

Contextual Customer Intelligence Platform (CCIP), Customer Master Data Management (MDM), Entity Resolution solutions

meeting multiple business requirements

of

Of multiple verticals

- Powered by ML and Proprietary mathematical model



..... Connecting the Dots

...Insights on Unknown Knowns

May 24

About us



Founded in 2003 by Technocrats at Hyderabad, India.



Products in space of Data insights, Data Trust & Data Privacy



Provides Correct, Realtime Contextual Customer Intelligence & Customer MDM



AI/ML Model invented by co founders. Trained 5 billion actual customer data



Expanded to Canada, Dubai, Singapore, USA recently



Zero Knowledge Proof (ZKP) Capability that offers highest Data Privacy. Very few companies in world have this ability

We serve 60+ Enterprise clients across



Banking



Consumer finance



Housing finance



Insurance



Government



Retail



Telecom



Stock Market



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Wherever there is Data, we are relevant globally

Disruptive innovation resulting in Unmatched Experience and Scale.

7 of 9 Largest Private sector banks in India

11 of 15 Biggest NBFCs of India

Income Tax, Central GST, 3 States

2nd Largest Telecom in India

Second Largest Retailer in India

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5 Billion Customer Master Records Created

3 Million New Customers Processed Daily

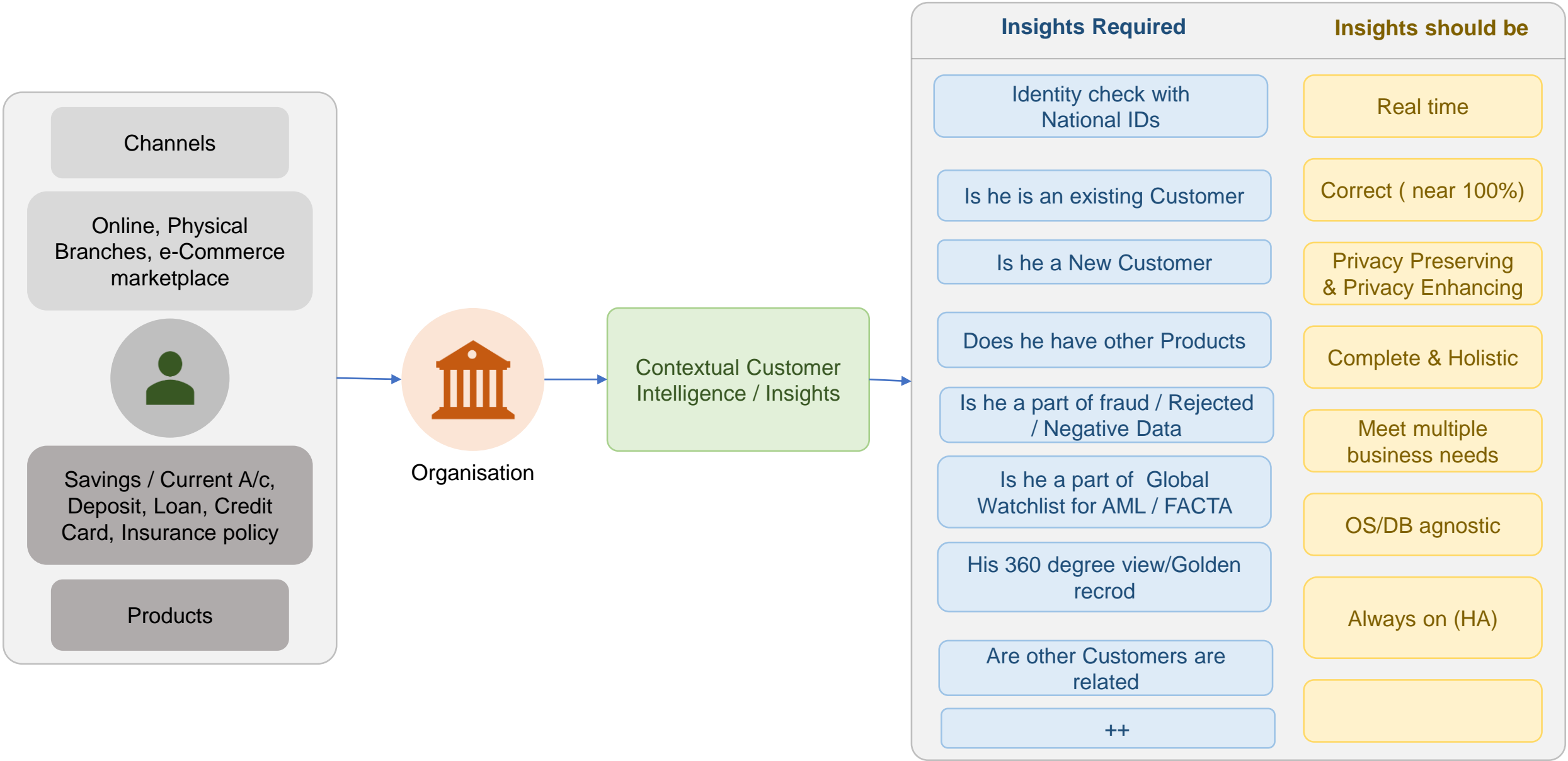
750M Policies- World's Largest Customer MDM for a Life Insurance Company

