Data Analytics and Digital Transformation Project

VENINE

25August 2021

AGENDA

- Company Profile
- Data Project : JumpStart & Quick Win
- Proposed Solution

STelligence

OUR STORY

Established in 2013, STelligence was the very *first pioneer of commercial data analytics solution in Thailand with Self-Service Analytic and focusing on citizen data scientist as main strategy* . The team initially focused on using data analytics platform to provide holistic and comprehensive **IT Operation and Security Analytic**. The market adoption was incredible, and our solution expands to cover multiple domains; including **Business intelligence, Data Visualization, Self-service Analytics, Machine Learning, Data Science and Robotic Process Automation with Cognitive Services.**

Thailand **1st** **Partner** of alteryx

Thailand **TOP 3 Partners** of Tableau, Alteryx

Partner with
DataRobot

Thailand **Best AI Software Solution Provider** 2020

GLOBAL BANKING & Finance review®
The Next GLOBAL COMPANIES 2020
100
AWARD WINNERS 2020
10TH YEAR GLOBAL BANKING & FINANCE AWARDS
GLOBAL BANKING & FINANCE review

APAC CIOOutlook

Stelligence
Recognized as
APAC CIOOutlook TOP 20
ARTIFICIAL INTELLIGENCE SOLUTION PROVIDERS - 2018
An annual listing of 20 companies that are at the forefront of providing artificial intelligence solutions and transforming businesses
Annie Johnson
Managing Editor

Providing AI & Automation Solution with
AUTOMATION ANYWHERE
Go be great.

Listed in **Top 20 AI Solutoin Provider** (APAC)

STelligence

| 2013 | | | 2016 | | 2017 | | | 2018 | | 2019 | | | 2020 | | | |

STelligence was registered.

Providing Business Insight And Data Solutions with

splunk>
+ + + +tableau

Listed in **Top 25 BIG DATA Companies** (APAC)

STelligence
Recognized as
APAC CIOOutlook TOP 25
BIG DATA COMPANIES - 2017
The annual listing of top companies providing Big Data Solutions in the APAC region
Annie Johnson
Managing Editor
APAC CIOOutlook

AUTOMATION ANYWHERE
Go be great.
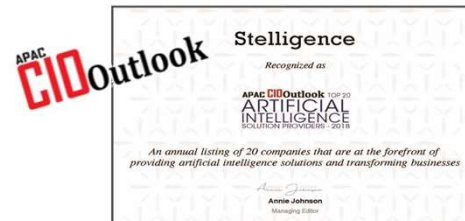
Best Newcomer Partner 2019

Thailand **1st Certified Center of Excellence & 1st Authorized Training Center**

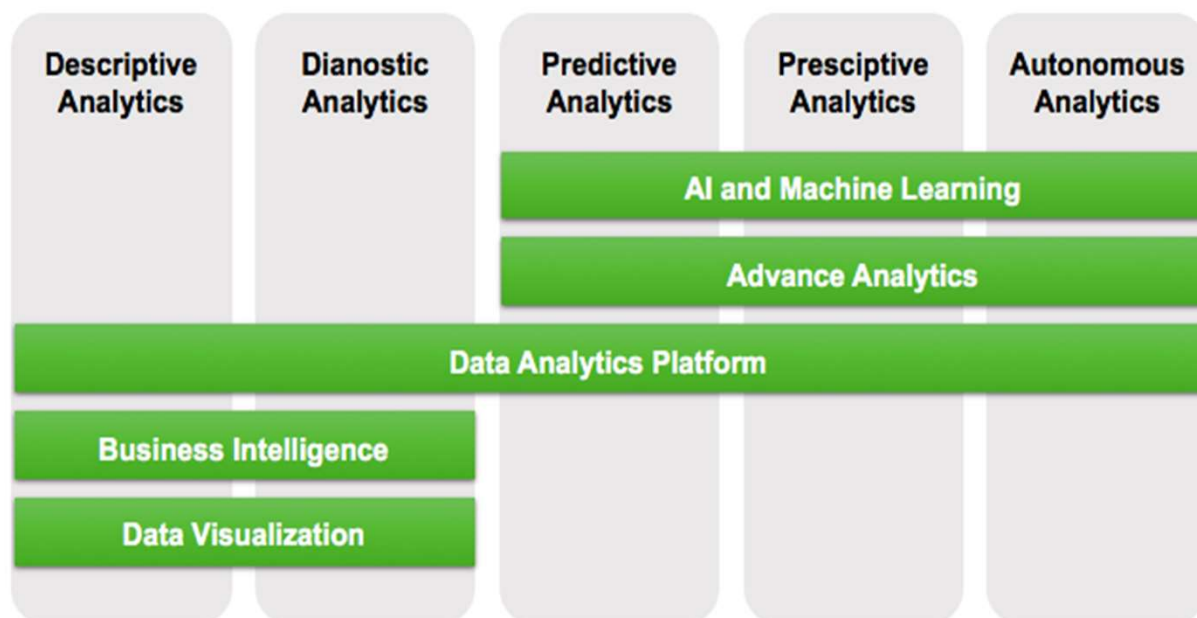STelligence

Our Solution

Our solutions mainly focus on two areas:

Business Insights solutions

Provides the entire domain of data analytics; including Big Data platform, data visualization solution, self-service data analytics solution, and machine learning automation. Our solution helps customers to quickly adopt data analytics and generate the actual, meaningful, and measurable business impact.

Operation Excellence solutions

Provides solution for IT Improvement/ Transformation service in the organization by introducing more visibility in IT operation, streamline the operation process, improving operational efficiency, increasing IT security, and simplify the management platform.

Site References

Financial Services

Governments

Service Providers

Site References

Property & Construction

PRUKSA

SANSIRI

ANANDA DEVELOPMENT

ASSET WORLD CORPORATION

MANDARIN ORIENTAL THE HOTEL GROUP

CENTARA HOTELS & RESORTS

Central

สี่พระยาก่อสร้าง THE QUALITY YOU TRUST

UNIQUE ENGINEERING

Manufacturing & Resource

IRPC บริษัท ไออาร์พีซี จำกัด (มหาชน)

ptt DIGITAL

SCG

SINGHA CORPORATION Co.,Ltd.

Glow

E@ Energy Absolute

WD Western Digital®

ฤทธา RITTA

YAMAHA

Kubota

iSiD

MON

INTERNATIONAL METAL AND JEWELRY CO.,LTD.

mazda

THONG THAI TEXTILE CO.,LTD.

THAI WAH PUBLIC COMPANY LIMITED

อินทรี SIAM CITY CEMENT

Others

nielsen

SET The Stock Exchange of Thailand

LIVE UP VENTURE

TESCO Lotus

Coca-Cola HAADTHIP

dt INTERTRADE

NAGASE Nagase America Corp.

