



# Infomineo presentation



# As a senior professional you face many challenges – here is what we hear from you

“ I am anxious when I take decisions because **I don't have strong data** ”

“ When I **work during the night** it is either to do my **slides** or do some **research** ”

“ I have **multiple jobs** in one – Finding information, designing presentations, translating... Impossible to do in a normal workday! ”

“ When I want to get rid of some tasks, I ask an **intern or a junior** – Not great but no choice ”

“ Outsourcing? The **admin processes** are so heavy that I prefer to do the work myself ”

“ We use providers but they have **zero critical thinking** – I only use them for basic stuff ”

“ **Analytics?** Too many Data with bad quality – Very difficult to use ”

“ I would love to have an automatized **Dashboard** but I don't know where to start ? ”

“ My clients demand that I **translate** all my work to Arabic – But I can only find unstructured **free lancers** ”

“ **Research?** I type my question on Google between 2 calls ;-)

“ My worst nightmare? **Powerpoint** ”

“ I would like to use more **data** to get **insights** but I don't have the **right capabilities** in my team ”

If you could have said any of these then move to next page!

# To increase your performance, you need to focus on your core capabilities and outsource others

Entities need to operate a number of different activities...



... But the competitive advantage of each entity relies on only some of these activities, their core capabilities

Investing in non-core capabilities is generally a bad choice because it

- Uses capital which would be better invested in the core capabilities
- Divests management attention
- Often doesn't yield the expected results due to:
  - lack of expertise
  - lack of scale

Entities therefore need to

- Invest heavily in and focus on the activities which are a source of competitive advantage
- Outsource the other activities

**Successful outsourcing comes from**



Partner expertise in the field gained through scale and exposure to multiple clients



Transparency over the partner operations



Partner's scalability and cost competitiveness, driven in particular by the locations where the partner operates

# Infomineo invented Brainshoring, a new generation of service outsourcing, to solve your problems

In service outsourcing there are four possible levels of value add

## ① Call centers

handle basic, heavily processed conversations (sales, customer support)

## ② Business Process Outsourcing (BPO)

consists in transferring simple and repetitive processes, mostly handled by clerks (high school to bachelor degree)

## ③ Knowledge Process Outsourcing (KPO)

transfers more complex processes, which don't require extensive analytical thinking or client communication

## ④ Brainshoring

transfers tasks which require substantial client collaboration **AND** problem solving skills

### Key success factors in Brainshoring



Selecting **activities** which require **problem solving** and **close collaboration** and which can be executed remotely



Hiring and training **staff** who offer strong **critical thinking** and **communication** skills



Using **delivery locations** which allow live discussions with clients



Building **integrated relationships** with clients as "ecosystem partners"

### What Infomineo does



We offer a **range of Brainshoring services** – **Data Research**, **Graphic design**, **Data analytics** and **Content services**



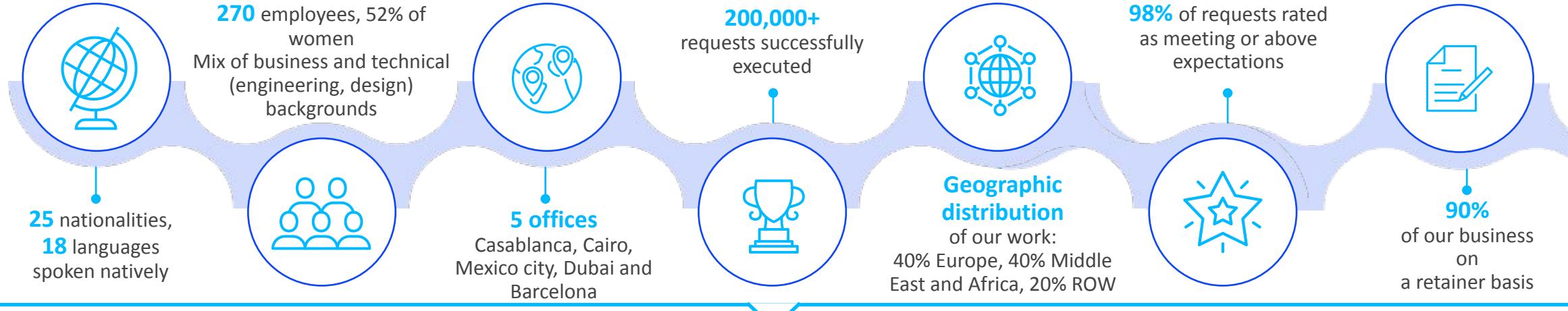
We operate from **major cities in the emerging world** (**Cairo**, **Casablanca** and **Mexico City**) to