1 Second Instant Credit Decisioning India's Largest NBFC

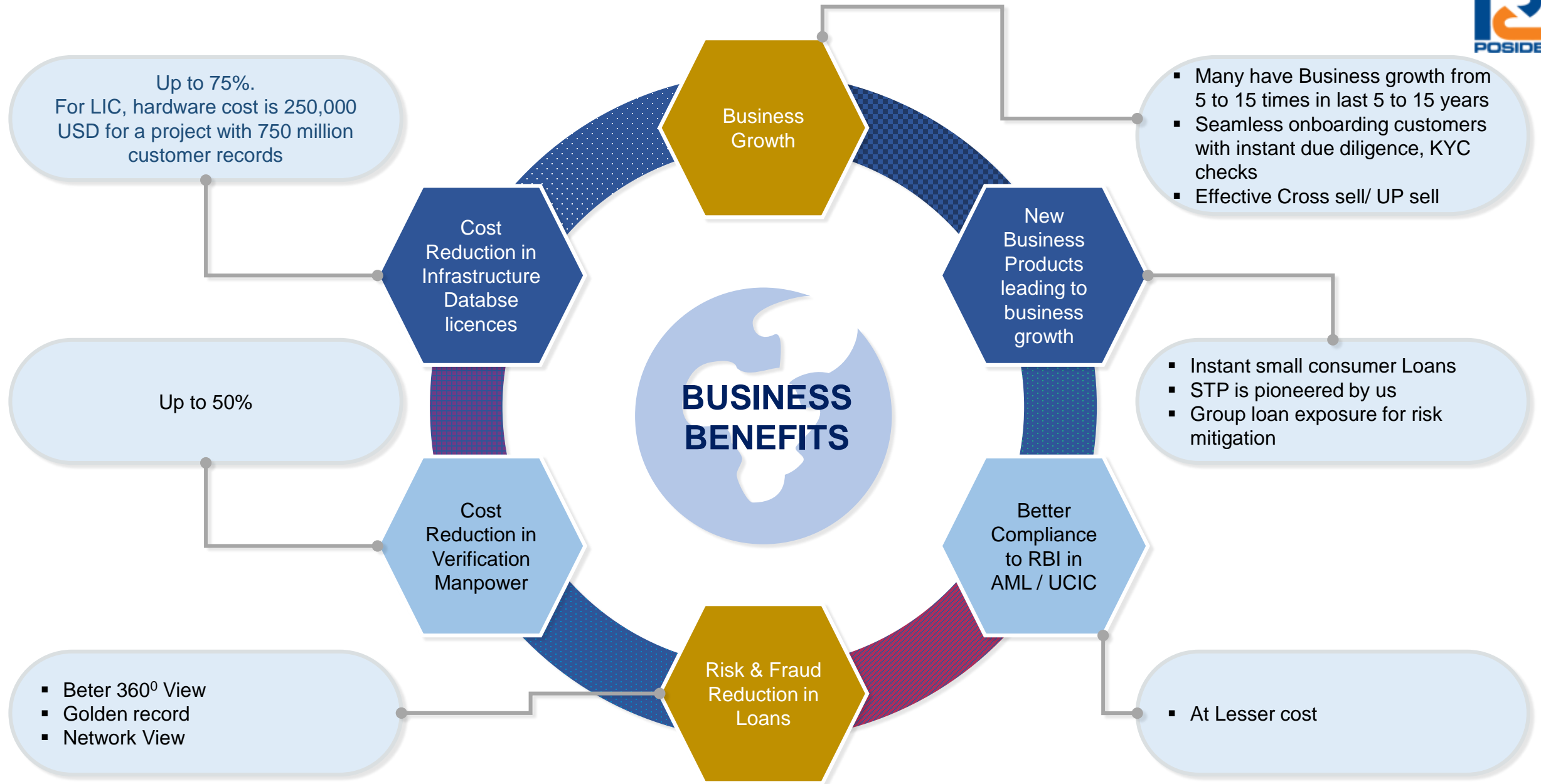
75% Reduction in Infrastructure cost

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Global business problem (with varying degrees) across Industries




