KEYENCE

SE-ED Book Center

PFP NATURAL OCEAN FRESH

AD www.adyim.com

R&DBI Everything is Possible

IMC Institute

JST

AON Empower Results®

VOICE TV

NET DESIGN

SiDEN

SkillLane

jobmyway

FOOD PASSION

BUILK construction united

zipevent

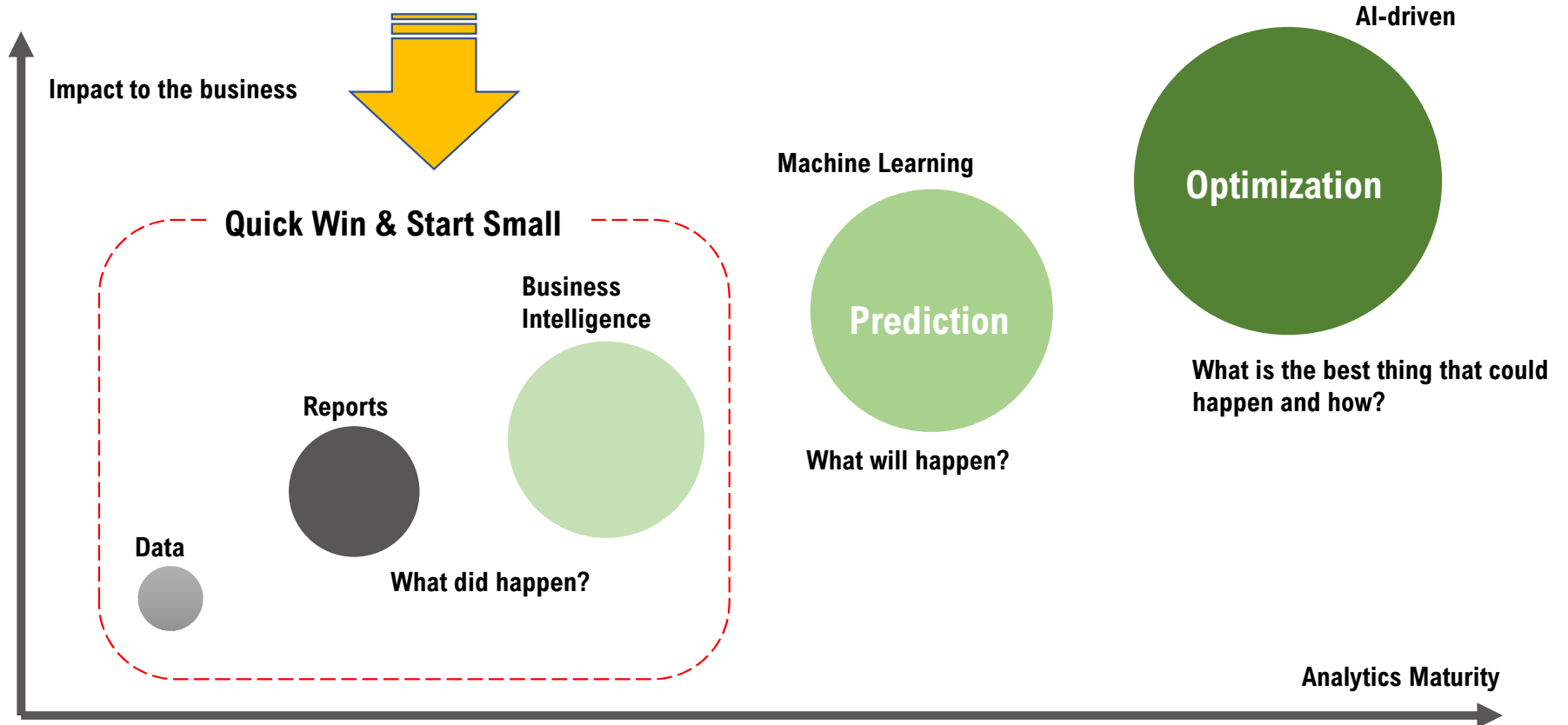rtb TECHNOLOGY

NATION GROUP

CARABAO GROUP

Data Project
Jumpstart and Quick win Approach
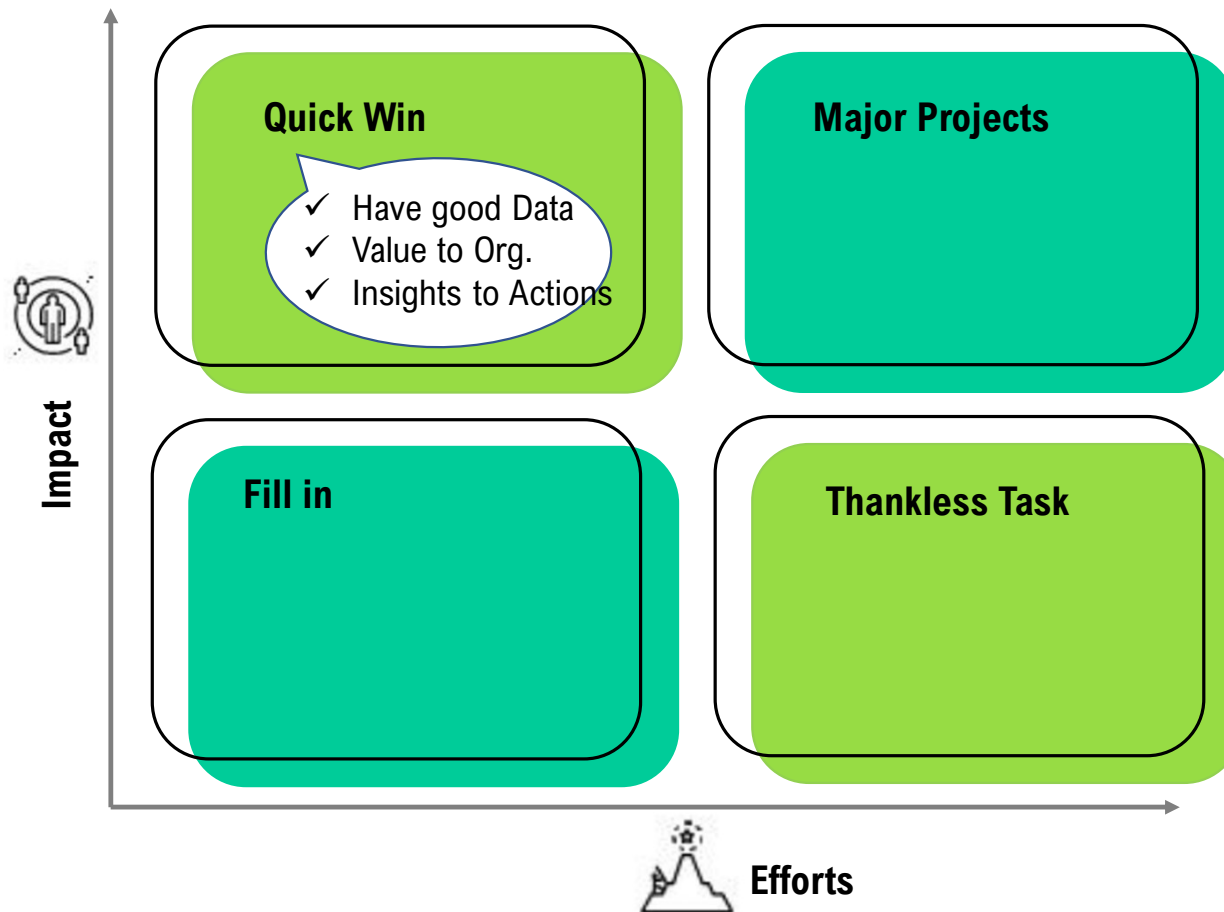
STelligence Partnering will help to accelerate your roadmap

