Transforming Business Performance using

DATA INTELLIGENCE & INSIGHTS

Need for Data Intelligence

Decisions today must be **connected, contextual and continuous** while maximizing the symbiotic relationship between humans and machines.

But making and connecting decisions alone isn't enough. Ultimately, the decisions we make must drive action.

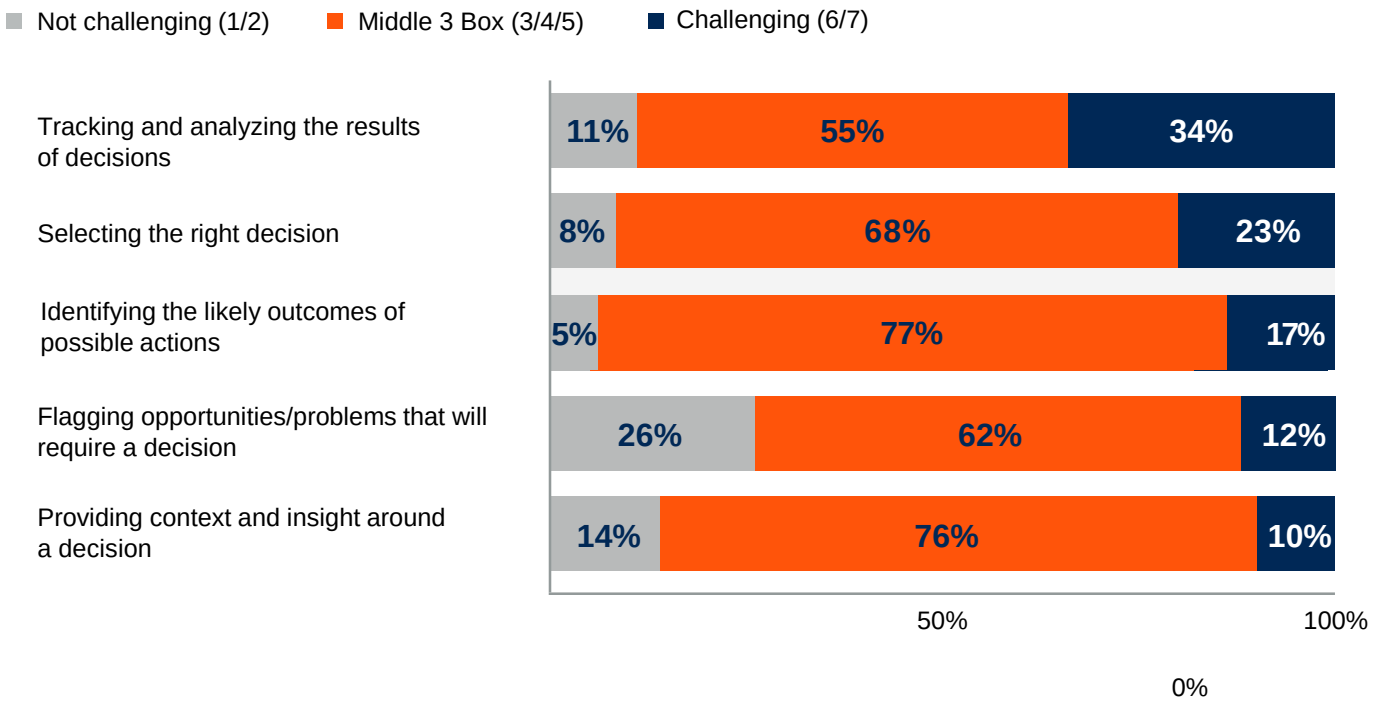
The real value of decisions is being realized by data-driven organizations that leverage the power of data and analytics to drive competitive advantage.

But where do we start?

Understanding the decision-making process and aligning core decisions within this framework enables us to begin the conversation and build the business case for moving forward.

Decision Process Challenges

1 = Not at all challenging to 7 = Extremely challenging



Note: Percentages may not add up to 100% because of rounding. n = 132 all respondents; excluding "don't know"
Q. In your experience, how challenging is each step in the decision-making process? Source: Gartner 2021 Reengineering the Decision Survey
Gartner's One Circle Research Circle Members and external sample

Data Blindness:
The Hidden Costs of Operating Without BI Insights

What is troubling organizations?

01

Data Overload

Exploding volumes of data make decision-making challenging.

02

Inefficient Reporting

Lack of real-time and accurate reports hinders business growth.

03

Resource Drain

Manual creation of reports & dashboards leading to inefficient and true optimum utilization of resources.

04

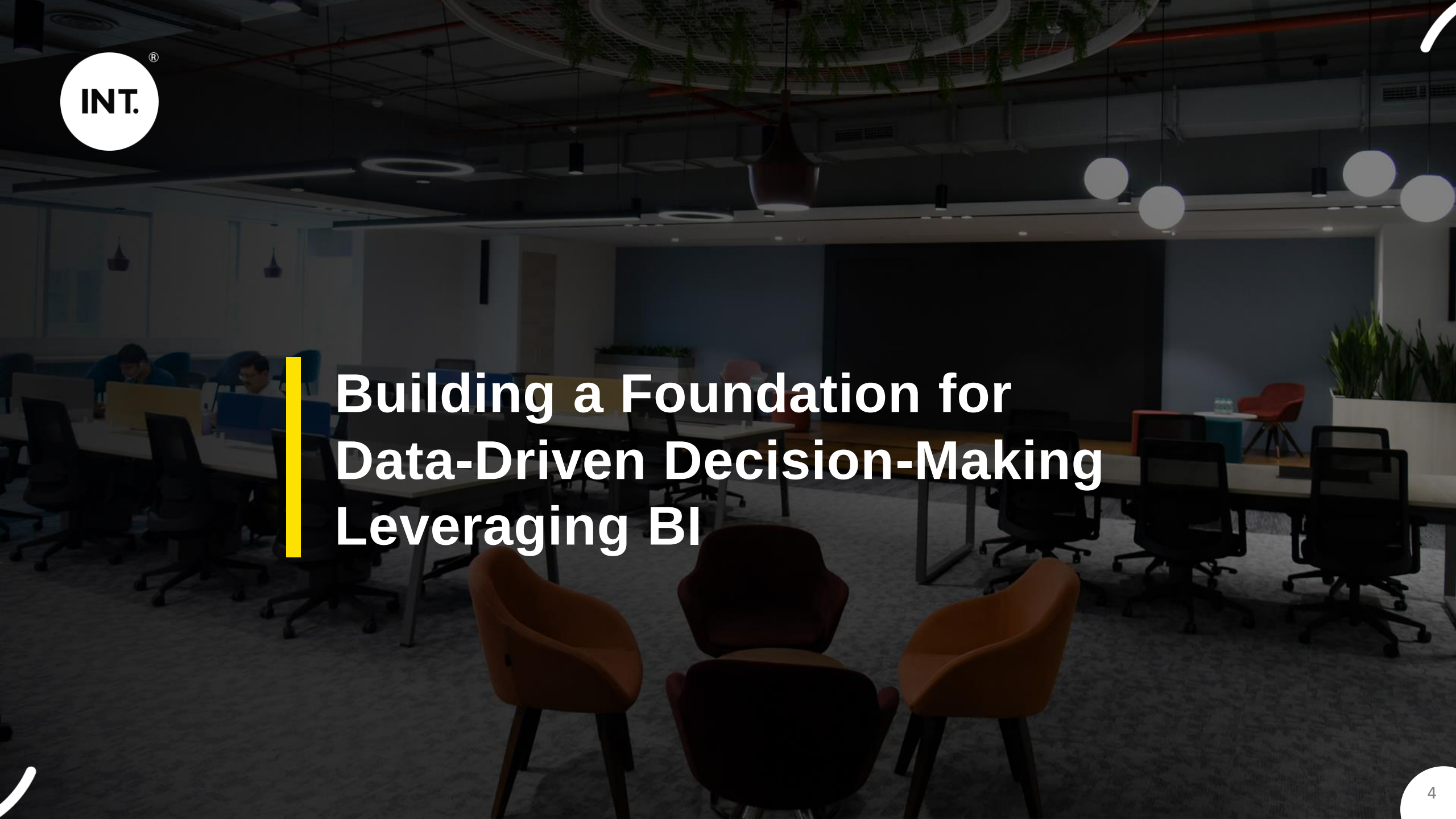
Lack of Agility

Inflexible reporting and analytics tools hinder adaptability in a rapidly changing business landscape.

