

↳ LUMIQ emPOWER

A Platform for a Data-driven Competitive Edge



Purpose-built for the financial services industry

Data is the lifeblood of any business, and this holds particularly true in the financial services industry. The ability to effectively harness the strategic value of data is a critical imperative for success.

LUMIQ emPOWER is an end-to-end data platform designed keeping in mind the unique challenges and requirements of the financial services industry. Trusted by the best in financial services, the platform enables efficient data management and enables building data products and services.





Why do 85% of data projects fail to deliver expected results?

From understanding customer behavior and optimizing campaigns, to personalizing customer experience, the financial services industry wants to unlock invaluable insights for strategic decisions.

Yet, 85% of data projects fail to deliver the expected results.

Factors that impede progress in data projects

Addressing these challenges requires a commitment to fostering a data-driven culture within the organization.

- ↳ Inadequate data quality
- ↳ Insufficient FSI expertise
- ↳ High time-to-value
- ↳ Continuously evolving regulations
- ↳ Absence of self-service analytics
- ↳ Unrealistic expectations

The LUMIQ Approach

Approaching data with a product mindset

Most enterprises approach data projects similarly to app development. But data projects are inherently complex and require unique expertise, frameworks, accelerators, and methodologies; simply throwing AI and ML at data problems does not guarantee solutions.

LUMIQ emPOWER is a platform that helps banks, insurers, asset management companies, capital markets and emerging fintech companies to reduce their time-to-decision by developing data products tailored to their unique business needs.

What is a data product?

- ↳ A data product is an application or tool that uses data to help businesses improve their decisions and processes.

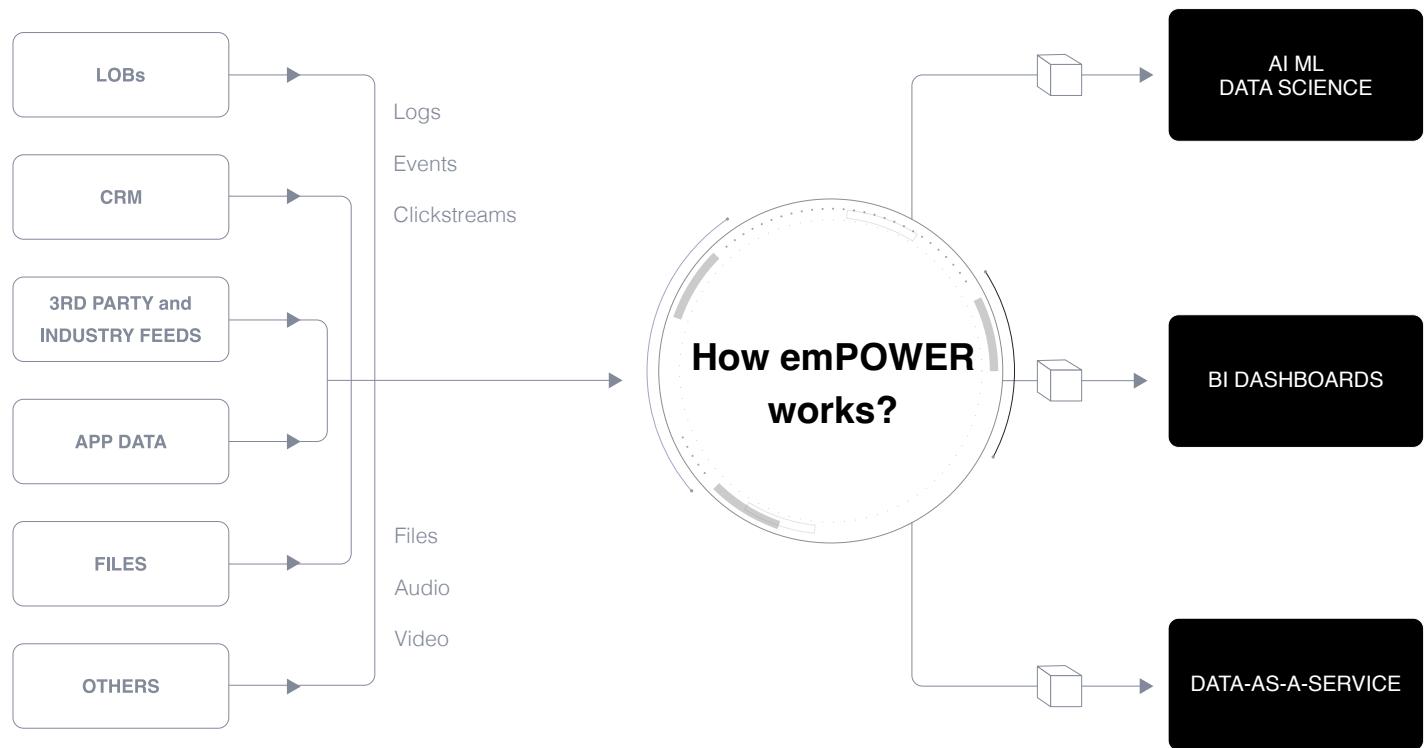
Is emPOWER a data product?