Benefits seen by our clients

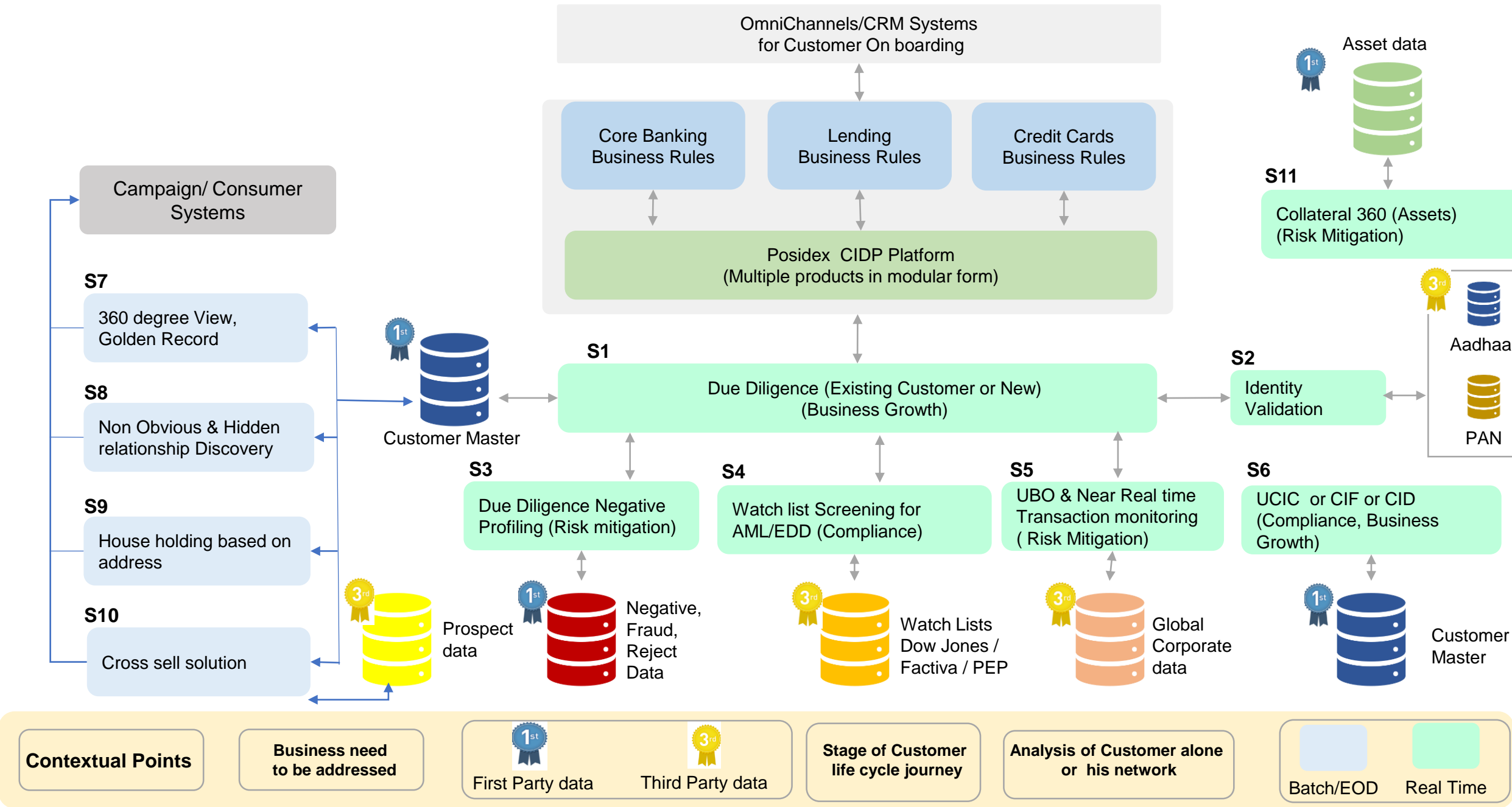


Many Organizations in India have replaced existing products from Global MNCs with Posidex Products & Solutions

Contextual Customer Intelligence Platform -CCIP- Supporting multiple business Requirements

Business Requirements	A common need to join data, to create the right context for decision making.	Business Growth	Customer Due Diligence, KYC	Credit Risk	Compliance / AML, EDD/Transaction monitoring	Fraud	+++
Customer Life cycle	At different stages of Customer Life cycle in Organization	Prospecting, Lead generation	On boarding	Engagement	Segmentation		
Platform Components (AI / ML Based)	<div><div>Internal Data Customer, Accounts, Negative lists etc.</div><div></div><div>External Data Global corporate Data's, Directors Data, Watch lists etc.</div><div></div><div></div></div> <div><div>Entity Resolution  Single, Trusted view. First Party, Third-Party Data</div><div>Network Generation  Identify & Link related entities including Non-obvious and hidden relationships</div><div>MDM  Master Data Management</div><div>Multiple ways    </div></div> <div>ML model- Proprietary mathematical model using concepts from Number Theory, Set theory, Logarithms</div>						