- Fast Enabling with Best Practices -> Get Quick win results

- Support a roadmap to Data Driven Org. (Both Digital Capabilities & Data solution)

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Impact to the business

AI-driven

Optimization

What is the best thing that could happen and how?

Machine Learning

Prediction

What will happen?

Quick Win & Start Small

Business Intelligence

Reports

What did happen?

Data

Analytics Maturity

Analytics Maturity Model

13

Business Understanding

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Core Business

Technology, Sustainability

Manufacturing of Power/Optical cables, Power Product

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Business Model

B2B

Current Strategies : Standard Product&Pricing -> Add on CRM

**Digital Transformation
Data Driven for Business Decision**
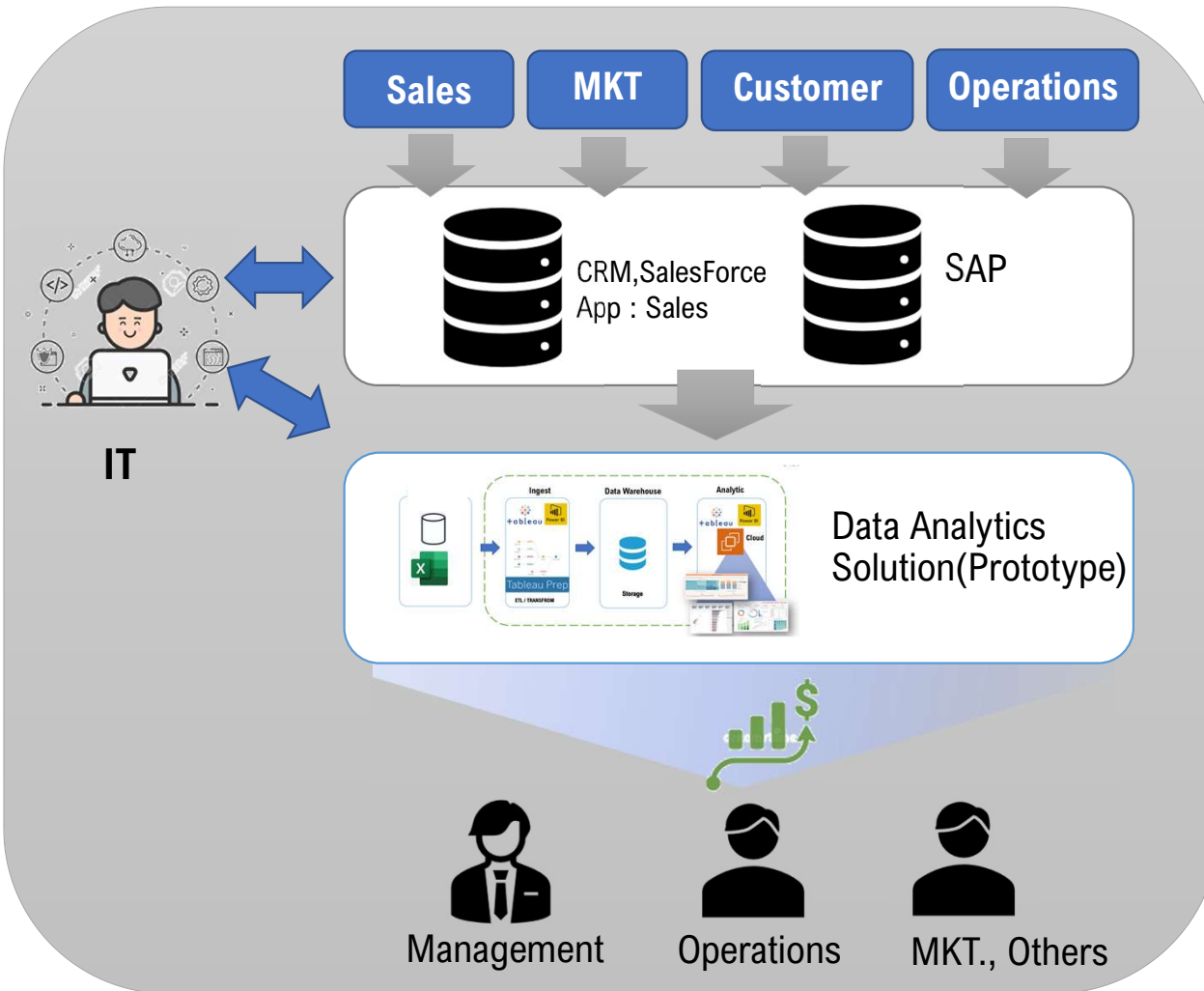
World Standard Finest Quality Products