- Tap in underleveraged talent pools and deliver high-quality work at decent prices
- Offer nearshore/same time zone options to our clients



We make it easy to work with us by dealing with our clients on a **retainer basis**, i.e. with dedicated teams

# Infomineo has grown into the leader of Brainshoring

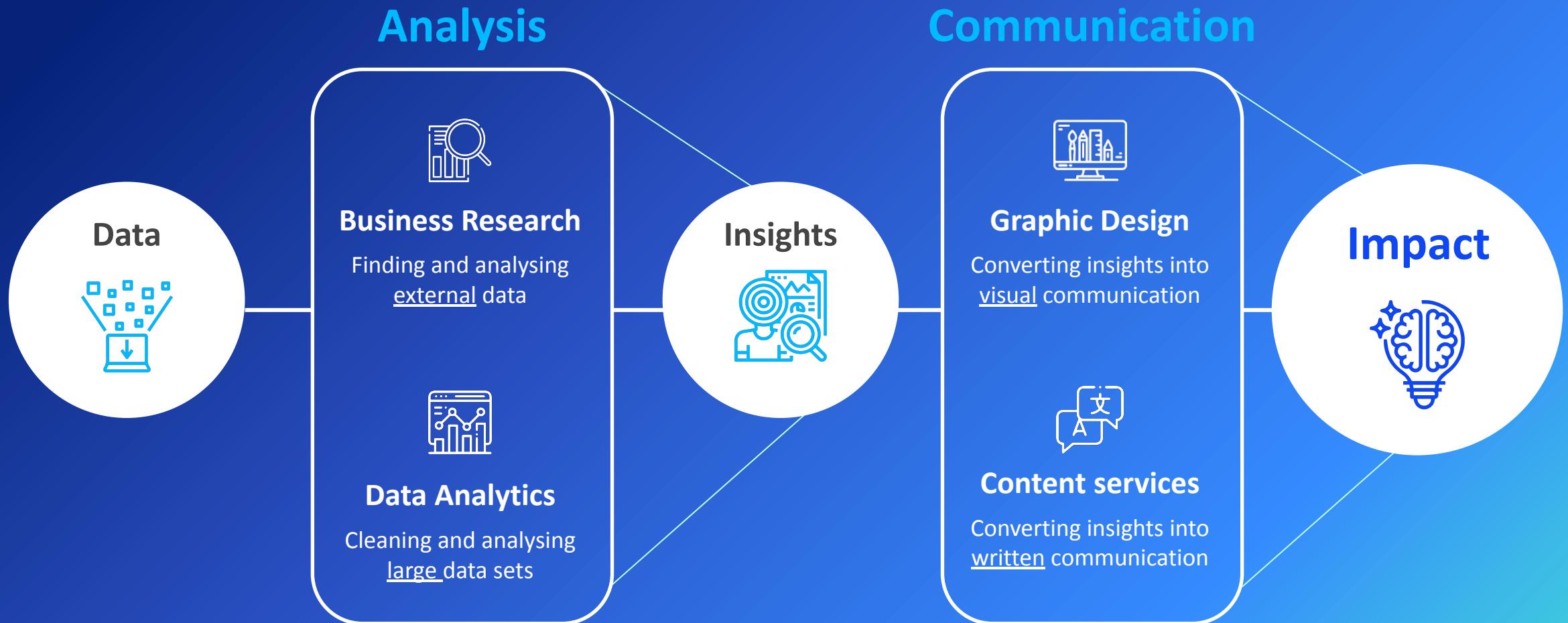


## Clients

All the leading consultancies and 50+ of the Fortune 500 companies



# Infomineo services – Transforming data into impact



# How Infomineo's approach is different

## What you normally get

Providers usually focus on **execution**, without much attention to:

- Context
- Objectives
- Packaging (delivery format)

Providers tend to **specialize** in one service or one approach, which leads to:

- Forcing the client to use their approach even if it is not the most relevant
- Juggle between multiple providers, therefore wasting a lot of time

