and beyond traditional analytics techniques ranging from 30% to 128%**, depending on the industry.

In more than two-thirds of our use cases, artificial intelligence (AI) can improve performance beyond that provided by other analytics techniques.

Breakdown of use cases by applicable techniques, %



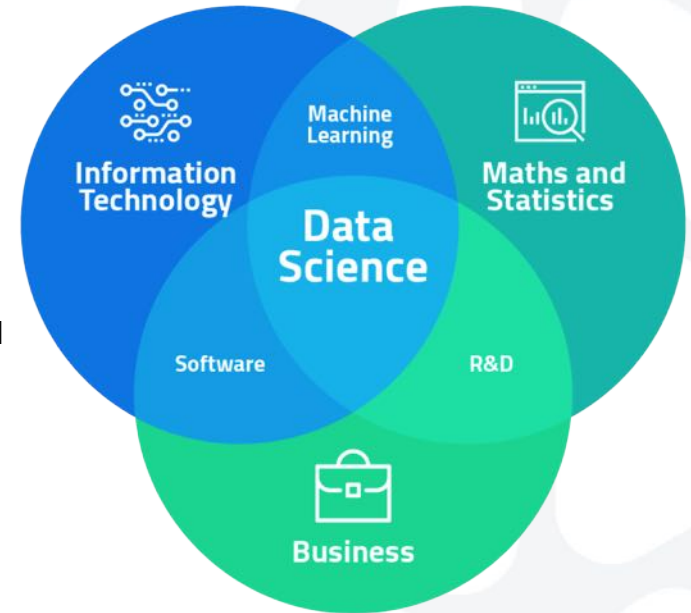
Potential incremental value from AI over other analytics techniques, %



TogetherData: Data Science for Business

Core business: optimization of business processes through the use of advanced Big Data analytics

- Provision of fully automated solutions supporting a variety of processes.
- Development of intelligent solutions that extract knowledge from historical data and automate processes to optimize client's business operations.
- Thanks to implementation of AI, Machine Learning and Deep Learning we **increase revenues** and **reduce operating costs** in organizations.





Main customers and products

TogetherData: Selected customers

Debt Collection



Other Finance



Pharma



Production & Trade



Services



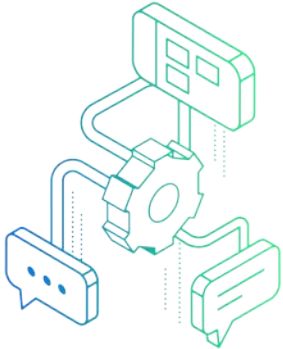
Examples of deployed TogetherData AI platforms



CRM Platform

Empower Your Business with AI-driven CRM Platform

Our customizable CRM integrates all customer data – contact details, purchase history, and all incoming and outgoing communication in various channels. The platform gathers customers' consents to use contact details for specific purposes. It is also possible to collect any additional data from numerous sources and build customer segments or groups. The system automates processes related to customer service such as execution of orders, processing of complaints, as well as handling responses to product inquiries or requests for offers.



Marketing Automation

Our Marketing Automation solution enables building a personalized flow of marketing communication addressed to specific groups of clients.

Tracking their reactions helps to optimize marketing campaigns by reaching them with relevant content at the right time. We also propose integrating our CRM platform and Marketing Automation solutions with other services offered – enriching customer data to deliver even more precise customer segments or introducing chatbots as one of the communication channels.

Examples of TogetherData AI-driven products



INTELLIGENT
character recognition
and data extraction system
from documents



Scorly.

by  **TOGETHER DATA**
DATA SCIENCE HOUSE

**AI charged risk
assessment & prediction**



Credit Scoring

Enhance your rating
process with our solution



Anti Fraud

Eliminate risk, detect
real customers



Recommend

Predict your
customer needs



Analyze

Know your
customer profile



Virtual Assistant
tailored to your business needs



Examples of TogetherData AI-based services



Team Augmentation

Depending whether the client has its own project team or need competencies outside of internal resources – different form of cooperation will be right for the project. Before starting work on appropriate AI solution, TogetherData suggests an optimal cooperation model.

Clients select this cooperation form when:

- they already have a Data Science team, but are in need of some extra help
- their team is ready to work along with external support
- they need more control over the project

The service is billed monthly based on a Time and Material spend during this time by our Data Science Specialists.