Data Project Initiatives

Data Understanding (Prototyping)

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Sales → **MKT** → **Customer** → **Operations**

IT

CRM,SalesForce
App : Sales

SAP

Data Analytics
Solution(Prototype)

Management | Operations | MKT., Others

Key Understandings

Topics	Details
Objectives for Data project	Create Data-driven business decision.
Initial Focus	1. Manufacturing (Cost Analysis) 2. Financial Performance
Current Data source	ERP:SAP, CRM
Prototype Solution	Cloud based Architecture
Resources	IT Team = 6 persons

Data Project Roadmap

START — Months 1-9

What & Why did it happen?

Diagnostic Analytics
- Develop Quick Win Data Analytics Dashboard
- Insights to Actions

alteryx
+ableau

SCALE — Months 7-12

What & Why did it happen?

Diagnostic Analytics
- Collect more various data sources
- Apply&Develop more dashboard to other business unit

GEMINI
alteryx
+ableau

TRANSFROM — Months 12-24

What will happen?

Predictive Analytics
- Business Flow with Data-driven
- Find new Opportunities, Reduce Cost &Risks, etc. with Data Predictive model

alteryx
GEMINI
+ableau

+ External Data Solutions

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- ✓ **Fast Enabling with our Best Practices**
- ✓ **Support roadmap by our expertise in Digital Transformation in both Digital Capabilities & Technical solutions**
- ✓ **Various choice of service packages to match with your operation expense model**
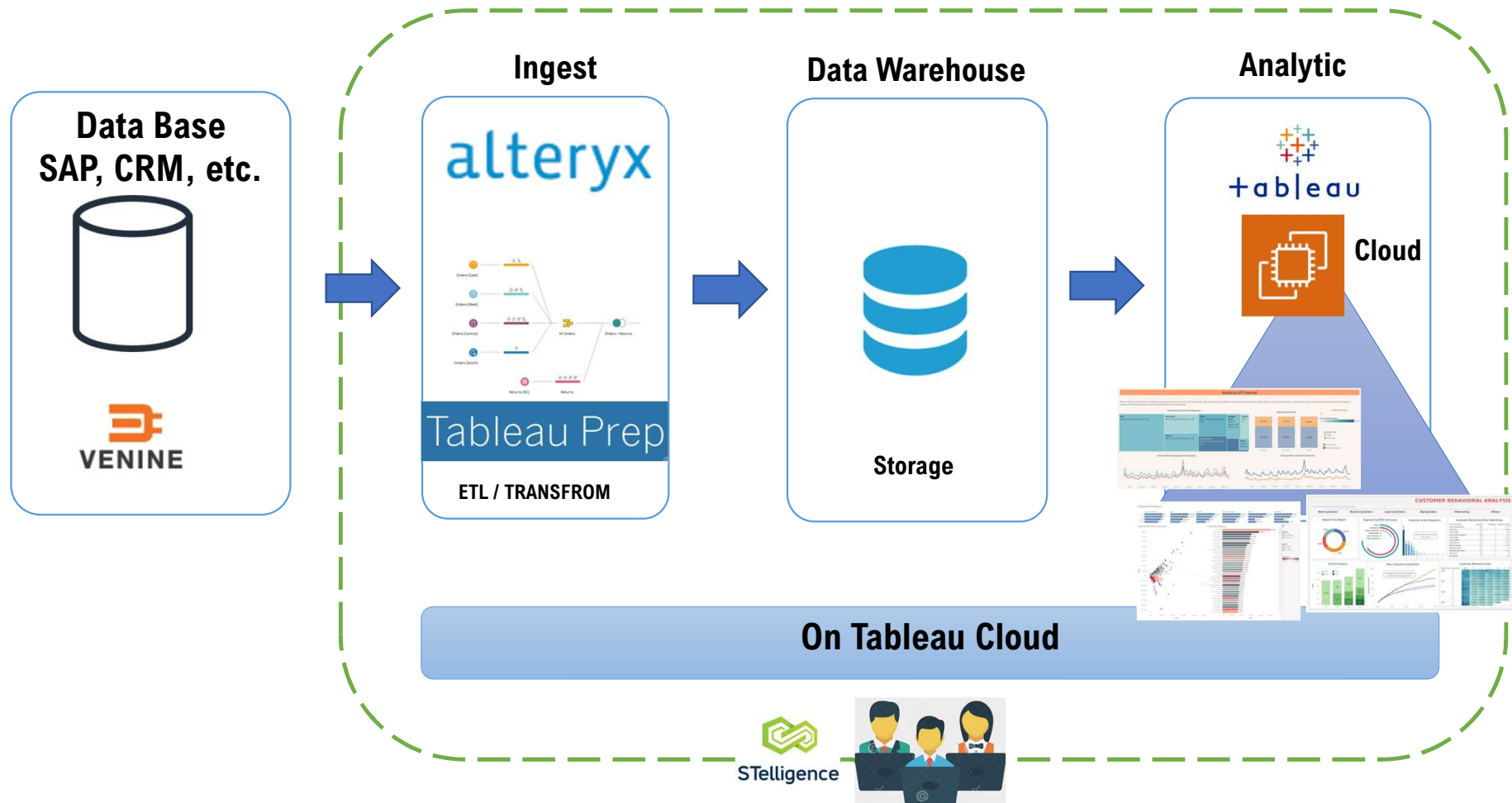 - ○ **Outsourcing/ Consultant /Managed Service**