## How Infomineo is different

Infomineo adopts a **problem-solving** approach – Starting with a business challenge and ending will a fully handed over final deliverable



### Intake

Understanding the **context and objectives** to be able to propose the best approach

### Execution

Leveraging our **full range of capabilities** to maximize output **quality** and work **efficiency**

### Delivery

The work is not considered as closed until the output has been properly **summarized, packaged and handed over**



Infomineo is a «**one stop shop**» by integrating a suite of services valuable to top executives, helping them save time and leverage the proper expertise

### Intake

### Execution

### Delivery



#### Business Research

- Desk research
- Primary research
- Tech enabled research



#### Analytics

- Engineering
- Analysis
- Science



#### Graphic design

- Creative
- Enhanced
- Basic



#### Content services

- Business Translation
- Business writing
- Content Re-purposing

# Data Analytics

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# Infomineo has a unique approach to Data Analytics

## Traditional model

- Most Data Analytics companies provide **standard models** that they transpose from a client to another. Such models very often remain at Proof-Of-Concept stage, as integration with IT systems is not completed
- Most Data Analytics providers are specialized in Data Visualization tools, e.g. Tableau, Power BI, etc.
- Most providers work on a **project basis** – After project completion, the models can be hard for clients to maintain over time
- Some providers retain rights on the Intellectual Property they generate

## Infomineo model

- We are **problem solvers**, we need to understand your question or challenge and will find the data and models that answer your questions. The output is co-constructed with our client and not a model taken off the shelf
- We have a multi capabilities team that can provide you an end-to-end approach from cleaning the data to visualizing the model output
- We work on a **retainer basis**, we are an extension of your team, and make it easy to work with us, which 1/minimizes the time you spend on paperwork and 2/allows you to work with us on an iterative basis
- The output of our work will become a knowledge asset of our client, who will hold the Intellectual Property of it



# Infomineo offers a full suite of Data Analytics Services

## Three Levels of Analytics



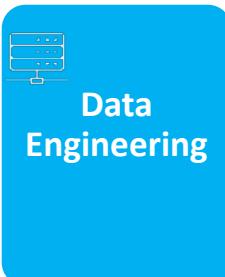
### Data Analysis

- Data Exploration
- Statistical Analysis
- Data Visualization



### Data Science

- Model building and tuning
- Model evaluation and retraining



### Data Engineering

- Data Sourcing and Integration
- Data Cleaning and
- Feature Engineering and Data transformation
- Model Deployment and scalability

## Business Oriented Approach

**Brainshoring:** business sense and critical thinking applied to our clients' problems

We work in an iterative approach to be always align to our clients' needs and expectations



We take care of release and change management, including versioning, unit tests, model validation, documentation, etc.