05

Missed Opportunities

Without BI, you risk overlooking critical insights and competitive advantages.



Building a Foundation for Data-Driven Decision-Making Leveraging BI

Structured Approach to enable data-driven decisions through BI integration and actionable insights

1

Envision

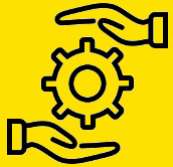
Envision how decision making in your organization should look.

2

Align

Align stakeholders around a structured, disciplined approach to decision-making.

3



Implement

Identify and implement MCPs / KPIs and related business benefits.

4

Track

Track the impact of your decisions.

Envision how Decision Making in the Organization should look

The first major challenge is foundational: **Where do we start?**

First, consider where you are today. Ask what does good look like for the future? Ask how you expect data backed decision making to move your organization forward.

	Current State of Decision Making	Reengineered Decision Making
Example	• In manufacturing, key decisions like inventory management, production scheduling, and order fulfilment are often manual and disconnected from resource availability, leading to inefficiencies such as delays, stockouts or excess inventory. • This fragmentation hinders the ability to balance production with demand, compromising customer satisfaction and operational efficiency. • Without integration, aligning strategic goals—like optimizing product lines or adapting to market shifts—becomes challenging.	• **Decision making is connected.** More systems, people and processes are involved upstream and downstream to account for dependencies and collaboration. • **Decision making is continuous.** Decisions become more automated, augmented and timely. • **Decision making is contextual.** With increasing events and transactions, internal and external data sources are combined to create greater situational awareness.
Your Organization		

Align stakeholders around a structured, disciplined approach to decision-making

Partner with your key stakeholders across functions to use a methodical and rigorous approach to decision making.

Set Goals (Strategize)	Capture (Observe)	Interpret (Investigate)	Model (Design)	Resolve (Contextualize)	Act (Execute)
Identify and agree on the outcomes on which to focus the process and participants.	Surface all techniques and methods used to capture all relevant information and account for contextual data.	Leverage all available information to create explicit situational awareness that is executable and interpretable.	Design a series of Centers of Excellence (COEs) augmenting them with proper upskilling areas.	Provide the decision maker, in view of unknowable circumstances, with a range of informed and upskilled COEs.	Operationalize the COEs. Measure their performance and fine-tune the approach accordingly.

The goal is to drive a global outcome so that even highly localized decision models always contribute to the bigger picture, and can be integrated into an existing decision-making context.

Identify and implement MCPs / KPIs and related business benefits

Teams need to build their storytelling competencies to sell the benefits of the D&A initiatives to executives and other business leaders.

3 Steps for Success

The Art of Articulating Business Benefits

1 MCPs and KPIs

Identify mission-critical priorities (MCPs) and critical success measures

2 Process and Decision Impact

Map D&A initiatives to MCPs and identify processes, activities and decisions impacted

3 Benefits

Identify financial and nonfinancial benefits and KPIs for success

Example

MCP
Reduce loss of revenue on account of stock-out.

Measured by
- Stock-out rate
- Lost sales percentage

Analytics Initiative
Supply chain visibility

Processes Impacted
- Supply chain planning
- Inventory management

Quantifiable Impact
- Economies of scale from aggregating deliveries and ensuring order fulfillment
- Reduced shipping cost

Nonquantifiable Impact
- Improved delivery times
- Customer satisfaction

2 Common Mistakes

1 Relying on progress metrics as opposed to the business impact

Instead, translate metrics into impact metrics:

- Faster Time to Insight → **Revenue**
- Data Quality → **Cost**
- Platform Development Time → **Risk**

2 Rushing to create analysis

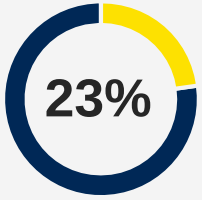
Instead, distribute your time to quantify business benefits in this way:

50%	25%	25%
Think about the Value Story	Get the Numbers Right	Tell the Value Story

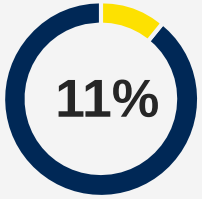
Track the Impact of Your Decisions

When making decisions, many organizations aren't even aware of the impact of previous decisions. A recent Gartner survey identified tracking and analyzing the results of decisions was the most challenging element of decision making.

Most organizations do not consistently track outcomes



Only 23% of organizations **always track the results** of their decisions.



Only 11% of organizations **consistently track outcomes** using the right metrics.

When they do, they typically reexamine bad decisions

25% of organizations review **bad decisions more frequently** than good ones.

Only 8% of organizations review **good decisions more frequently** than bad ones.

Take a closer look at the decisions you've already made

1. Identify decisions whose outcomes are not being tracked or ones where the appropriate metrics are not being used to measure success.
2. Do not overlook the benefits of reexamining good decisions in order to identify best practices that should be repeated.

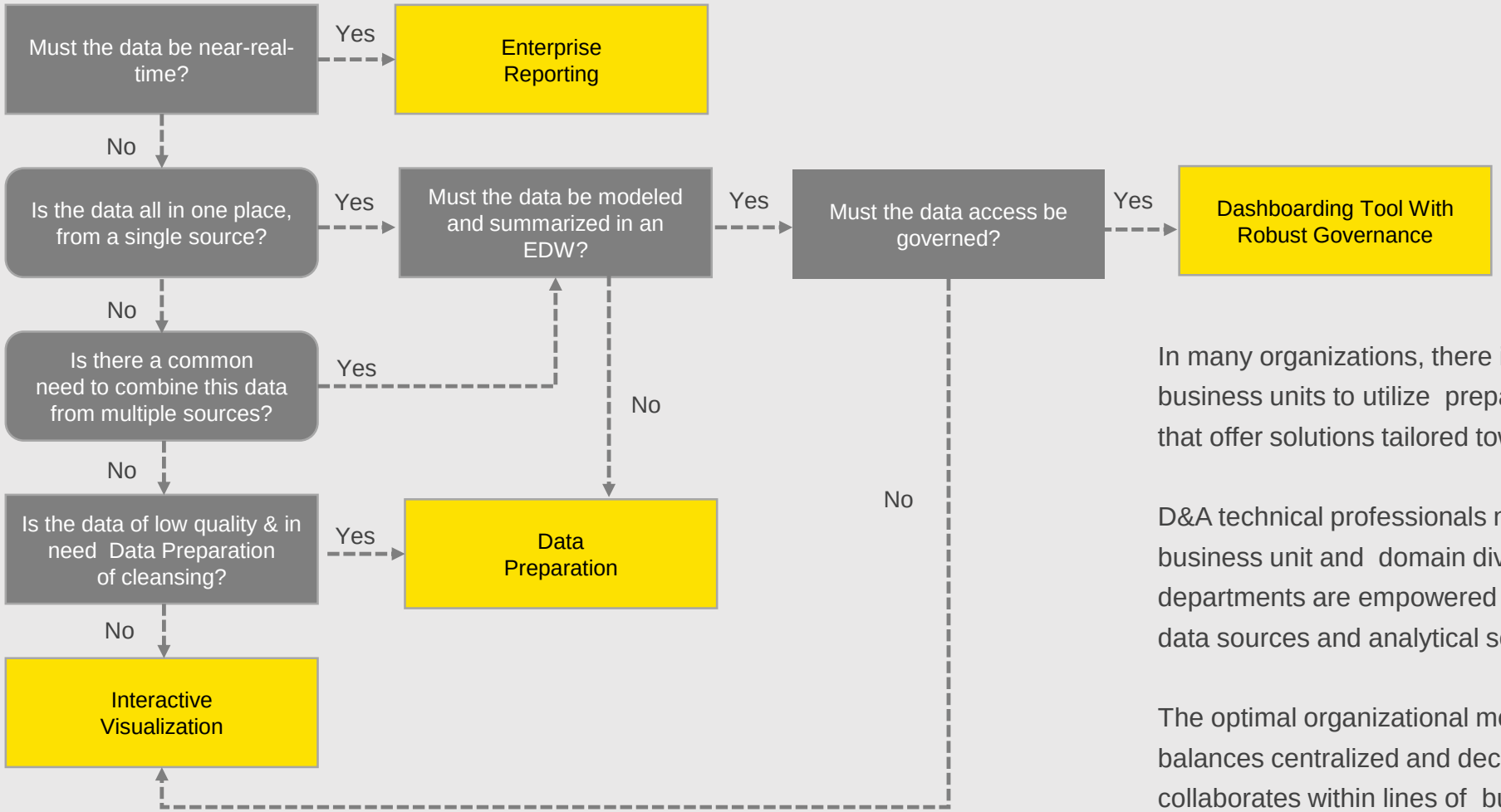
Gartner

58%

of leaders see data and analytics alignment with business strategy as a top 3 driver of success.