Platform Capabilities	<div> Fast to Deploy Schema agnostic data ingest - configuration driven</div>	<div> Scalable 5 billion records handled. 2 countries</div>	<div> Batch & Realtime Supports both</div>	<div> Highly Accurate 99.5% accuracy on unseen data, in independent test</div>	<div> Privacy Preserving Customer Data is anonymized into objects support probabilistic search</div>	<div> High ROI Thin infrastructure</div>	<div> Open Architecture Cloud / on-prem API based/ DB & OS agnostic</div>

Contextual Customer Intelligence Platform -CCIP



INDUSTRY ADOPTION

BANKING

More than 50% of the entire Customer base of Private sector banks in India are processed by our products

INDUSTRY ADOPTION- NBFC



Above includes 11 of the 15 NBFCs identified as by RBI in Sep 2023 as Biggest, falling under Upper layer in scale based Regulation.

INSURANCE

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INDUSTRY ADOPTION

GOVERNMENT



TELECOM



CREDIT



RETAIL



DEPOSITOR



Competitive Positioning



In India



International geographies



Many organizations in India replaced existing solutions with Posidex solutions after thorough evaluation & benchmarking on account of enabling business growth, better Customer experience, better risk mitigation, better compliance, better fraud control etc



More correct matches & Least false positives



Real-time response



Handles any volume, velocity and variety



Flexible and dynamic rule setting



Cost savings due to less Infrastructure



Quicker implementation (1 to 3 months)