## Three Types of Data Services

### Acquire and Prepare

**Unleash the power of Information**  
Discover, assess, clean, and transform Data from multiple sources with ease

### Analyze

**Empower your business with dynamic insights** with unified Self-Service Analytics;

**Tackle critical business challenges** using cutting-edge models

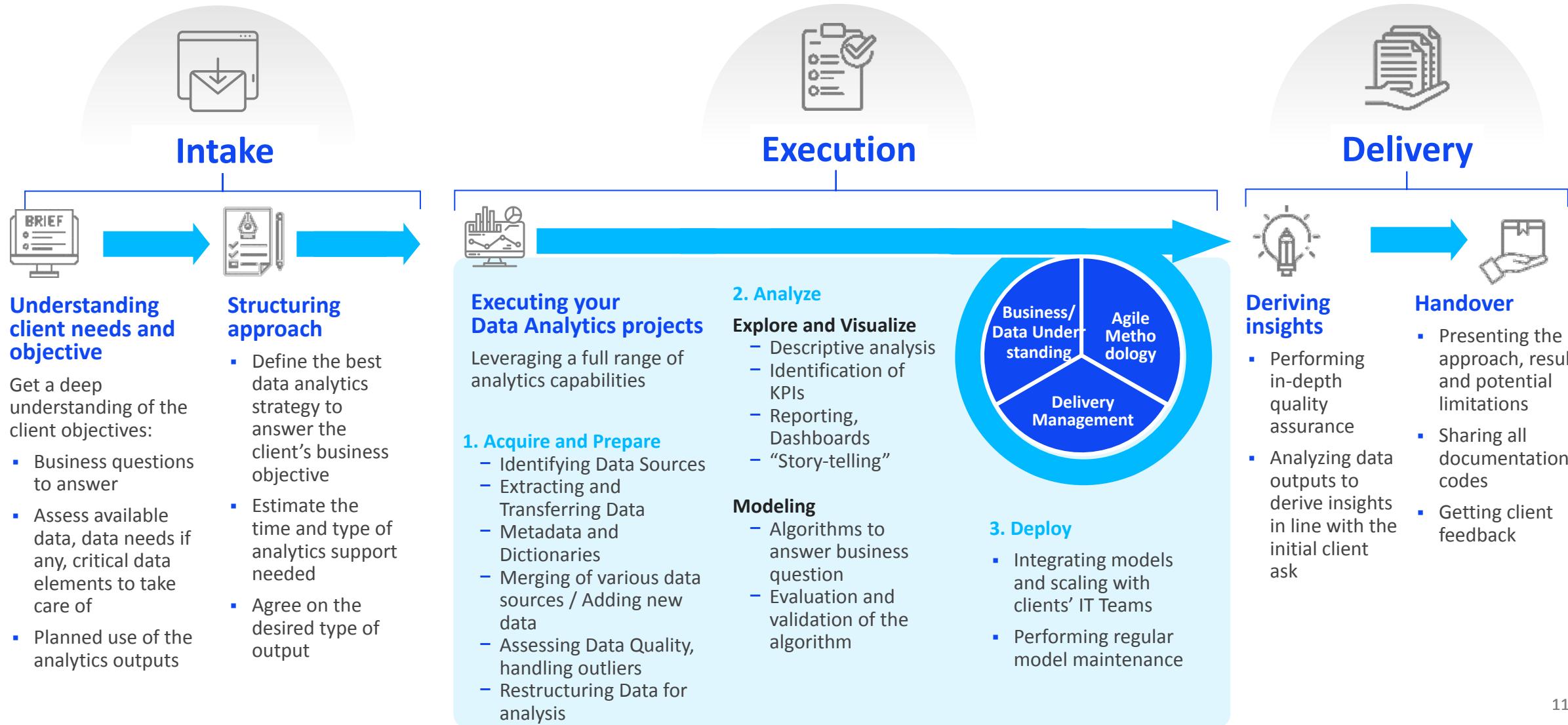
### Deploy

#### Bringing Models to Life

Seamless deployment, monitoring, and integration into client's infrastructure for maximum impact



# Our approach to supporting our clients





# Infomineo team provides a full set of skills to operate on multiple dimensions and environments

**Acquire and Prepare**

**Unleash the power of Information**  
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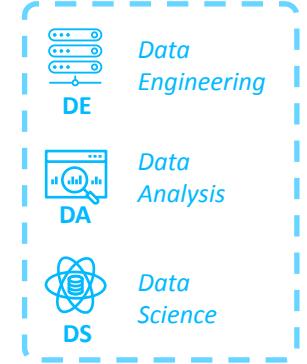


Data Sources

Integration

Storage

Preparation



**Analyze**

**Empower your business with dynamic insights with unified Self-Service Analytics**

**Tackle critical business challenges using cutting-edge models**



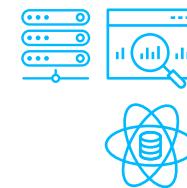
Data Sources

Integration

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Preparation

Exploration Visualization



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Integration

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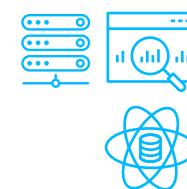
Preparation

Exploration Visualization

Modeling

**Deploy**

**Bringing Models to Life**  
Seamless deployment, monitoring, and integration into client's infrastructure for maximum impact