Solution Path for Building Modern BI and Analytics Platform

Structured Approach to Identify “What You Need”



In many organizations, there is a demand from certain business units to utilize prepackaged analytics applications that offer solutions tailored toward their particular domains.

D&A technical professionals need an approach to manage business unit and domain diversity that results when departments are empowered to buy and manage their own data sources and analytical solutions.

The optimal organizational model for this is one that balances centralized and decentralized teams and collaborates within lines of business.

Framework for Modernizing Analytics and BI Infrastructure

01 Plan

Assess Current State

Define Future State

Develop Strategy and Roadmap

02 Design

Rationalize Existing Analytics Tooling

Evaluate and Select A&BI Tooling

Design D&A Architecture

03 Deploy

Implement Data Architecture

Deploy A&BI Tooling

Deliver Specialized Analytics Capabilities

04 Operationalize

Create Analytics COE/COP

Evaluate and Select A&BI Tooling

Repeat Steps 1-4 Regularly

Repeat at Each Step

01 **Mitigate Resistance Using Change Management**

02 **Derive and Implement D&A Governance Framework**

03 **Develop skills by Delivering Specialized Training**

KPI identification and mapping framework – Customer Acquisition

Result Oriented KPI-System (ROKS) framework

Measurement Framework					
Business Objective	Customer Acquisition			Customer Retention	
Goals	Increase Awareness		Increase Sales	Increase Customer Lifetime Value	
KPI's	Ad Impressions	Website Traffic (Visitors)	Lead Generation (Form submission)	Purchase Intent	Purchase frequency (Accessories, value added services)	Average order Value
Metric	CPC, CPM	Visits, Pageviews	Info request	Engagement rate	Retargeting campaign visits	Promo redemptions
	Unique users	Bounce Rate, content interaction (clicks)	Brochure download	Contact Dealer Clicks	Rating/Reviews	Download coupons

KPI identification and mapping framework – Production & Supply Chain

Result Oriented KPI-System (ROKS) framework

Measurement Framework					
Business Objective	Improve Operational Efficiency and responsiveness in the production and supply chain				
Goals	Increase Output		Reduce Delivery Lead Time		Optimize Inventory Levels	
KPI's	Overall Equipment Effectiveness	First Pass Yield	Order Fulfilment Rate	Sales Return Rate	Inventory Turnover Ratio	Production Cycle Time
Metric	Defect Rate	Rework Rate	Supplier Lead Time	Time to process returns	Sell Through Rate	Queue Time
	Cost Per unit Produced	Scrap Rate	Inventory to Shipment Time	Cost per returns	Days Sales of Inventory	Set-up Time

KPI identification and mapping framework – Quality Control

Result Oriented KPI-System (ROKS) framework

Measurement Framework						
Business Objective	Enhance product quality and compliance with industry standards to minimize defects, reduce rework costs, and increase customer satisfaction					
Goals	Reduce Product Defect			Reduce Consumer Complaints		
KPI's	Defect Rate	First Pass Yield	Cost of Poor Quality (COPQ)	Customer Satisfaction	CAPA Implementation	Audit Compliance Rate
Metric	Supply Quality Rate	Rework Rate	Training Effectiveness	Customer Sentiment Score	TAT Adherence	Non-Conformance reports