Phase "SCALE"/"TRANSFORM" Solution Architecture

Ingest

Data Lake & DWH

Predictive Model

Analytic

Data Source
SAP, CRM, API, etc.

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On Cloud

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Compute on EC2

Raw Data
Amazon S3

alteryx

ETL / Transform

Cleansing Data
Amazon S3

Recommendation

alteryx

Predictive Model

tableau GEMINI
Tableau on EC2

CUSTOMER BEHAVIORAL ANALYSIS
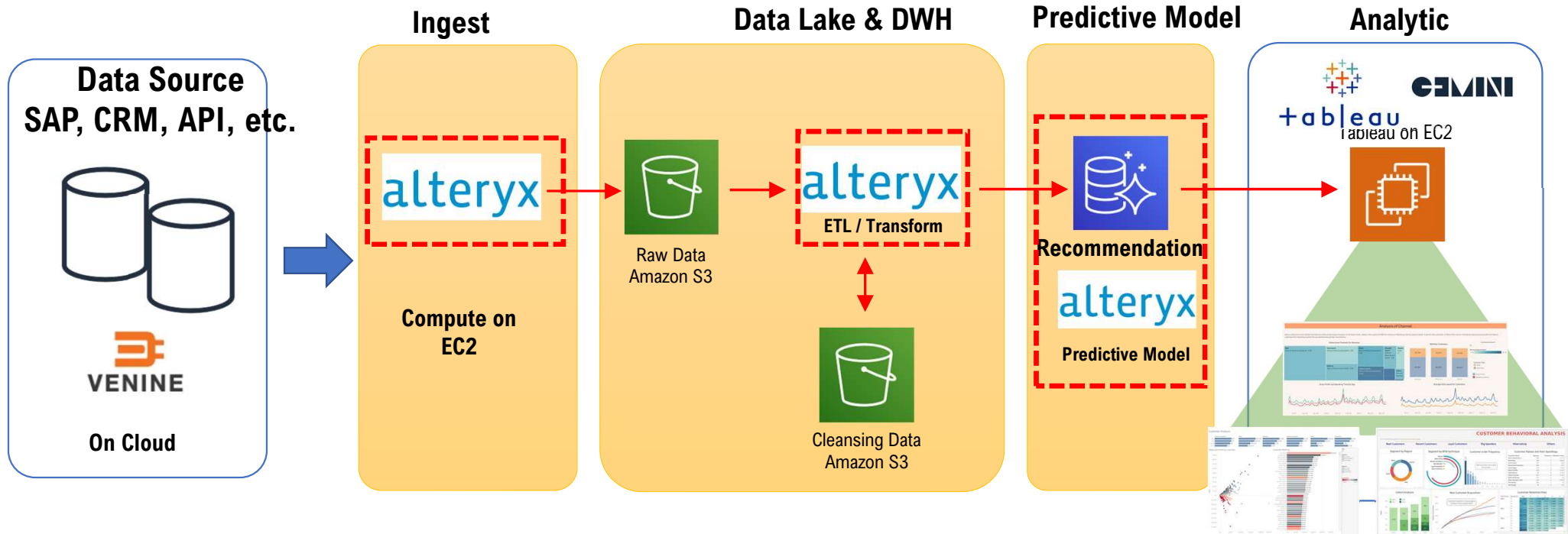
- Improve Performance&Features
- Multiple Data source : External platform, API Integration, etc.
- Adding ML Features : Recommendation, Prediction