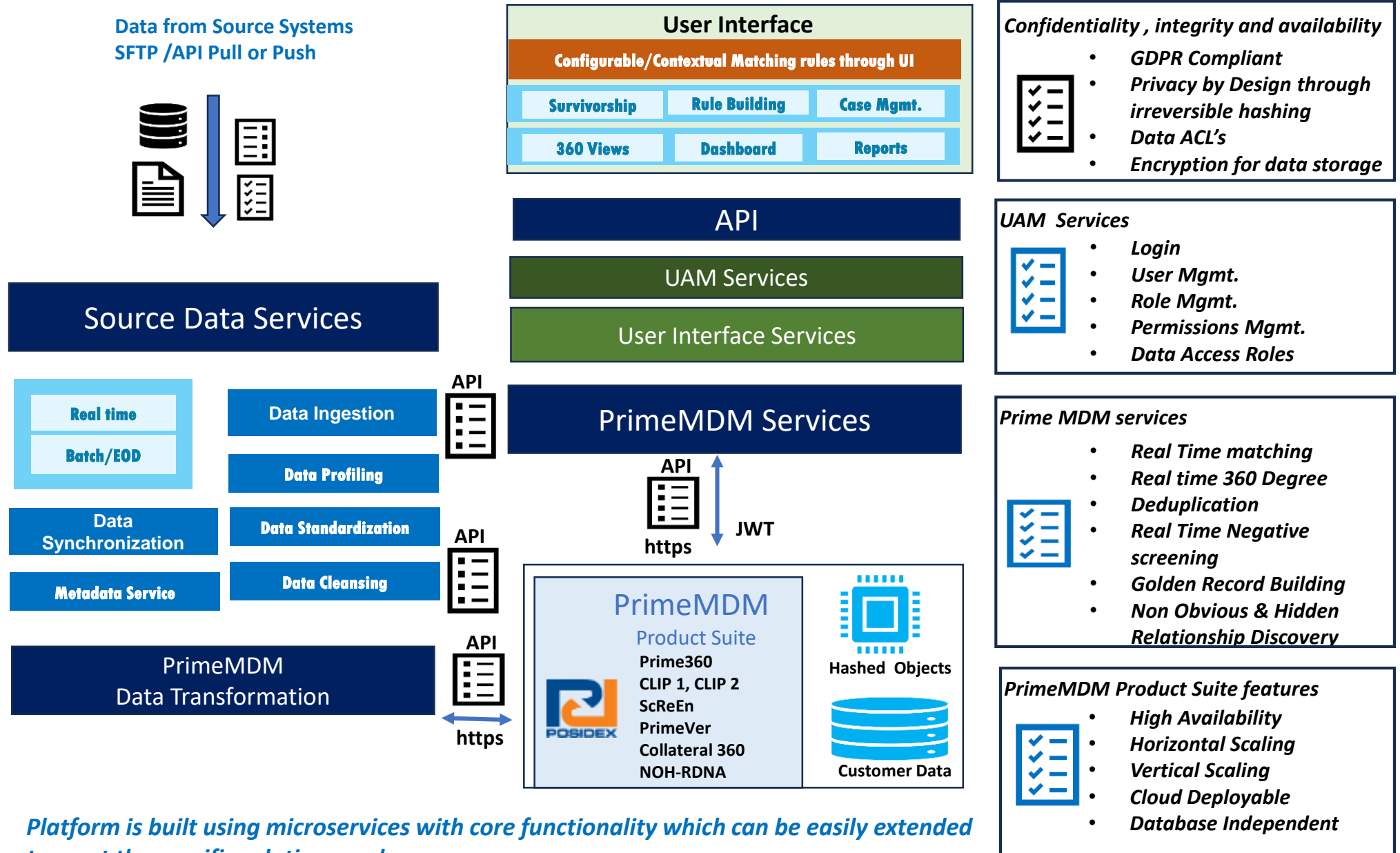
Integration with all existing legacy systems. API based Integration