Transforming Dashboards into Compelling Data Narratives

Structured Way to Elevate Dashboards into Visual Stories

01

Understand the context

02

Choose an effective visual

03

Eliminate clutter

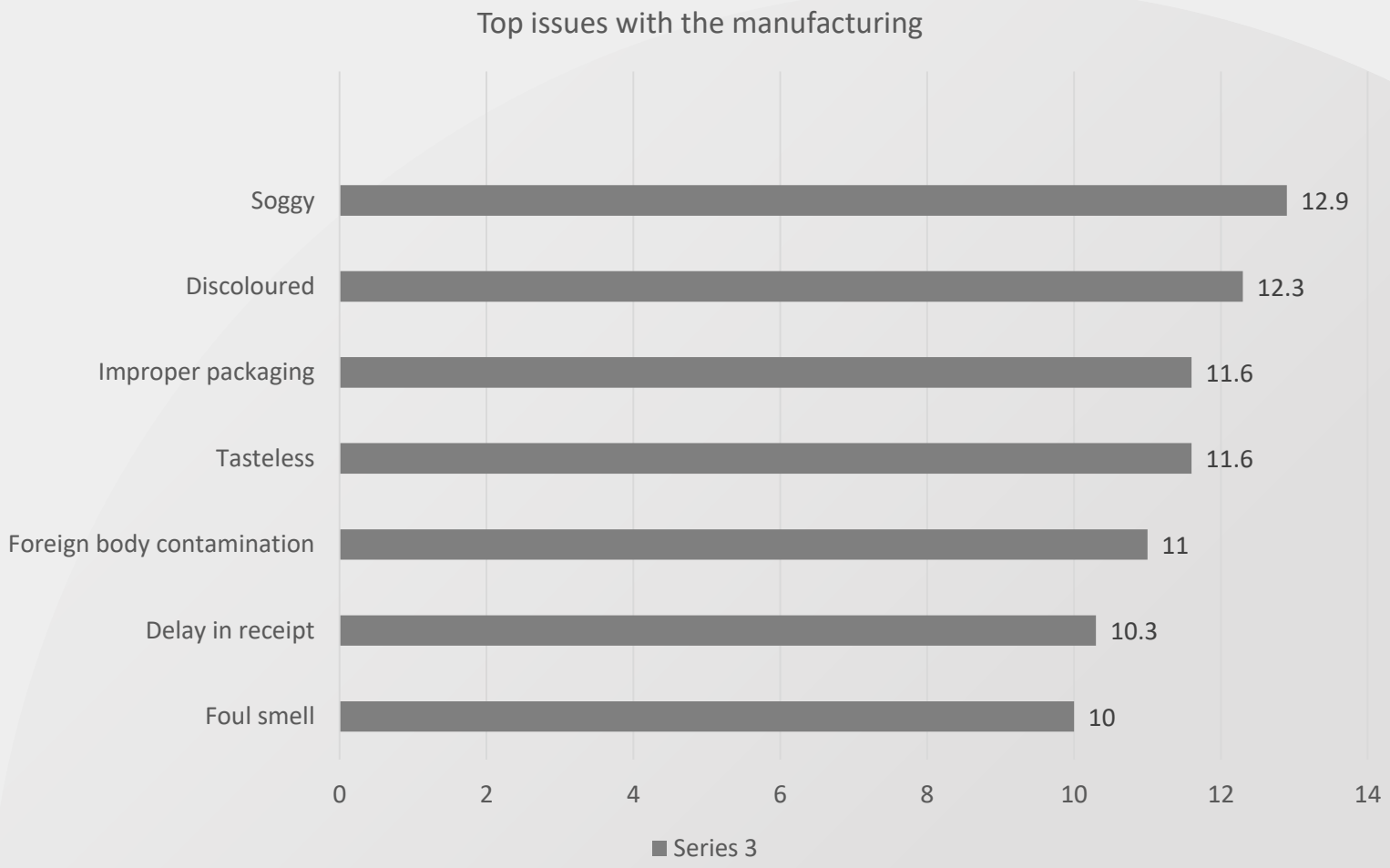
04

Focus attention

05

Tell a story

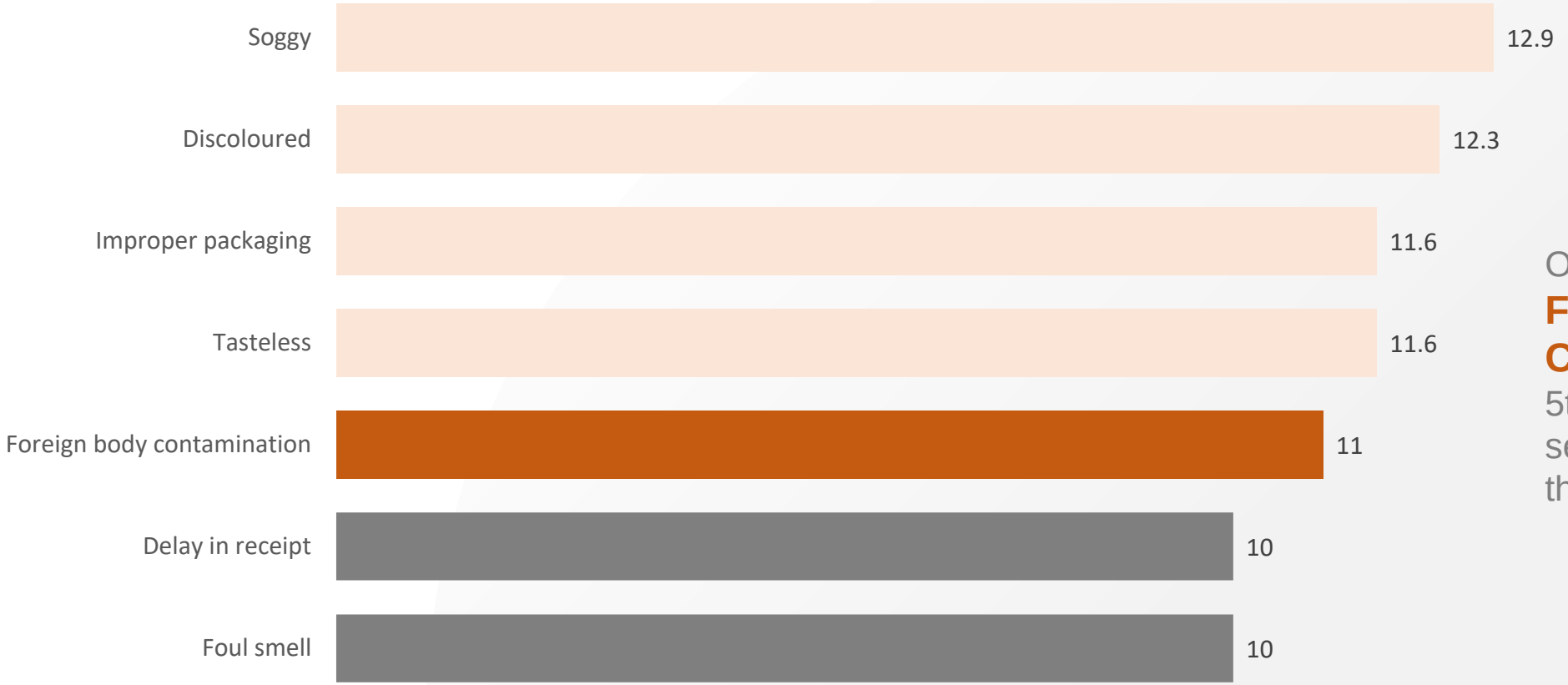
Illustrative Example 1 (1/2)



Illustrative Example 1 (2/2)

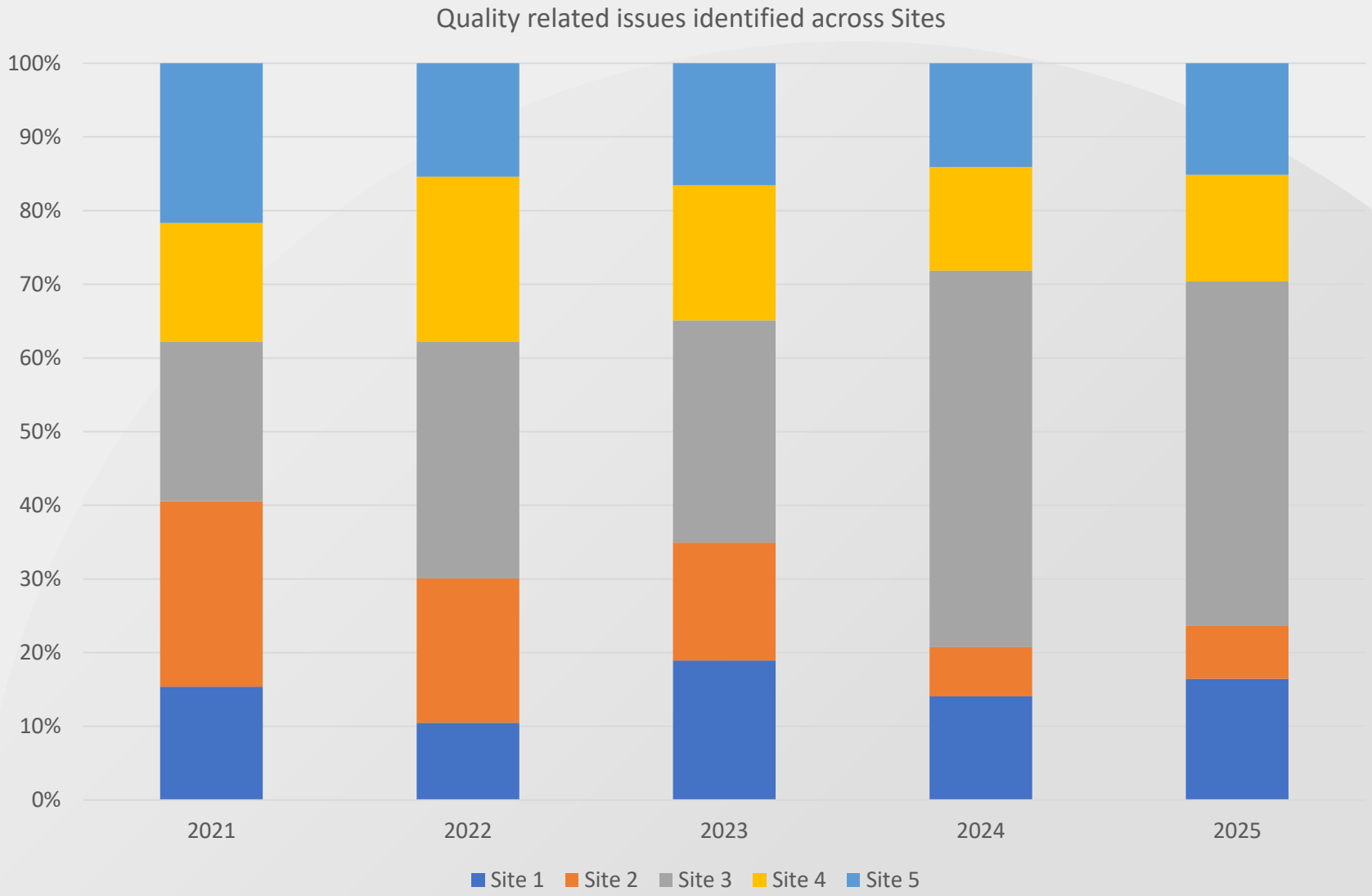
Foreign Body Contamination (FBC) in top 5.