Data Sources

Integration

Storage

Preparation

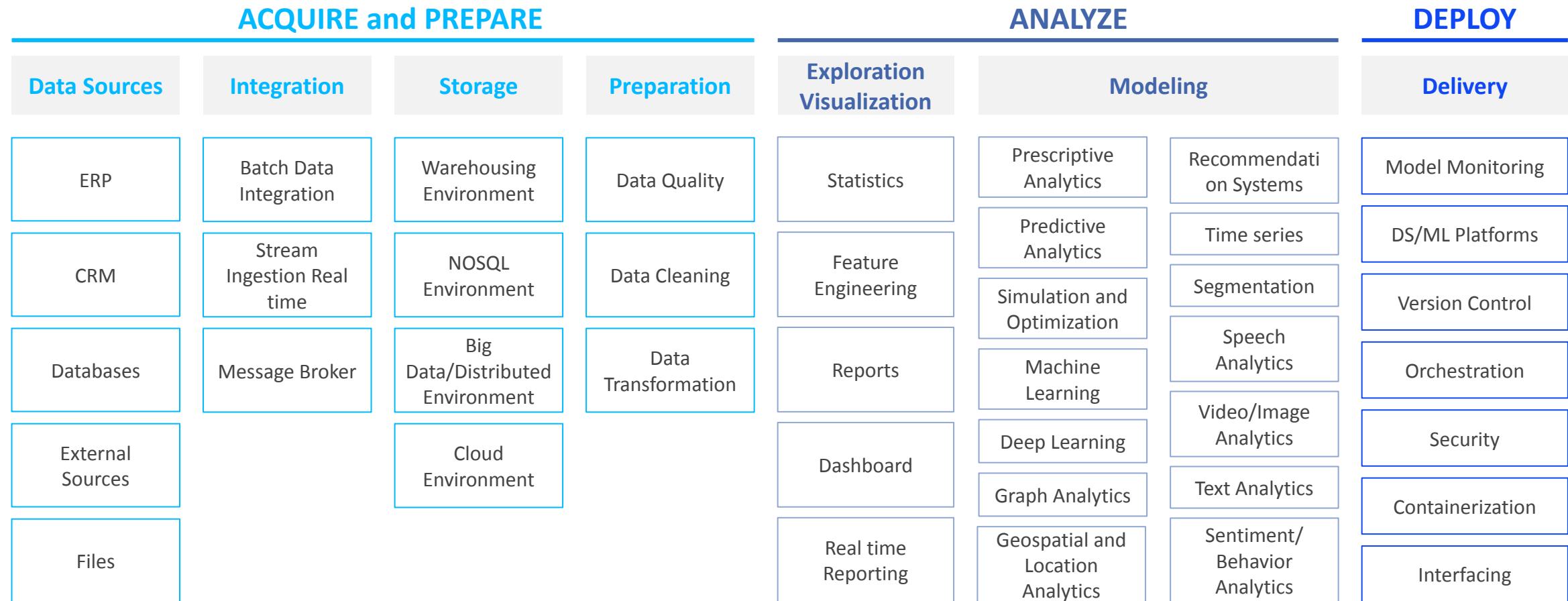
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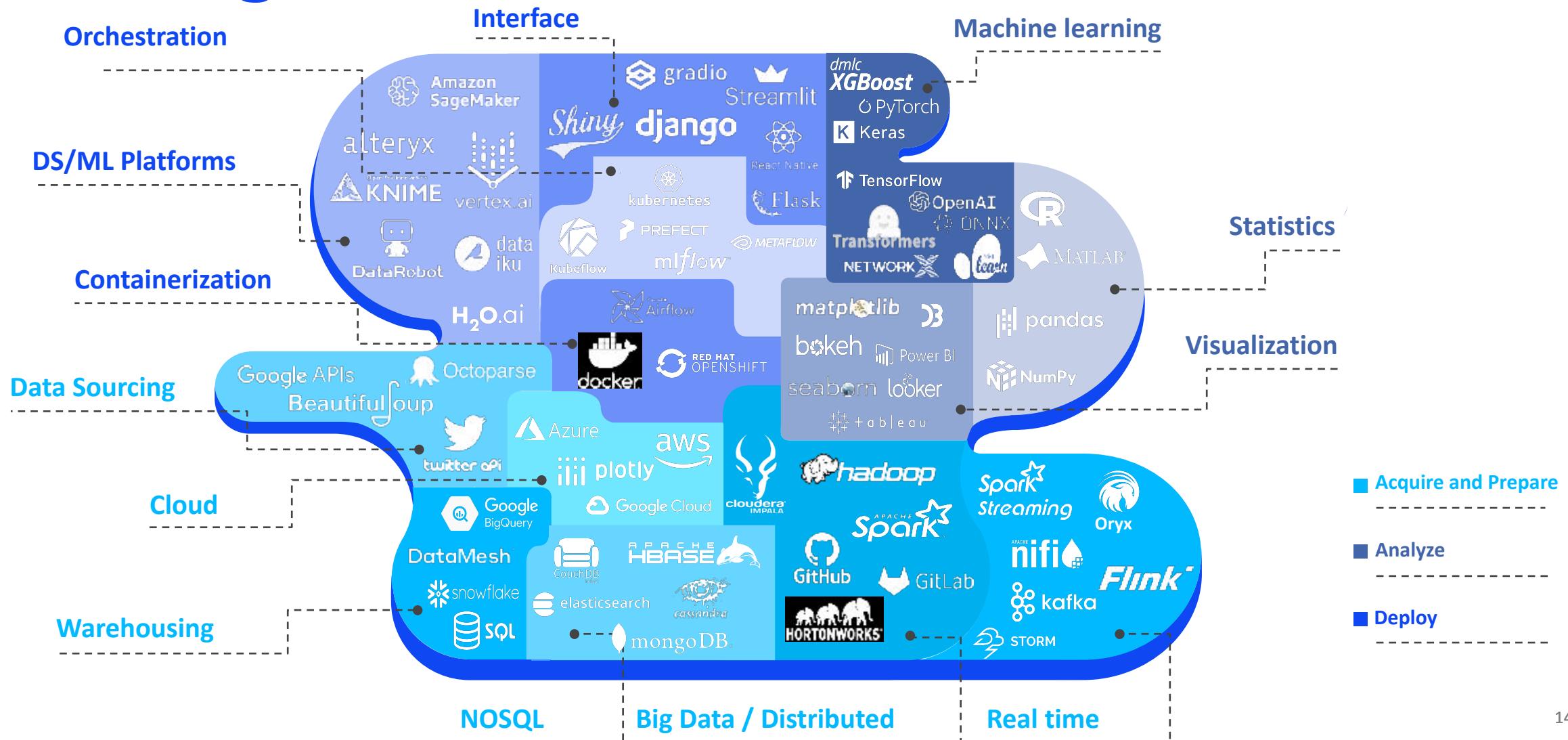
Deployment