Outsourcing

IT project outsourcing allows you to execute entire projects using the resources of TogetherData.

The project outsourcing approach delivers a client with benefits of:

- external expertise
- cost management reduction
- and risk mitigation

So that TogetherData's client can concentrate existing resources on its customer's core operations.

Each project is approached by us individually. Our process of solutions' development is driven by Agile methodology in order to provide solutions that will be the most compatible with customer efficiency expectations.



Data Science Workshop

Data Science Experience Workshop is a problem-solving session conducted with a client. During a workshop, TogetherData and a customer discuss the productivity and data flow in the client's business processes.

Possible solutions are discussed from all points of view, including:

- research design
- evaluation of current solutions
- recruitment/hiring
- costs and benefits assessment.

The purpose of the workshop is to identify areas and processes where deployment of appropriate AI/ML solutions would lead to substantial revenue increase and reduction in operating costs.

We strongly recommend beginning cooperation with Data Science workshop deployment.



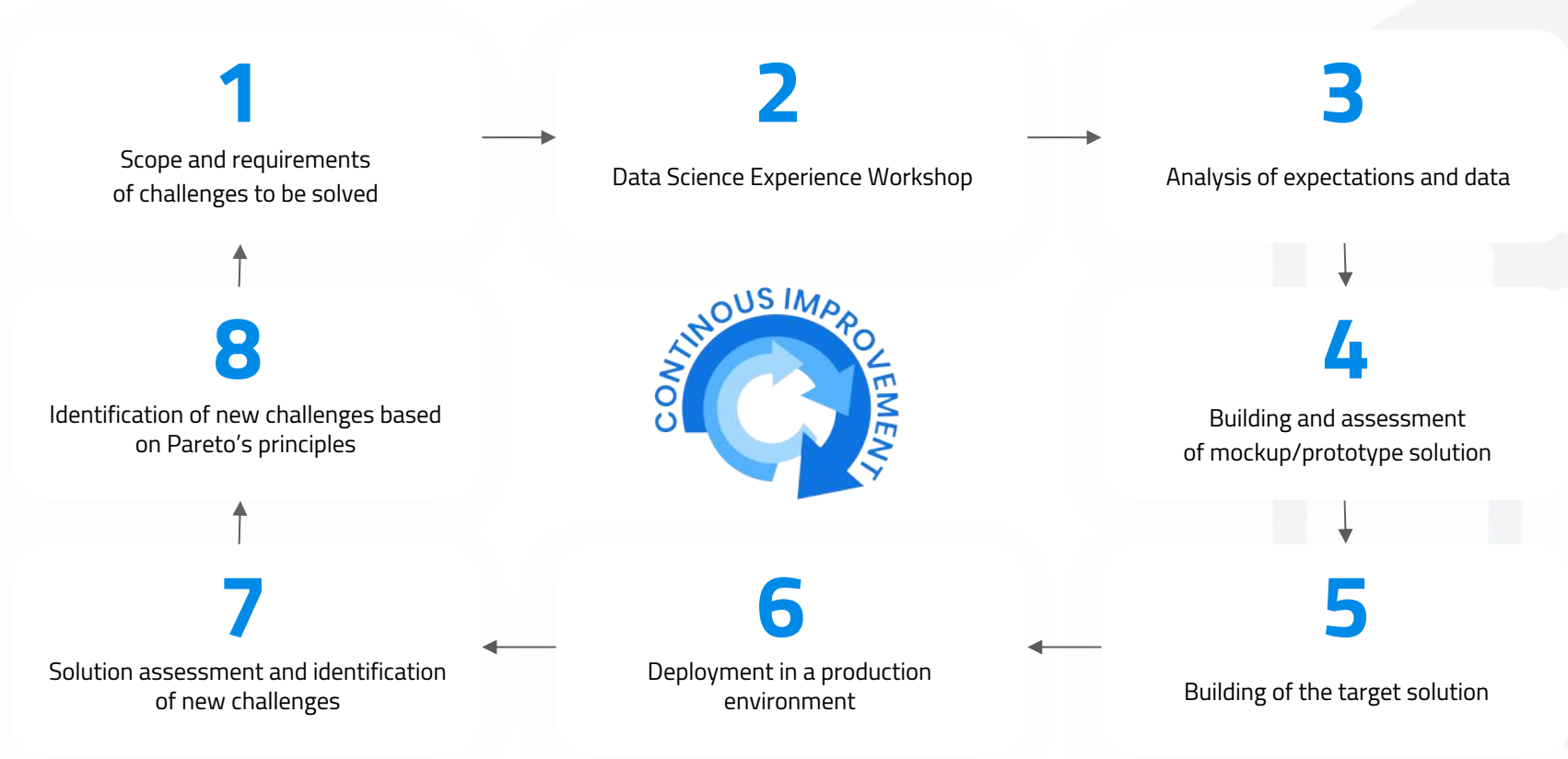
Key components of business development

Main principle of TogetherData business development



We provide our customers with added value, including competitive advantage, by overcoming their challenges and frustrations with appropriately selected IT/AI/ML technologies

Main principle of TogetherData business development: deployment lifecycle





**People as the core
strength of TogetherData**