Top concerns

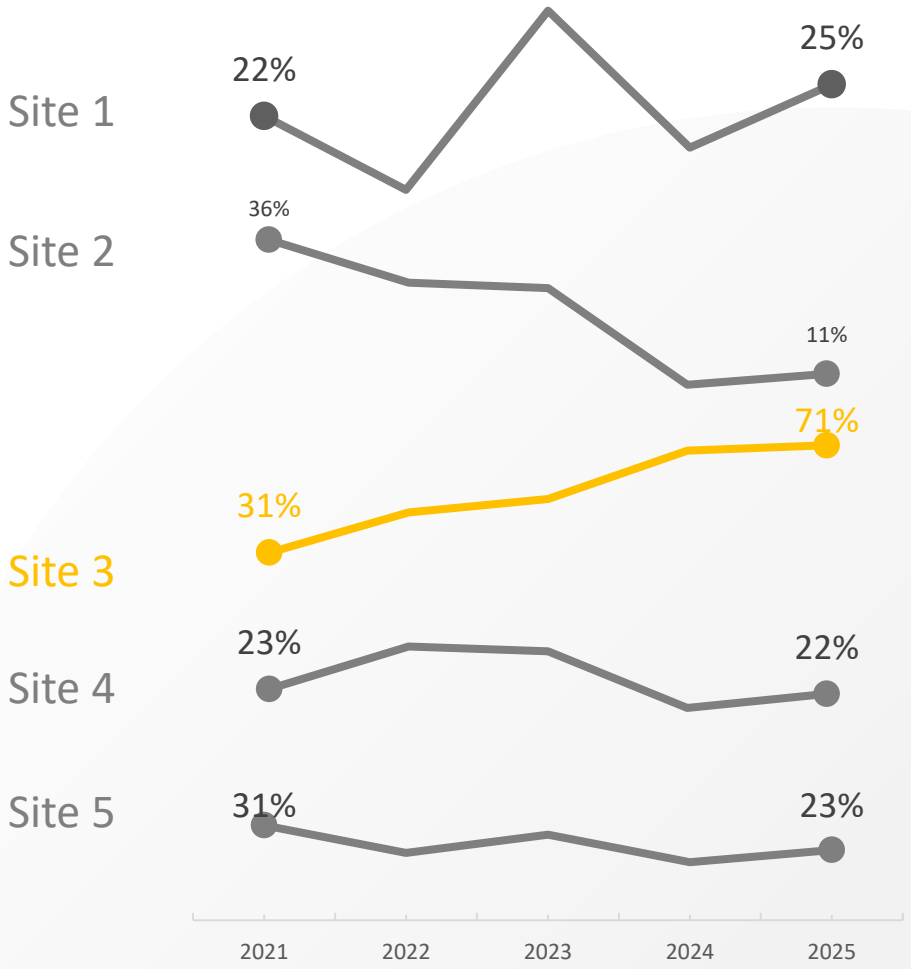


Out of the top 5 issues, **Foreign Body Contamination** is at the 5th spot but may lead to serious brand damage for the company.

Illustrative Example 2 (1/2)



Quality issues per manufacturing site



Increasing trend
in quality issues for **Site 3**

Approach to Measuring the Return on Investment from Data-Driven Decision-Making

01

Inputs

- **Data:** Production, inventory, workforce management etc.
- **Technology:** Data warehouse, ETL tool, BI platform
- **Stakeholders:** Plant managers, procurement teams, BI developers etc.

02

Activities

The company has designed and implemented a Business Critical KPIs, regularly monitoring the impact and effectiveness. Extensive User Training and Change Management

03

Outputs

- Dashboards & Reports
- Alerts & Notifications
- Process Documents

04

Outcomes

- Production boosted 15%
- downtime reduced 20%
- defect rate dropped 68%
- OEE improved to 72%

05

Impact

- $250K cost savings
- $500K increased revenue
- 5% customer retention boost
- 20% waste cut
- ISO 9001 certification
- 10% energy reduction

Outputs

- Automated recommendations or actions based on analytics (e.g., chatbot-driven responses, dynamic pricing engines).
- Continuous learning systems, where insights feed back into strategy and operations.

Sample Template for Measuring the Impact

Outcome	Quantified Target	Before Initiative	After Initiative	Benefit
Production Output Increase	+10-15%	100,000 units/month	115,000 units/month	Additional 15,000 units/month capacity
Downtime Reduction	-20%	50 hours/month	40 hours/month	10 hours saved/month, increasing throughput
OEE Improvement	+5-10%	65%	72%	Increased asset utilization
Defect Rate Reduction	<1%	2.5%	0.8%	68% reduction in defects
Rework Reduction	-30%	1,000 units/month	700 units/month	300 units saved per month
Inventory Turnover Ratio	5x per year	3x	5x	Reduced inventory carrying costs
Order Fulfillment Time	-15% lead time	10 days	8.5 days	Faster deliveries, improving customer satisfaction
Supplier Compliance Rate	98%	90%	98%	Improved supplier reliability
Training Effectiveness	90% pass rate	75%	92%	Better workforce capability to use dashboards
Customer Complaints Reduction	-25%	40 complaints/month	30 complaints/month	Improved product quality perception

How INT. can be your Data Centre of Excellence (CoE)

How INT. Can Help You Become Data Intelligent

Baseline Evaluation

- **Current State Assessment:** Analyse existing BI tools, processes, and data sources.
- **Needs Analysis:** Gather stakeholder requirements to identify gaps and opportunities.
- **Performance Benchmarking:** Evaluate current KPIs and metrics against industry standards.
- **Data Quality Assessment:** Assess the integrity, accuracy, and completeness of existing data.

Metric Alignment

- **KPI Identification:** Collaborate with stakeholders to define relevant KPIs aligned with business objectives.
- **Metrics Mapping:** Create a visual representation of how metrics connect to business processes and outcomes.
- **Governance Framework:** Establish guidelines for metric ownership, definitions, and usage across departments.
- **Performance Criteria Development:** Define success criteria for each KPI to enable effective monitoring and reporting.

Design & Develop

- **Dashboard Design:** Create user-friendly dashboards tailored to the needs of various stakeholders.
- **Data Integration:** Connect disparate data sources to ensure a unified view of business performance.
- **Visualization Development:** Utilize advanced visualization techniques to present data intuitively.
- **Prototyping:** Develop initial prototypes of dashboards for stakeholder feedback before full deployment.

Training & Support

- **User Training Programs:** Conduct workshops and training sessions to educate users on the BI platform and dashboards.
- **Documentation Development:** Create user manuals, quick reference guides, and training materials.
- **Ongoing Support:** Provide technical support and troubleshooting for user's post-implementation.
- **Feedback Mechanism:** Implement a process for continuous feedback and iterative improvements to the BI platform.

Improve D&A results and decrease costs with high-quality data

Up to **59%** of organizations don’t measure data quality.

poor data quality costs organizations at least **$12.9 million** a year on average, according to Gartner research from 2020.

What is Troubling the Organizations

Problems faced by organizations due to absence of Single Source of Truth for all the data need:

01

Data Integration & Centralization

Scattered data making it difficult to streamline operations and decision making.

02

Scalable Storage

Inefficient storage leading to lack of historical trend analysis.

03

Flexible Data Processing

Formulation of data strategy, governance framework, and quality improvement plan.

04

Data Exploration and Discovery

Hindering Data Exploration and Insights Discovery, Impeding Informed Decision-Making and Data Asset Utilization.

05

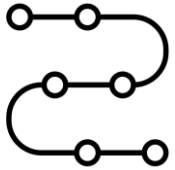
Advanced Analytics power

Absence of predictive analytics and machine learning for competitive advantage.

Challenges Faced by Organizations to address their data quality issues

Growing regulatory requirements from government or industry.

These include GDPR, CCPA, DPDPA which restrict how organizations manage personal data and make them accountable for any personal data they hold.



Inconsistency in data across sources

Named as the most challenging data quality problem, according to Gartner, is the result of having data stored and maintained in silos with significant overlaps, gaps or inconsistencies. If they are not connected, data standardization becomes much harder.

Lack of resources

Organizations may have a data quality program in one department or in one data domain but cannot scale it due to a scarcity of skills, experience and resources.

Lack of ownership

Business leaders acknowledge the importance of data quality but often see it as outside their responsibility, overlooking its impact on broader enterprise outcomes. Data quality is a business discipline shaped by how users enter, manage, and utilize data.