# Infomineo can handle all steps of a Data Analytics use case



# Our teams are familiar with a wide range of cutting-edge technologies





# Why work with us?



## World class Data Analytics capabilities

- Combination of Data Analytics and Data Research methodologies
- Opportunity to work with a unique professional network
- Top-class InfoSec credentials - ISO certified and RGPD Compliant



## Adaptability

- Management of specific day-to-day tasks or full end-to-end projects
- Continued support in the long run to maintain and adjust solutions
- Full compliance with confidentiality and ethics best practices



## Flexibility and scalability

- Multinational, multi-skilled teams allowing you to access top talents across different geographies
- Retained model granting maximum flexibility to scale up when needed



## Value added services at a competitive price

- *Brainshoring* approach: high quality support, critical thinking and business sense...
- ...provided to our clients from our nearshore locations: Casablanca, Mexico and Cairo
- Retainer model granting full dedication to clients and most cost-effective daily/hourly rate

# Working with Infomineo

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# Infomineo offers three relationship models

## Retainer

The client subscribes to a monthly capacity (by batches of 150 hours) and uses it as per their needs

The client sees Infomineo as their team or an extension of their team

Strong integration with

- Daily communication
- Dedicated team members
- Dedicated communication channels
- Mutual training

Works starts within hours

*90% of Infomineo's business today*

## Service package

The client subscribes to a package of “service hours” and uses them as needed

The client complements their own capabilities or their Infomineo retainer

Medium level of integration

- Weekly/monthly reporting
- Dedicated account manager but “flying” team members
- Dedicated communication channel

Work starts within days

*Mostly used as a complement to a retainer*

## Project

The client shares a scope, Infomineo prepares a proposal and executes on the agreed scope

The client hires Infomineo as a “one off” support on a specific scope

Limited integration

- Kick off call and weekly updates
- Teams staffed ad hoc

Works starts as soon as the project team becomes available

*Used by clients who can only procure based on a fixed scope*

# How does a retainer work



Infomineo retained team acts as an **extension to your team**, offering maximum transparency, efficiency, flexibility and knowledge sharing while minimizing the “transaction cost” (no need to negotiate a contract for every request).