- ↳ emPOWER is not a data product. It is a platform that enables our clients to build data products.



A platform for managing and turning data into data products

emPOWER is a platform that enables FSI enterprises to manage their data, leverage it as a strategic asset, and build data products. emPOWER enables businesses to maximise their data assets' value and unlock insights to drive growth and competitiveness.



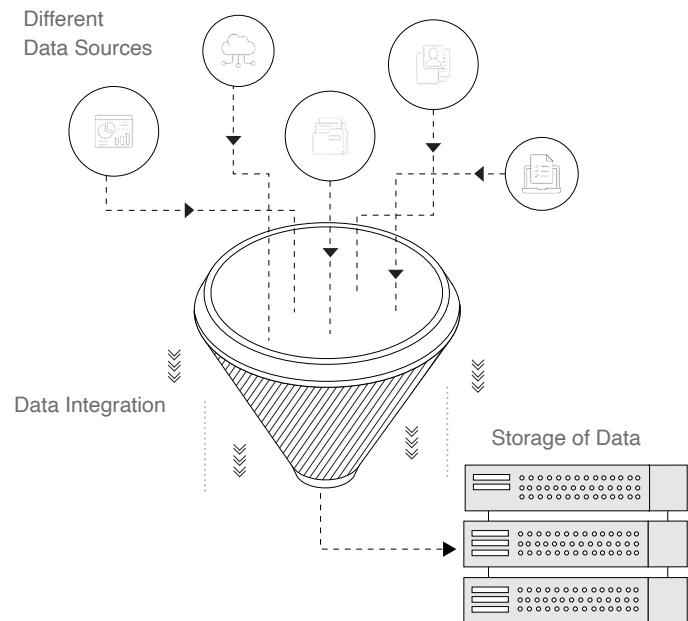
emPOWER has four unique modules:

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- | | | |
|------|-----------------------------|---|
| --01 | emPOWER Foundation | For data ingestion and data unification |
| --02 | emPOWER Pryzm | For data observability |
| --03 | emPOWER Data xChange | For Data-as-a-service |
| --04 | emPOWER iSYT | For centralized KPI management |
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emPOWER Foundation

Effective data management requires a robust foundation in data ingestion. emPOWER Foundation is a module which allows scalable and seamless data ingestion and transformation from any data source / system. It enables:

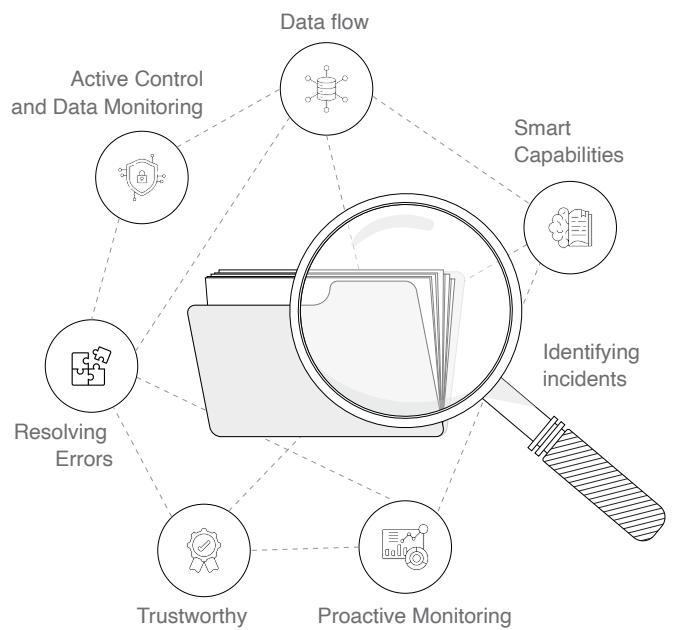
- ↳ Data security and governance
- ↳ Audit and compliance
- ↳ Alerting and logging
- ↳ Curated data models



emPOWER Pryzm

Data observability is critical for organizations seeking to build high-quality data products. emPOWER Pryzm is a data observability module that ensures timely delivery of trusted data, proactively identifying incidents and allowing faster resolution. It enables:

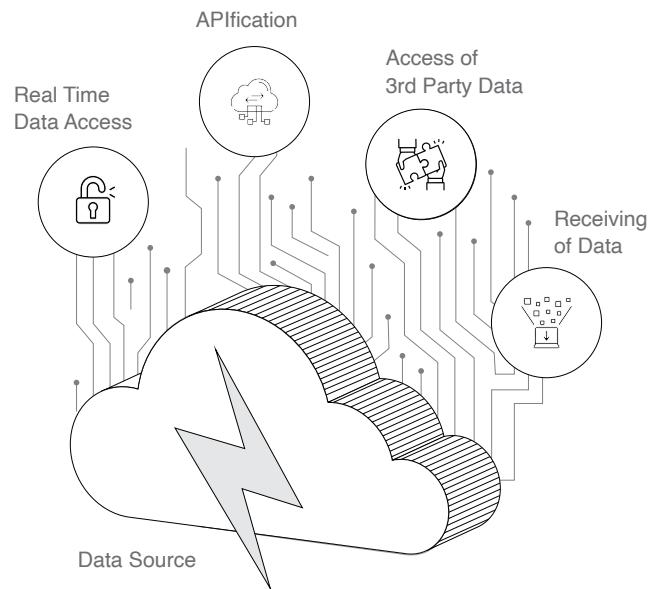
- ↳ Smart data catalog
- ↳ Data lineage
- ↳ Active data governance
- ↳ Predictive monitoring of assets



emPOWER Data xChange

Data products need on-demand access to reliable and secure data. emPOWER Data xChange is an advanced Data-as-a-Service (DaaS) module that enables true data democratization, making trusted data available internally and externally. It enables:

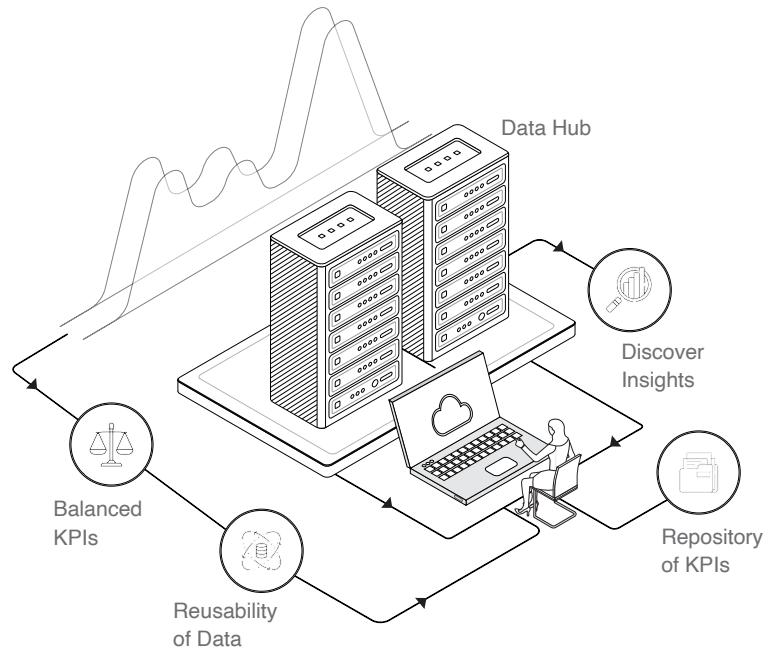
- ↳ On-demand data access
- ↳ Data APIfication
- ↳ Integration with 3rd party data
- ↳ Data-driven collaboration



emPOWER iSYT

Data products must allow end-users to access and analyse data without requiring technical skills. emPOWER iSYT is a low-code, centralised KPI and metric store that enables easy discovery and consistent usage. It enables:

- ↳ Data exploration
- ↳ KPI repository
- ↳ KPI reusability
- ↳ KPI consistency



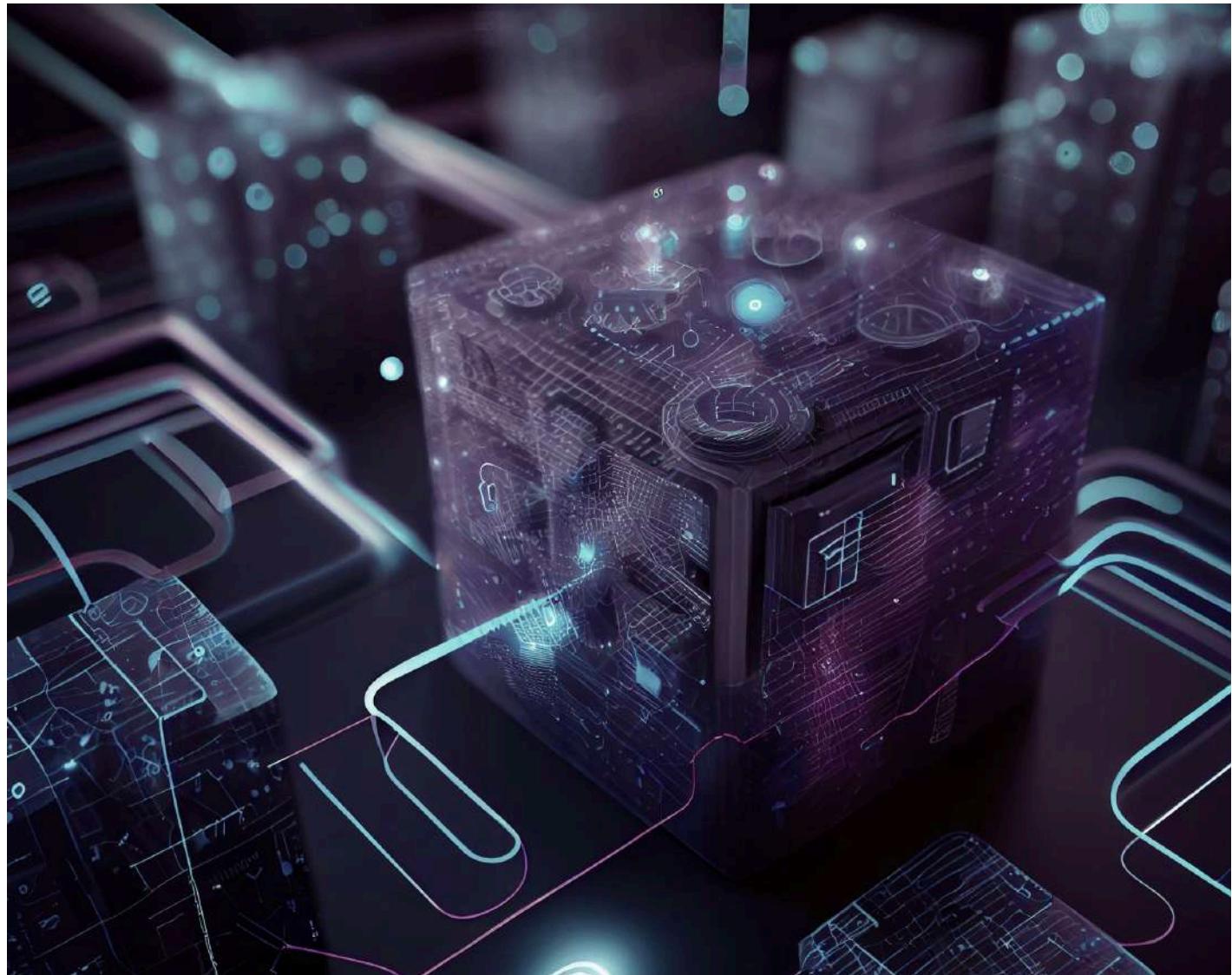
Themes

Customer Insights	Business Excellence	Cloud Data Platform
→ Customer 360	→ Regulatory Reporting	→ Feature Mart
→ Customer Data Platform	→ Productivity Management	→ ML Model
→ Cross-Selling Up-Selling	→ Smart Claims	→ Data Warehouse Modernization
→ Campaign Servicing	→ Smart UW	→ ML Observability
→ Customer Journey Intervention	→ Distributor 360	→ Cloud Platform Deployment
	→ Provider 360	→ SAS modernisation
	→ Journey Workflows	→ Enterprise Reporting
	→ Grievance Prediction	→ Data Ingestion & Unification
	→ Speech Analytics	→ Data Models
	→ Sentiment Analysis	→ Data SecurityData Governance
	→ Aadhaar Masking	→ Data Catalog
	→ Tariff Digitization	→ Data dictionary
	→ Medical Records Extraction	→ Data Lineage
	→ Motor Invoicing	→ Data Quality
	→ Funnel Optimisation	→ Stream Analytics
	→ Agents Activation	→ Real Time Analytics
	→ Fraud Detection Engine	→ API Serving Layer
	→ Collection Analytics	→ DaaS
	→ De-Dupe Engine	→ Real Time Reporting
	→ Household analytics	
	→ Smart Journey	
	→ KYC	