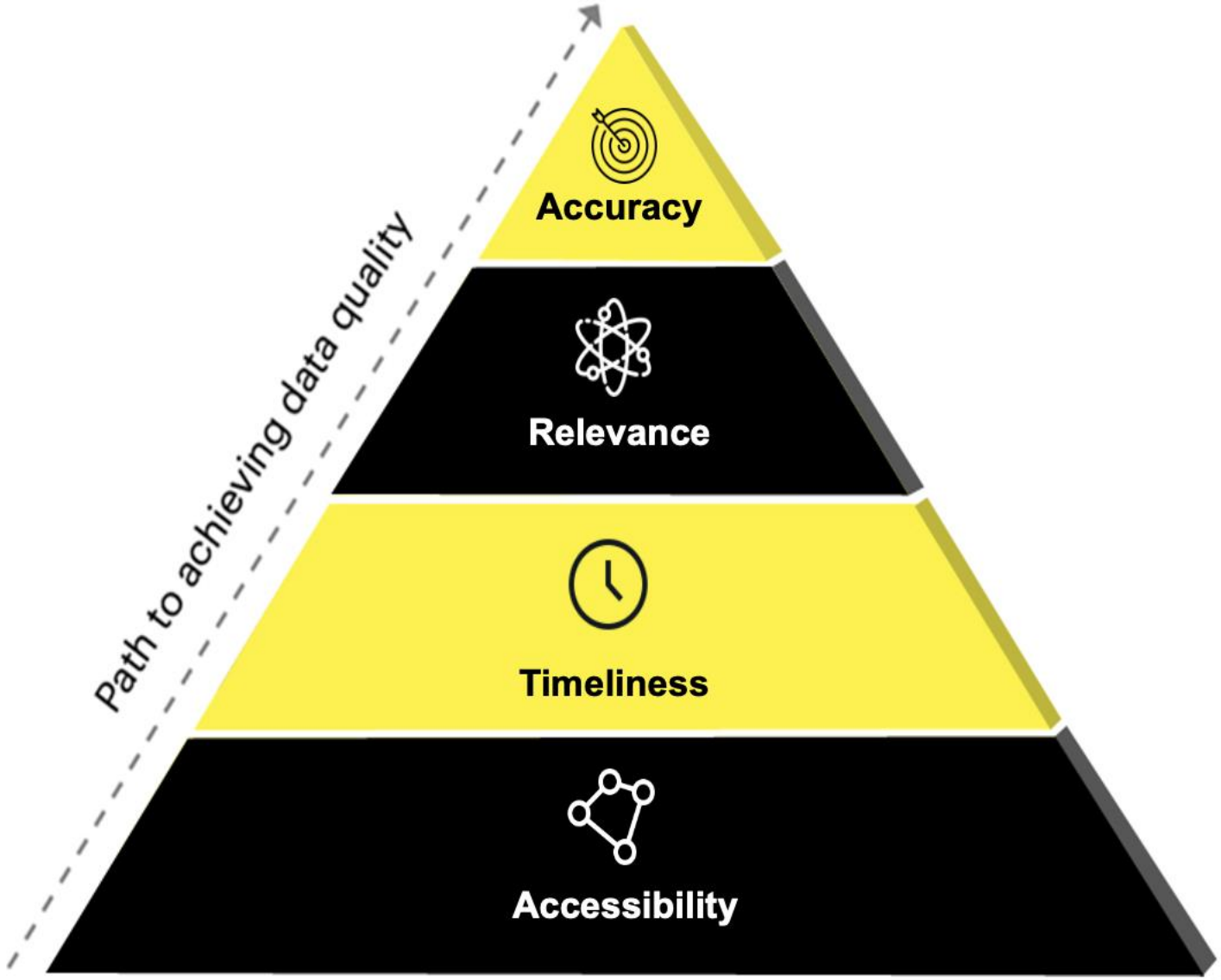
Foundation of Data Quality

Most organizations struggle with a comprehensive data management design that allows them to optimally **connect/collect, integrate and deliver distributed data** from heterogeneous data sources and applications for their data and analytics (D&A) use-case demands.

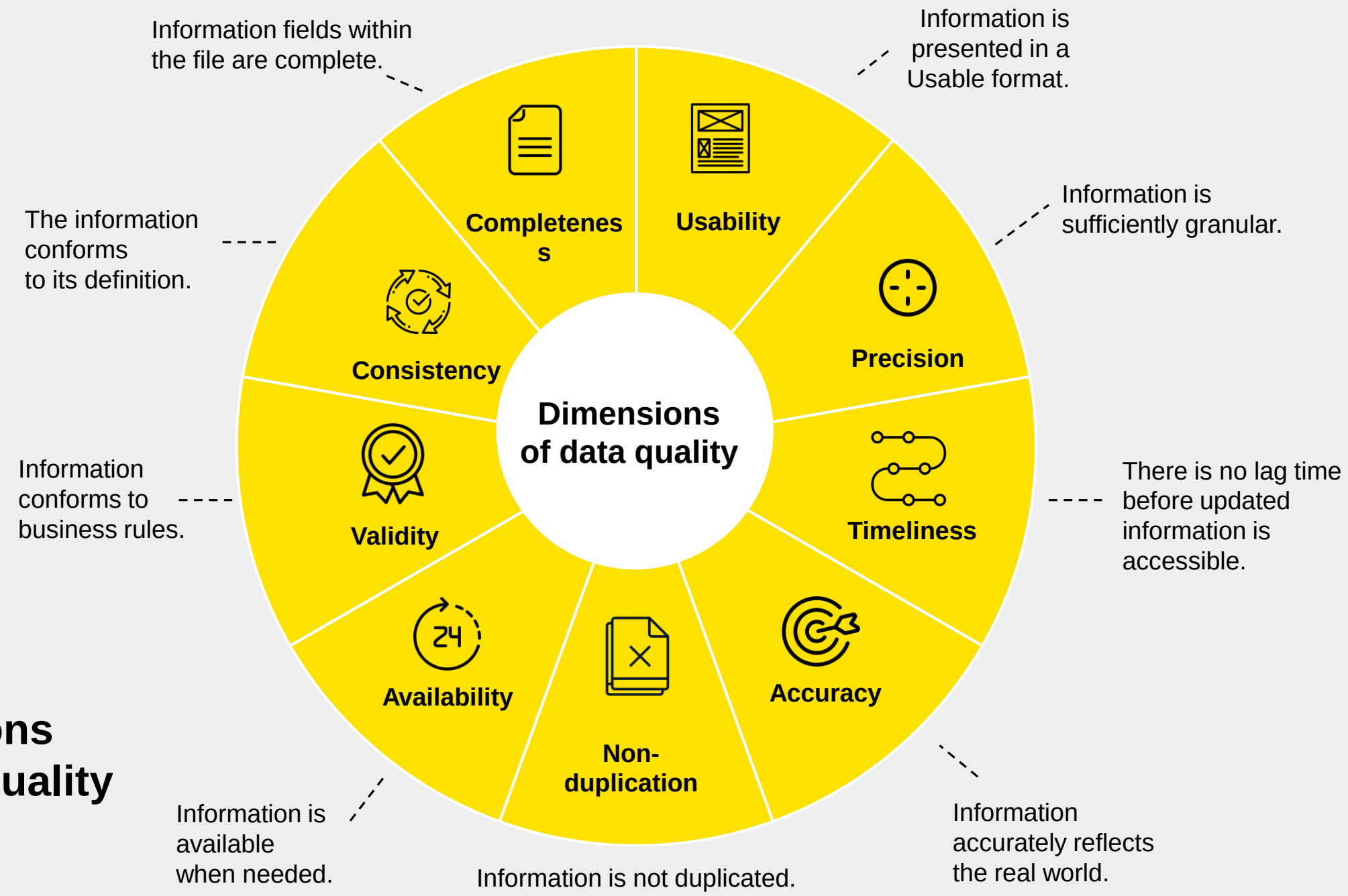
The number of data and application silos have surged in the last decade, while the number of skilled personnel on data teams has either stayed constant or even dropped.

The result: The time deficit between the time the request for integrated data is raised and the time at which the request is fulfilled is now at an all-time high.

Organizations need a data management design that can not only optimally integrate data across a multi sources, but also automate data engineering tasks to reduce complexity and optimize business outcomes and value.



Common Dimensions of Data Quality



Value of Data Engineering to Key Stakeholders

Most companies correctly map the intended business outcomes to their intended data architecture and technology procurement plans. The data engineering should be no different.

Know how to articulate the “why” — tying the value proposition of the data engineering with the main business goals/business outcomes of key stakeholders/teams.