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Define the Goal

Get the Data

Clean the Data

Enrich the Data

Find Insights and Visualize

Deploy Machine Learning
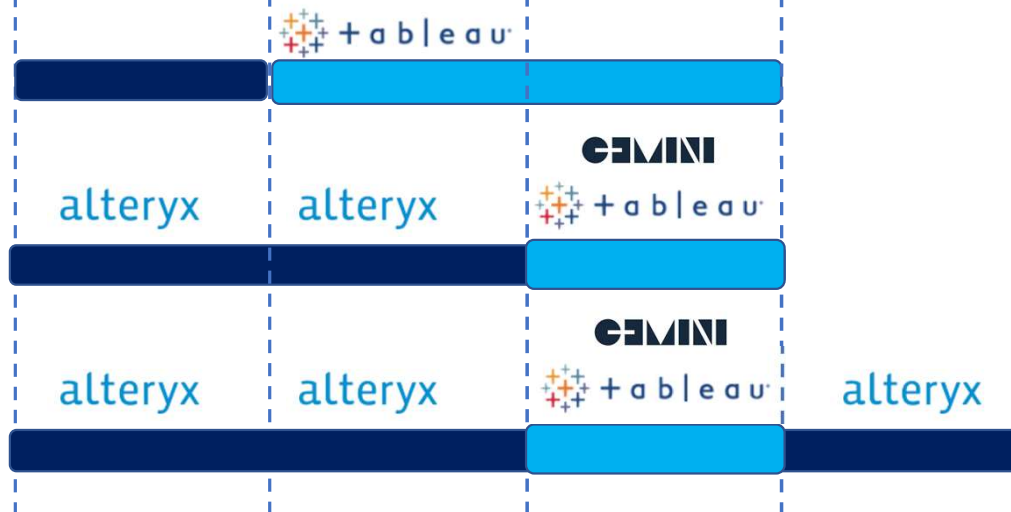
Iterate
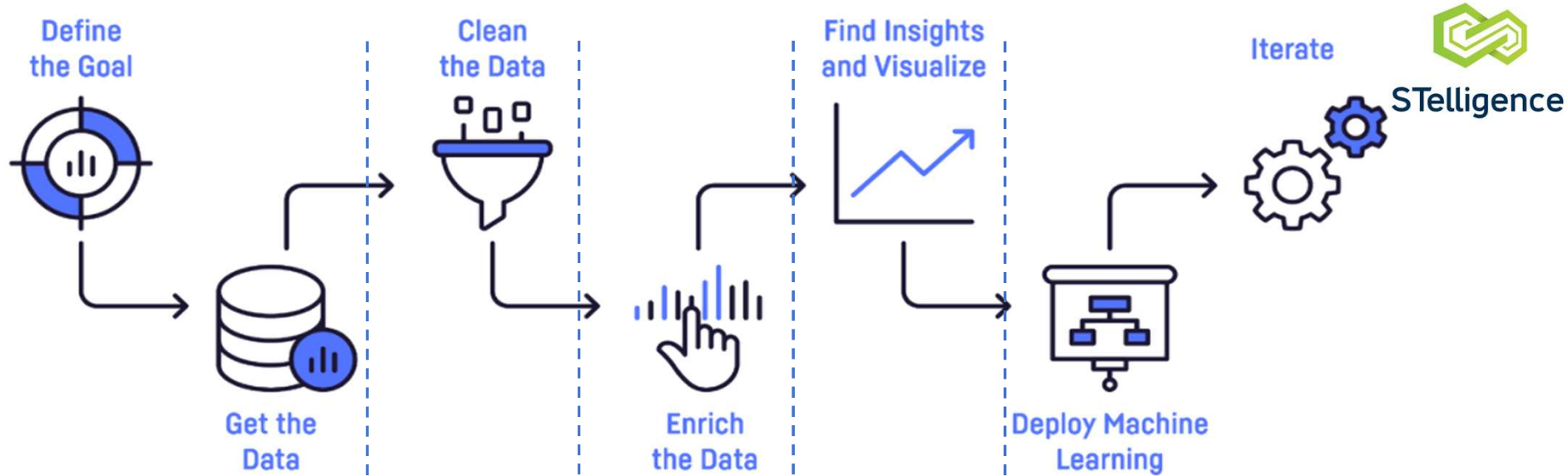
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Data Project Phase : START
- 1st Year : Phase I, Phase II