Competitive Positioning

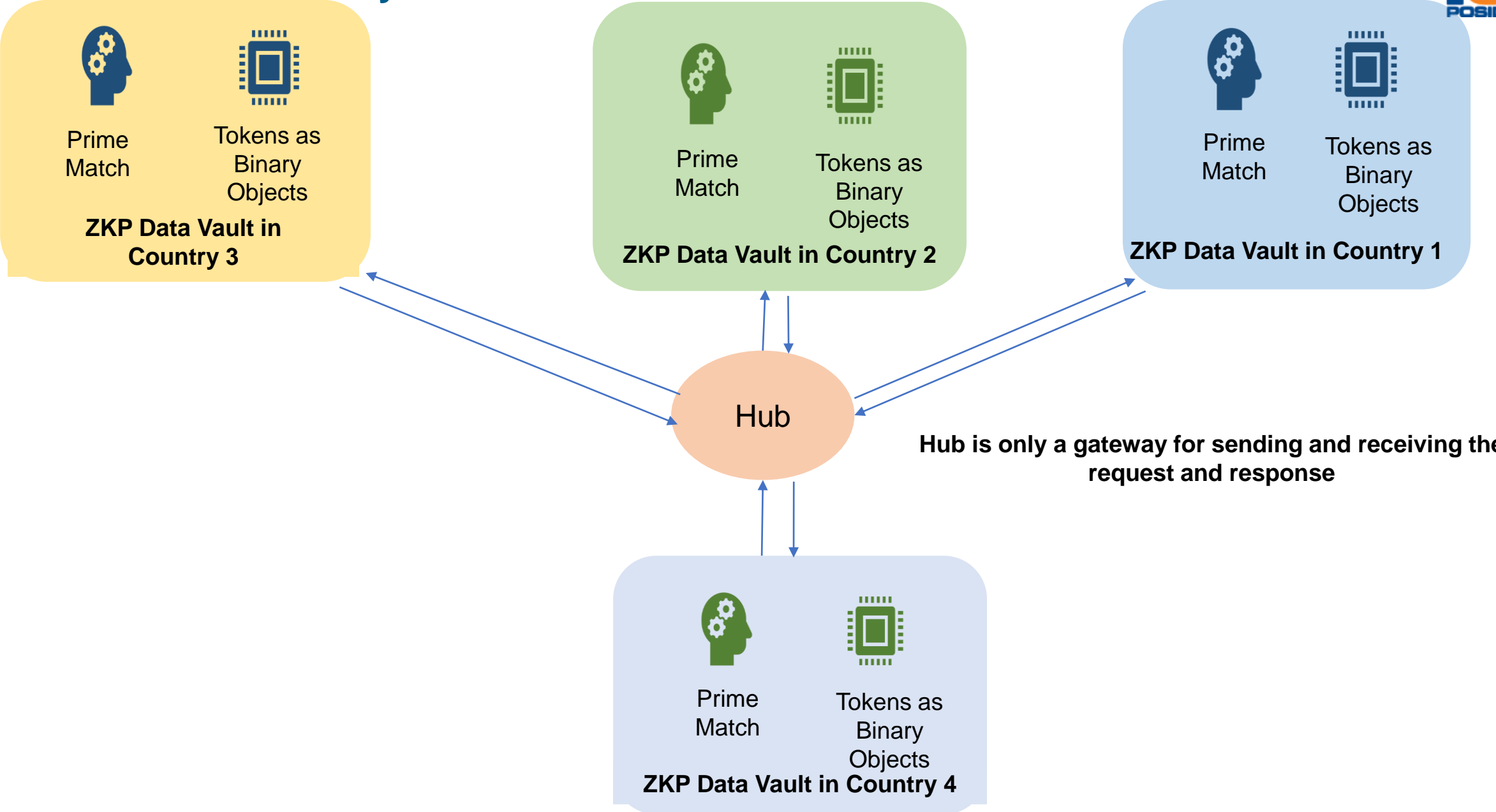


Sl no	Client	Evaluated against global players several rounds	Posidex was chosen because
1	2 nd largest Private Bank in India Initially	SAS, Trillium, TCS, IxSight	Response time, accuracy, (precision & recall)
2	World's 7 th largest bank	SAS	Accuracy (more correct matches and less false positives), speed (brought down from 20 minutes to 1 minute initially and now to 4 seconds), on 25% of the Infrastructure
3	India's Largest Consumer Finance company	SAS, IxSight	Ease of integration, response time
4	2 nd largest Private Bank in India - Upgrade Version	SAS, Informatica, SAP BO, SakSoft	High customer loyalty, excellent support and service, response time, accuracy, ease of integration
5	Central Board of Indirect Taxes	Leading Players, Posidex is OEM of IBM	Strength of matching, flexibility, NOH-RDNA capability, response time.
6	State Government	SAS	Accuracy, Response time, NOH-RDNA capability
7	A large housing finance company	SAS	Accuracy, Response time
8	Leading Telecom Company	SAS, IBM	Accuracy, Response time , Ease of Integration
9	India's largest Life Insurance company	SAS, Informatica	Accuracy, Response time, Volume handling capacity

PrimeMDM Architecture



Architecture for Federated Zero Knowledge Proof (ZKP) Data Vault for Secure Customer Insights, Analytics



Contact Us

What you understand about your customer
may just be the *tip* of iceberg

We help you discover *more*.

Thank You !



Data is the new Oil

We have the best refining Technology in the
World

A CMMI 2.0 LEVEL 3 CERTIFIED COMPANY