Business Perspective

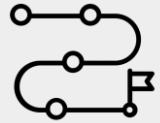
Benefits:

- Enables less technical users to quickly find, access, integrate and share data
- Allows subject matter experts in the business to become a part of the data modeling process
- Reduces the cycle time of accessing ready-to-use data

Data Management Perspective

Benefits:

- Productivity advantages of automated data transformation and integration — gives time back to IT resources
- Cost optimization benefits of not having to buy multiple tools with redundant/overlapping capabilities
- Automated optimization of data integration resulting in better price/performance and ROCE



Organizational Perspective

Benefits:

- Improved communication between data managers and data consumers creates a collaborative culture

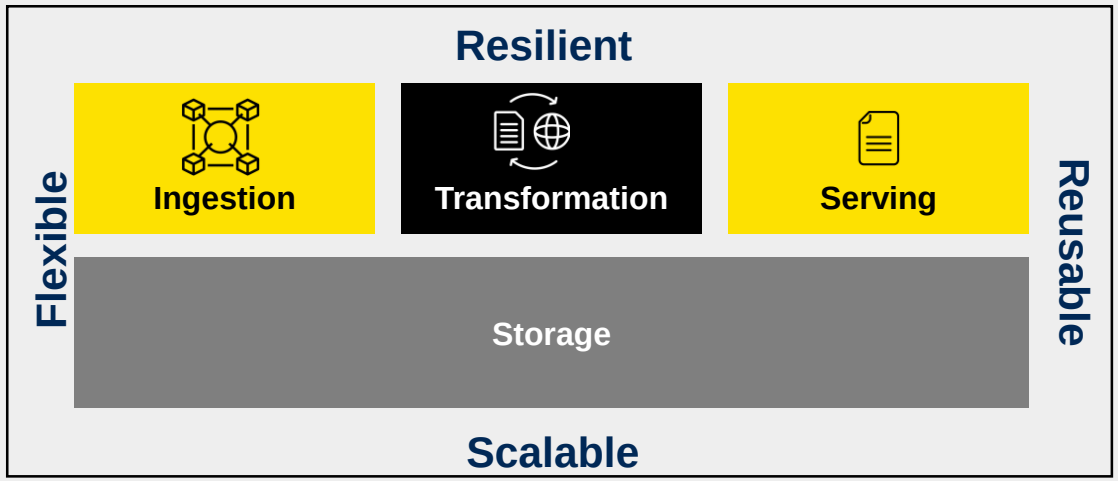
It is not one single tool or technology

Generation Point 1

Generation Point 2

Generation Point 3

See across the silos that currently prevent us from sharing and finding information.



Analytics

Machine learning

Reverse ETL

Surface and report insight more quickly, including insights we didn't know to ask for.

Undercurrents

Security

Data management

Data Ops

Data architecture

Orchestration

Software engineering

Data Engineering promises to significantly eliminate manual data integration tasks and augment (and at times automate) data integration design and delivery.

Build Your Data Quality Program

Your organization has current and upcoming initiatives that involve critical data elements. Ensure success by building an effective data quality program.

Major problems that occur due to poor data quality:

- The organization does not trust that the data is available or correct.
- Users are not able to figure out why the value is low or what needs to change to fix it.
- It takes too much time to get the data right or clean it up.

These problems lead to:

- Undesired Risk
- User Dissatisfaction
- Decreased Revenue

What does it mean to measure data quality?

Measure the condition of data to ensure its suitability to serve its intended purpose.

Measurement dimensions of data quality:

- Validity
- Completeness
- Consistency
- Accuracy
- Uniqueness
- Integrity
- Timeliness
- Reasonability

ELEMENTS of an effective data program

Understand the impact data quality has on the organization.	**Identify the key issues of critical data quality problems.**	**Improve the state of data quality at the root.**	**Sustain trust and data quality through data governance.**

STEPS of an effective data program

Discover the data problems that impact strategic initiatives.	**Prevent data quality issues from spreading using effective profiling.**	**Address root causes through a well-designed improvement plan.**	**Sustain continuous improvement by leveraging data management capabilities.**

Data quality is the foundation for AI solutions. To be AI ready, organizations need their data to be ready.

Structured Framework to Improve your Data Quality

1

Focus on the right things to set strong foundations

1. Establish a clear line of sight between the impact of data on KPIs/ KRIS and the impact of DQ improvements on business outcome
2. Clearly define what is meant by "good enough" DQ
3. Establish a DQ standard across the organization

2

Define fit-for-purpose DQ, and take action to achieve it

4. Use data profiling early and often
5. Design and implement DQ dashboards for critical data assets, such as master data
6. Start transitioning from a truth-based semantic model to a trust-based semantic model

3

Assign business accountability for DQ

7. Make DQ an agenda item at the D&A governance board meetings
8. Establish DQ responsibilities and operating procedures as part of the data steward role
9. Establish a special interest group for DQ across BUs and IT

4

Embed DQ improvement into the organizational culture

10. Establish a DQ review as a release management "stage gate"
11. Communicate the benefits of better DQ regularly to business departments
12. Leverage external/ industry peer groups

DQ maturity scale

Ensuring and Sustaining Superior Data Quality with INT's Expertise

Data Maturity Enhancement for Data Engineering

- Conduct data maturity assessments to identify gaps in data processes.
- Develop a roadmap to elevate data engineering practices across maturity stages.
- Implement scalable and advanced data engineering solutions for improved maturity.
- Continuously monitor and refine data engineering processes for sustained progress.

Data Integration and Consolidation

- Unify data from disparate systems for a centralized view.
- Standardize integration practices for seamless data ingestion.
- Address data silos to enable cross-functional insights.
- Optimize ETL/ELT workflows for efficiency and reliability.

Structurization of Data

- Create standardized data models to enhance consistency.
- Implement best practices for data schema and hierarchy design.
- Organize raw data into structured formats for easy analysis.
- Automate data cleansing and transformation tasks.

Ensuring and Sustaining Superior Data Quality with INT's Expertise

Data Governance and Security Framework

- Establish data governance policies aligned with engineering workflows.
- Ensure secure data storage and access through encryption and permissions.
- Create data lineage and versioning frameworks for traceability.
- Continuously audit and refine security measures.

Pipeline Maintenance Assurance

- Develop robust monitoring mechanisms for pipeline health and performance.
- Automate recovery processes for pipeline failures.
- Scale pipeline infrastructure to manage increased data loads.
- Provide regular updates and optimizations for sustained efficiency.

User Training

- Design customized training sessions for key user groups.
- Provide hands-on workshops for using data tools and platforms.
- Create comprehensive documentation and self-help guides.
- Establish ongoing support channels for user queries and feedback.

Case studies

Pharma

Client Story:

Driving Growth Through Data-Driven Decisions and Innovation

01

Mission-critical priority

Biocon faced significant challenges due to **data fragmentation** across departments like Quality, R&D, Regulatory, Lab Systems, and Finance.

Siloed data caused delays in insights, workflow disruptions, and impaired decision-making.

The **lack of real-time, consolidated information** slowed strategic planning and complicated compliance reporting.

Incomplete visibility into operational data further impacted financial forecasting and performance tracking.

02

How INT helped

INT. implemented an **Enterprise Date Warehouse** solution in two phases.

1. The first phase emphasized Data Engineering, including Unification, Wrangling, and Pseudonymization for consistency and privacy, followed by Data Enrichment for enhanced analysis.
2. The second phase concentrated on delivering Analytical Insights through KPI identification, pipeline creation, and dashboard templates, alongside implementing security measures and sharing mechanisms for inter-departmental collaboration.

03

Mission accomplished

1. Decision making **accelerated by 70%** as delays in preparing manual reports were eliminated through real-time process
2. Previously 10 people were needed to execute the operation, but now its 2 – thus **80% reduction in cost**
3. Improved **resource allocation by 15%**

Client Story:

Driving Growth Through Data-Driven Decisions and Innovation

01

Mission-critical priority

Cipla was facing challenges in **integrating a wide array of disparate systems**, such as Master Data Management, HCP Engagement Platform and Field Force Marketing Platform, into a unified data environment on Azure.

The complexity grew with the inclusion of additional platforms like GA4, Sitecore, and various communication tools (e.g., Gupshup, Karix) in later phases.

The large data volume (100GB, with 1GB incremental data per month) further compounds the difficulty and over 10 parallel activities requiring synchronization.

02

How INT helped

INT successfully assisted Cipla by implementing a robust solution that streamlined the process of **bringing diverse data sources into Azure.**

Key steps included:

1. INT centralized Cipla's data by integrating systems like Master Data Management, HCP Engagement, GA4, Sitecore etc. into Azure Data Factory.
2. INT developed user-friendly dashboards providing insights into field force efficiency, HCP engagement, and marketing performance, empowering better decision-making.