About LUMIQ

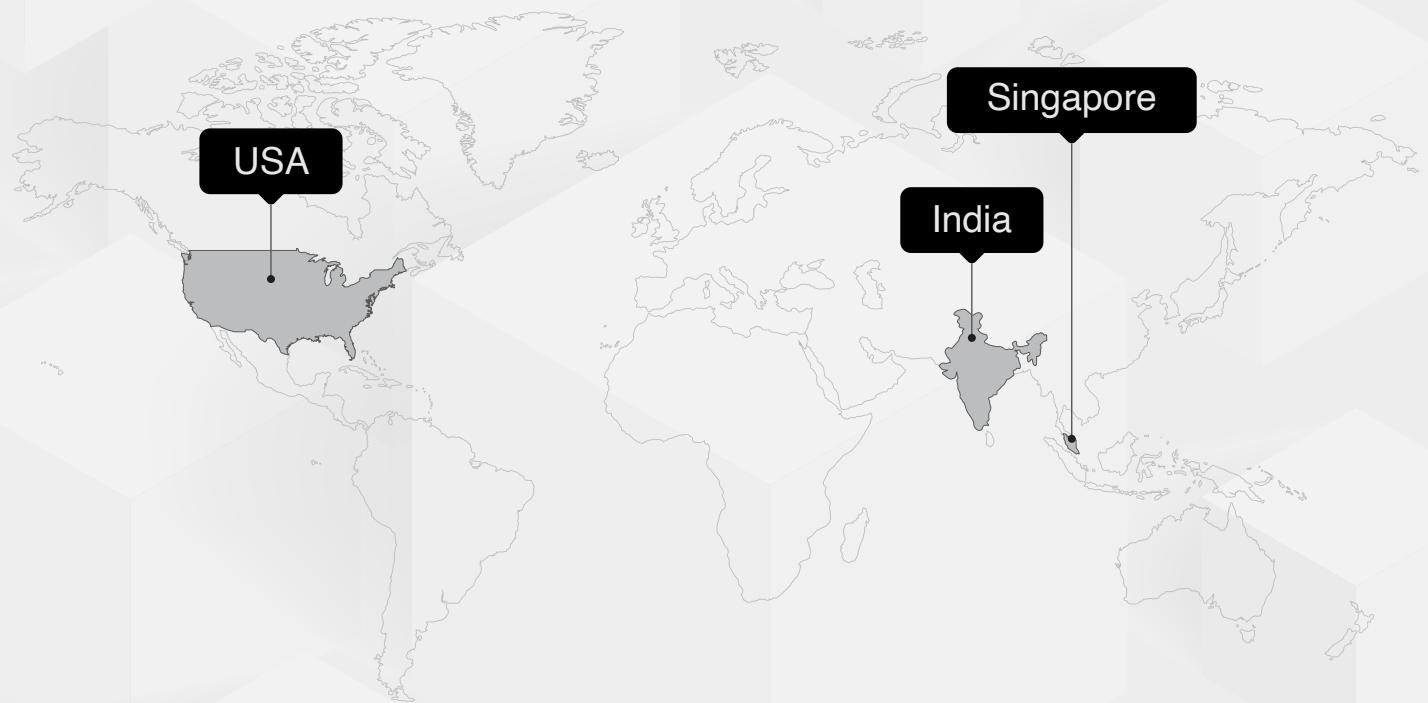
LUMIQ was founded in 2013 as a niche AI start-up. However, for AI to power decisions, our clients needed access to good data and the right people. So we backward integrated and built the company that the industry needed: a leading-edge data engineering practice, excellence in data science, and deep domain knowledge of financial services – blended into a first-of-its-kind, open and platform-agnostic technology to turn data into data products.

We are headquartered in the National Capital Region of India and have over 350 data engineers, data scientists, and financial services veterans across Asia Pacific and North America. LUMIQ's investors include Info Edge Ventures and Season Two Ventures.



Our Locations

India | Singapore | US



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