Data Project Phase : SCALE
- 2nd Year : Phase III

Data Project Phase : TRANSFROM
- 3rd Year : Phase IV

Solution Offering

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Phase I : 9 Months

1) Tableau Software Package

Tableau (Online) Package   +tableau

- Tableau Creator (28,500 THB, 1 year) x 1
- Tableau Viewer (6,300 THB, 1 year) x 5

หมายเหตุ รวม Cloud VM แล้ว โดยจะใช้งานบน Tableau Cloud เลย

AlteryxPackage   alteryx

- Designer (180,000 THB, 1 year) x 1
  + Add on Automation (xxx THB, 1 year)

Phase II : 4th – 12th Months

1) Professional Service Package

- New Dashboard/Adjust & Polish/Consulting/
- Knowledge Transfer
- 50 Man-Days (15,000 THB/Man-Days)
- Project Management (15% of Service Amount)

Solution Offering

Phase III : 7rd – 12th Months

1) Data Software Package

Gemini Package

GEMINI

- Initial Package (2 Developer , 5 Explore, 10 Viewer) (28,500 THB, 1 year) x 1

AWS Cloud Service

- Budget 25,000 Baht / months x 6 months, Pay as you go model.

2) Professional Service Package

- Consulting Insight & Dashboard Service Support

- 80 Man-Days (15,000 THB/Man-Days)

- Project Management (15% of Service Amount)

Solution Offering

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Phase IV : 12th – 24th Months

1) Data Software Package

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alteryxPackage   alteryx

- Designer (xxx THB, 1 year) x 1
  + Add on Automation (xxx THB, 1 year)

Tableau (Online) Package   +ableau·

- Tableau Creator (28,500 THB, 1 year) x 1
- Tableau Viewer (6,300 THB, 1 year) x 5

Gemini Package

- Initial Package (2 Developer , 5 Explore, 10 Viewer) (28,500 THB, 1 year) x 1

2) Professional Service Package

- Alteryx & Tableau Service Support
- 120 Man-Days (15,000 THB/Man-Days)
- Project Management (15% of Service Amount)

AWS Cloud Service

- Budget 35,000 Baht / months x 12 months, Pay as you go model.

Why tableau (not power BI)

- **Dashboards and Data Visualization**

  Tableau is well-known in the industry as a user-friendly data visualization tool. Its intuitive interface allows non-technical users to quickly and easily create and customize dashboards

- **Connectivity**

  Tableau, users can get access to hundreds of data sources, including for some enterprise platforms like CLoudera, Amazon redshift, Microsoft Excel, Google Analytics, MYSQL and so on.

- **Deployment**

  Tableau comes with more flexible and easily customizable features. Tableau is available in both models such as on-premises and cloud

- **Data Security**

  Tableau has many authentication methods like Kerberos, Local, Mutual SSL, SAML, OpenID and some other trusted authentication tokens. It encourages best possible practices for encryptions, data and network security

- **Advances Analytics Capabilities**

  It provides fully integrated support for R and Python. Also, it has in-built tools for clustering and forecasting.

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Why tableau (not power BI)

- **Dashboards and Data Visualization**

    เป็นเครื่องมือในการสร้าง Dashboard ที่มีความเป็นมิตรกับผู้ใช้งาน มีรูปแบบการใช้งานที่ออกแบบมาให้ผู้ใช้งานทำงานได้ง่ายสามารถสร้างและปรับแต่งได้อย่างรวดเร็ว.และหมุนมุมมองในการวิเคราะห์ต่างๆ

- **Connectivity**

    ทำการเชื่อมต่อข้อมูลได้หลากหลาย และมีความรวดเร็ว เหมาะสำหรับองค์กรขนาดใหญ่ โดยตัวอย่างฐานข้อมูลเช่น Cloudera, Amazon redshift, Microsoft Excel, Google Analytics, MYSQ

- **Deployment**

    มีคุณสมบัติที่ยืดหยุ่นในการนำไปใช้ในองค์กร โดยสามารถใช้ได้ทั้ง ภายในองค์กร (On - Premises) และ ระบบคลาวด์ (Cloud)

- **Data Security**

    รองรับระบบความปลอดภัย เช่น Kerberos, Local, Mutual SSL, SAML, OpenID ในการเข้าใช้งาน เพื่อความปลอดภัยของผู้ใช้งาน

- **Advances Analytics Capabilities**

    สามารถเชื่อมต่อไปยัง R และ Python เพื่อทำการวิเคราะห์ขั้นสูง นอกจากนี้ยังมีเครื่องมือในการ จัดกลุ่ม และ คาดการณ์อนาคต

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THANK YOU