03

Mission accomplished

1. Improved decision making from based on the real time analysis **– 85% more efficient and accurate**
2. Operations **cost reduction by 25%**
3. Improved marketing which later has **reduced the cost by 35%.**

Client Story:

Driving Growth Through Data-Driven Decisions and Innovation

01

Mission-critical priority

SAI struggled to **optimize several critical operational** areas.

Turnaround times in R&D sample testing were longer than expected.

The company also faced **difficulties in improving reactor utilization**, leading to underused capacity and inefficiencies.

Ensuring consistent quality compliance across processes became complex, **risking regulatory delays and non-compliance issues.**

Additionally, **supply chain processes were fragmented,** causing disruptions in material availability, procurement delays.

02

How INT helped

INT helped the pharmaceutical company by **developing BI Platform**. These included:

1. Tracking sample submission times and chemist performance with an Analytical Tracker.
2. Improving reactor utilization with a Reactor Capacity Utilization Dashboard.
3. Automating deviation, CAPA, and OOS tracking for regulatory adherence.
4. Enhancing material flow and supplier performance with SCM dashboards.
5. Project and Batch Monitoring: Tracking project timelines and batch cycle efficiency for better decision-making.

03

Mission accomplished

1. **20-30% reduction in R&D sample processing time**, accelerating time-to-market for new drugs.
2. **10-20% reduction in operational costs** by automating manual tasks such as reactor tracking and HR management.
3. **5-10% increase in reactor utilization** through better scheduling and reduced idle time.
4. **30-50% reduction in compliance-related risks and penalties** by improving tracking of deviations, CAPA, and OOS.
5. **15-25% reduction in supply chain delays** and inventory holding costs.

Insurance

Client Story:

Driving Growth Through Data-Driven Decisions and Innovation

01

Mission-critical priority

BALIC relied on **manual processes** to create various MIS reports, involving approximately 15-20 team members.
These teams had to extract data from source systems, wrangle and clean it, perform calculations for reporting needs.
The lack of automation made the process labor-intensive and time-consuming. This, in turn, **slowed down decision-making** and hindered the organization's ability to respond swiftly to business needs.
The manual workflow also increased the **risk of human errors**, affecting data accuracy and report quality.

02

How INT helped

INT engaged with the insurance company to thoroughly understand its "As Is" processes and subsequently **developed and deployed an automation mechanism** to streamline key operations.
The automation targeted critical areas for Regional Managers, Area Managers, Zonal Managers, and Zonal Heads, improving efficiency and accuracy.
Key processes that were automated included WPC (Work Plan Compliance), Incentive Management, Goal Sheet tracking, and Contest Management.

03

Mission accomplished

1. Reduced processing time: from **12-14 days to 2-3 hours**
2. Reduced error **by 45%**
3. Reduced manual intervention **by 80%**
4. Faster decision making **by 75%**

Client Story:

Driving Growth Through Data-Driven Decisions and Innovation

01

Mission-critical priority

NICL, one of India's leading national insurance companies, faced challenges in **managing its vast and diverse data landscape**.

Disparate data sources created inefficiencies in delivering timely and relevant insights.

Multiple stakeholders required customized, stakeholder-specific reports that were **often time-consuming to generate.**

Data quality issues affected decision-making processes, leading to potential errors in analytics and reporting.

02

How INT helped

INT built an **Enterprise Data Architecture** that consolidated data across departments.

1. Real-time **data pipelines were established** to provide up-to-date information for management reporting.
2. INT also **deployed advanced analytics models**, including predictive and prescriptive analytics, to generate insights on customer behavior, risk profiling, and claim patterns.
3. Additionally, INT **integrated fraud detection algorithms** powered by machine learning, enabling real-time monitoring of emerging fraud patterns and enhancing NICL's ability to proactively mitigate fraud risks.

03

Mission accomplished

1. With implementation of data lake, a hybrid cloud strategy has **reduced these costs by 30-40%.**
2. Automated, pre-built KPI dashboards could reduce reporting time to real-time or Near to Realtime **reducing 95% of manual report creation**.
3. With machine learning algorithms, **fraud detection efficiency had improved by 40-50%.** It also have **saved 30-45% time on manual scrutiny** of the fraud.

Retail

Client Story:

Driving Growth Through Data-Driven Decisions and Innovation

01

Mission-critical priority

JSW, a leading steel manufacturer, faced **inefficiencies in data management and reporting.**

Their SQL database retained only 45 days of data, leading to a **loss of critical historical information** needed for long-term analysis.

Additionally, the **daily reporting process** was manual and time-consuming, requiring 1-2 hours of effort in Google Sheets. This limited their ability to generate timely insights and hampers data-driven decision-making, affecting overall business efficiency.

02

How INT helped

INT implemented a **hybrid infrastructure** for JSW, integrating Azure SQL DB to enable incremental data storage, ensuring the retention of historical data for comprehensive analysis.

In addition, INT **automated their reporting process** using Power BI, eliminating manual efforts and significantly reducing the time spent on daily reporting.

This solution not only streamlined data management but also empowered JSW with real-time insights, enhancing decision-making and operational efficiency.

03

Mission accomplished

1. The automated reporting system using Power BI **reduced manual reporting efforts by 3-4 hours per day**.
2. With an automated system, employees can now focus on more strategic tasks, potentially **increasing productivity by 10-15%.**
3. Overall, this solution has been able to **deliver a 35-40% ROI** increase through time savings, enhanced productivity, better decision-making, and operational improvements.

Client Story:

Driving Growth Through Data-Driven Decisions and Innovation

01

Mission-critical priority

The company faced significant **product shortages,** leading to lost sales opportunities, dissatisfied customers, and operational inefficiencies.

There was a **disconnect between product supply and customer demand** across various locations and product categories.

The lack of visibility into real-time supply chain performance, product resilience, and inventory management **resulted in delayed responses to shortages.** This caused overstock in some areas and understock in others, further complicating the supply chain and impacting profitability

02

How INT helped

INT **implemented a hybrid infrastructure** for Connecting multiple data sources including ERP, CRM, and IoT devices to fetch the supply related data and storing it into the Azure SQL DB.

Created **interactive, real-time Business Intelligence platform** for supply chain monitoring.

Streamlined reporting process with **automated, scheduled reports.**

Incorporated **machine learning models for demand forecasting** and risk assessment.

03

Mission accomplished

1. Decreased average **lead times by 20%.**
2. Achieved **15% reduction in inventory holding costs.**
3. Improved supplier **on-time delivery rate by 25%.**
4. Boosted customer satisfaction scores due to better order fulfillment rates.

Client Story:

Driving Growth Through Data-Driven Decisions and Innovation

01

Mission-critical priority

Visteon, a global auto accessories maker, had 60TB of **data spread across systems** like QAD, Oracle, SAP, CRM, and web apps.

This **fragmented setup** hindered efficient analysis for key functions such as finance, quality, and customer engagement.

The company seeked to integrate all data into a single platform to enable centralized access and improved insights.

02

How INT helped

INT assisted Visteon **by integrating data from multiple sources**, including QAD, Oracle, SAP, CRM, and web apps, into a **centralized platform on Microsoft Azure.**

INT developed a **unified data model**, ensuring consistency across different functions such as finance, quality, and customer engagement.

By **optimizing Azure storage and database solutions**, INT reduced complexity and enabled real-time analytics, allowing Visteon to gain actionable insights while managing their data efficiently. This helped streamline decision-making processes and improved overall business performance.

03

Mission accomplished

1. Decreased average **lead times by 20%.**
2. Achieved **15% reduction in inventory holding costs.**
3. Centralized data allowed faster decision-making, **improving operational efficiency by 30-40%.**
4. Improved data insights led to more effective customer engagement strategies, potentially driving an estimated **10-15% increase in overall revenue.**
5. Improved **supplier on-time delivery rate by 25%.**

Where Numbers Speak for Us

50+
Data-Lakes Created

80+
Data Sources Integrated

35+
Business Functions Touched

120+
BI Platforms Created

800+
KPIs Mapped

300+
Reports Generated

80+
Trainings Conducted

300+
Collaborations

CogniVerse: case-studies.indusnettechnologies.com

Why INT.?

We deliver

 # DigitalSuccess at the confluence of

Data, Technology, Cloud & Infra, & Marketing

While others might see you as just another client, to us, you are “OUR PARTNER”.

With 27+ years of existence, we understand “People” and “Processes” intimately.

Thank You