People as the Key Strength of TogetherData

Management Team: Experience



Michał Grams

President of the Board

People as the Key Strength of TogetherData



prof. Andrzej Jankowski

Co-founder of Polish-Japanese Academy of Information Technology, visiting professor in the Department of Computer Science at the University of North Carolina, co-author of two patents in Artificial Intelligence, which are cited in patents of such corporations as IBM, Google, Microsoft, Yahoo!, Hewlett-Packard, Oracle, Matsushita Electric, NEC, Fuji Xerox, Canon Boeing, and Sony.



prof. Andrzej Skowron

Member of Computer Science Committee at Polish Academy of Sciences, Professor in Faculty of Mathematics, Computer Science and Mechanics at Warsaw University, Editor in Chief of Fundamenta Informaticae, author of 500 international science publications.

Strategic partnerships:



People as the Key Strength of TogetherData

R&D Team: Experience

Deloitte.



GEMius

NETFLIX

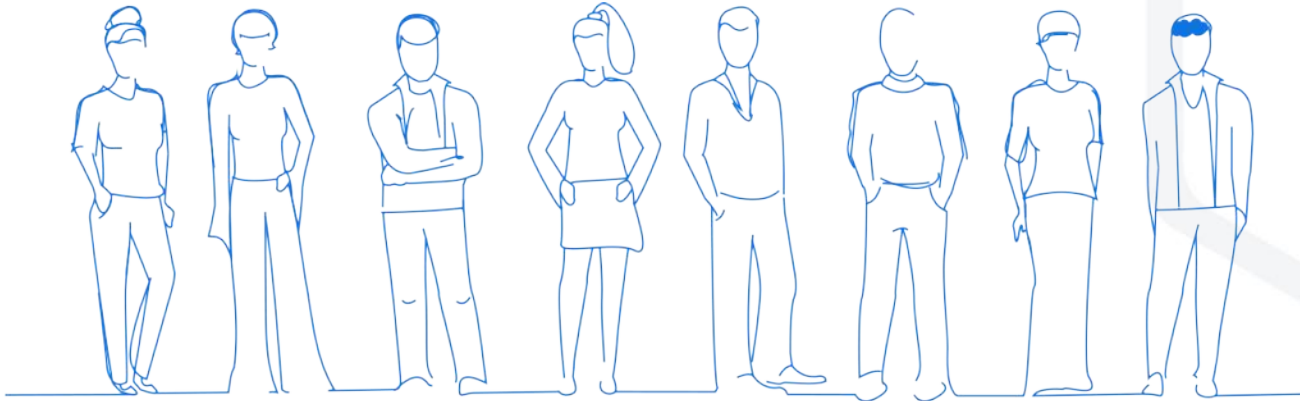


**POLSKA
PRESS
GRUPA**



Deutsche Bank 

xerox™



TogetherData: a Success Story

50

Specialists

201

Cumulative years of
team experience in AI

48

Clients serviced

55 PB

Data processed

150_m

Client records
analyzed

OUR AWARDS:



Honorable mention in the 10th edition of the competition for young companies and scientists "Innovator of Mazovia" 2018.



Big Data Award 2018 during the 8th Big Data & AI Congress



The finalists of the Polish edition EY Entrepreneur of The Year 2018

WE ARE THE MEMBER OF:



IZBA
GOSPODARKI
ELEKTRONICZNEJ



POLSKI
ZWIĄZEK
ZARZĄDZANIA
WIERZYTELNOŚCIAMI



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