Concretely, Infomineo puts in place a **dedicated team for each client** composed of

- A **Manager** who is the client main point of contact - He/she handles the requests, coordinates the staffing, coaches the team members, performs QA and prepares a monthly reporting
- One or several **analysts, translators and/or designers** who deliver the hours of service you have subscribed to (by batch of 150 hours)
  - These team members have access to all the resources and capabilities of Infomineo (tools, databases, experts etc.)
  - Most of the time the clients work with the same staff, but they could be rotated as needed (e.g. for specific expertise, language skills)



Beyond the retained capacity the client can subscribe to a **service package** giving them access to all our other services (see next slide)



- Retainers are one-year contracts, which can be ended after a notice period.
- Capacity can be ramped up or down as needed
- The service is billed at the end of each month

# How does a service package work



Client subscribes to a fixed amount **service package** which gives access to **service hours for one of Infomineo services**. Hours are deducted from the package as per usage.



Concretely, Infomineo staffs a **dedicated manager for each client** as single point of contact

The manager

- Receives the requests and validates the hours budget with the client
- Directs the requests to the right team at Infomineo
- Coordinates communication, performs QA and sends the deliverable
- Updates the client on a weekly/monthly basis reg. the hours used and the remaining balance

Capacity offered within a predefined timeline with SLA varying with the package size



Once the client uses one of Infomineo services on a regular basis the manager might propose to start a retainer to save costs and increase the SLA



- The hours expire after a certain duration (depending on package size)
- The package is billed upfront

# How does a project work



Client defines a fixed scope of work. Infomineo prepares a proposal outlining the approach and expected deliverables together with a fixed price. Once contract is signed the team delivers the project.



Concretely, Infomineo staffs a team to execute on the project

The projects

- Starts with a kickoff call where the expectations are defined
- Then the team executes as per the initial workplan - Efficiency gains or losses do not impact the cost of the project – If the client wants to increase the scope the budget needs to be revised
- Regular update calls are planned as per the project timeline.
- A final handover call closes the project

Project start depends on the availability of staff.



If the client has recurring projects a retainer will be proposed



The project is billed 50% upfront and 50% at completion

# What benefits are there in engaging Infomineo on a retainer basis?



## Quality of services

- Access to the largest team of research/ design/ translation **specialists** in EMEA
- Customized deliverables tailored to your specific needs
- Proficient use of the best tools and sources for each service



- **Consistency** of delivering **high quality** of outcome
- Better decision-making based on high-quality insights, design or translation



## Effectiveness & productivity

- Effective execution of time-consuming tasks as Infomineo focuses on its **core services** 100% of the time
- Continuous improvement by developing customized trainings and career trajectories to allow the best support possible to our clients



- **Fast turnaround** of deliverables
- Increasing your internal team's efficiency by allowing them to focus on value-added tasks



## Flexibility & scaling

- Flexibility in adjusting the scope and prioritizing tasks
- Infomineo is a **turnkey** and **scalable** solution – execution phase starts within days of an agreement and can scale up very quickly
- Smooth and systematic handover process for replacement and scalability purposes



- **Less admin work** (contracting, approvals, etc.)
- Ease of **scaling** according to business needs (saves recruiting time)
- Ensuring **business continuity**



## Time & Money

- Utilizing the service hours to yield the maximum output (projects, database, newsletters, ad-hoc requests)
- Retainer rates are less than the ad-hoc and project rates
- Payment takes place on a monthly basis



- The price of Infomineo's service is on average 30% **cheaper** than the cost to develop an equivalent service internally – taking into account all costs involved

# Why is Infomineo the best partner for you?



## Capabilities & quality

In our 11 years in business we have established the **reputation of the highest quality provider** of research, translation and design services in the EMEA region



## Return on investment

We are conscious that you will evaluate your return on investment by assessing how much work we deliver vs the price you pay. We will focus on

- **Utilization** – Reporting on our utilization rates, proactively reaching out when we have capacity available, organising our work between ad hoc and recurring tasks
- **Efficiency** – You will have full transparency on how we spend our time and will be able to challenge us



## Professional standards

Infomineo has invested in best in class standards – Business continuity plans, ISO 27001 certification, innovative HR policies, tech enablement

**98%** of requests rated good or excellent

Average client utilization above **90%**

Competitors spending on average **60%** more time on same scope

Zero data breach since the company inception





[www.infomineo.com](http://www.infomineo.com)

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