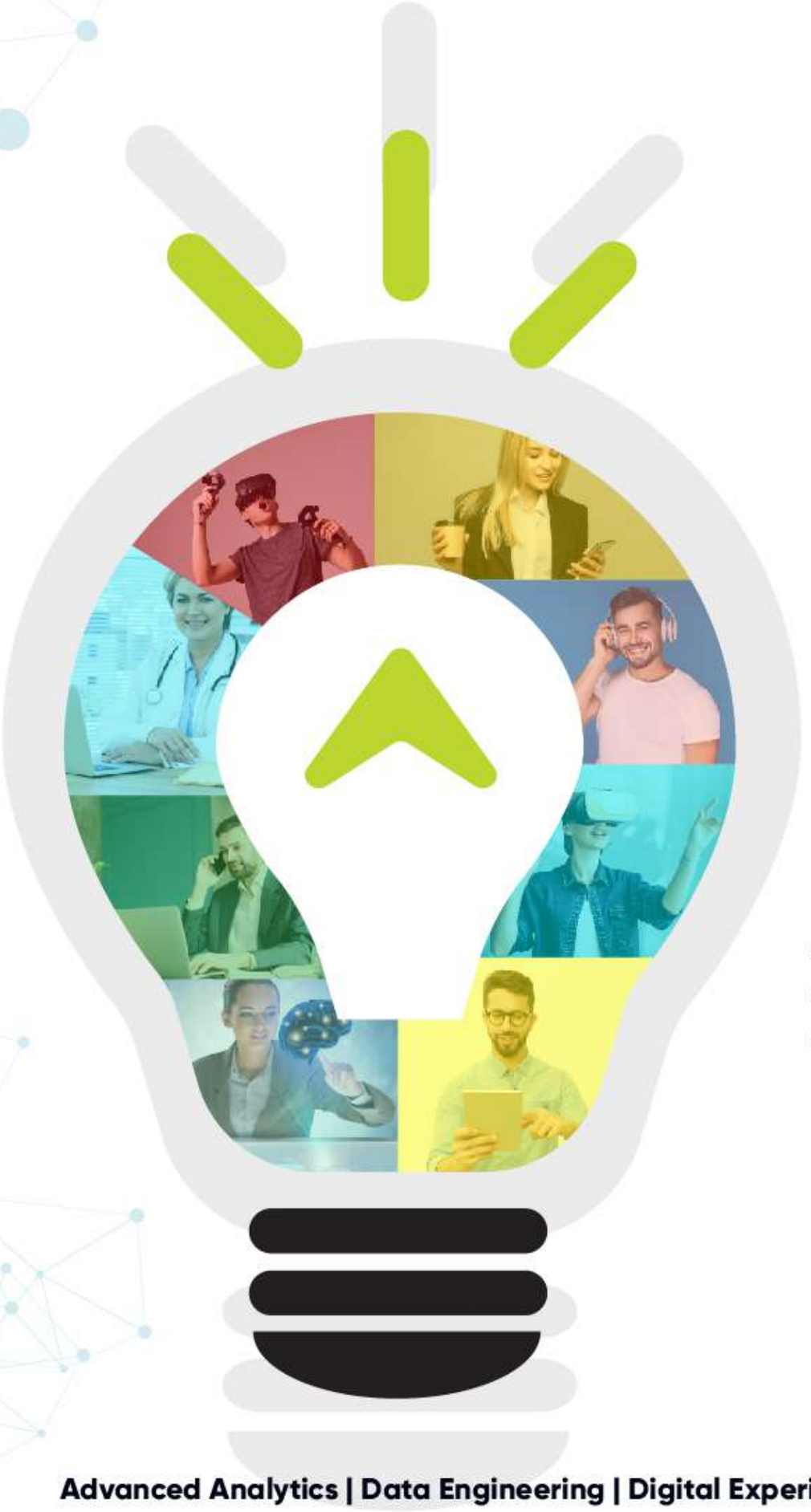

# INNOVER BOOK OF IMPACT

End-to-end Digital Transformation solutions to drive real business outcomes and build intelligent enterprises of tomorrow

**Advanced Analytics | Data Engineering | Digital Experiences | Product Engineering | Business Services**

## Amit Gautam

**CEO - Innover**

Technology has radically transformed the world we live in: Shaping human experiences in the fast paced, informed, connected digital world and constantly improving the quality of life. We don't just use technology, we live it each day.

At Innover, making human experiences richer and engaging is at the heart of all Digital Innovation. Our teams are touching and enhancing every aspect of human life making the planet a healthier, happier place.

Helping hospitals procure medical supplies faster for patient care during COVID-19; delivering personalized, convenient shopping experiences so everyone can stay home safe while businesses meet the growing demand with ease. Helping everyone stay stocked with essentials and enjoy their favourite food in the comfort of their homes.; Delivering smiles to loved ones on those special occasions; Enabling uninterrupted remote working environments for enhancing workforce productivity - Innover elevates experiences, connects people, simplifies life and keeps the world moving, one tiny bit at a time.

**Let's Solve a problem!**

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# 39% INCREASE IN REVENUE

## THROUGH DEMAND FORECASTING & PRICING OPTIMIZATION FOR A GLOBAL SHIPPING & LOGISTICS LEADER

## ABOUT THE CLIENT

One of the Top 3 Shipping & Logistics Company in the world with headquarters in US

## CHALLENGES

- Lack of visibility into price sensitivity and effectiveness of discounts on shipments by products
- Discounting decisions taken by agents in the market were highly subjective and not based on historical demand trends, price elasticity, or seasonality
- Margin erosion faced due to unnecessarily high discounts in some cases while inadequate shipment volumes in others due to lack of right pricing
- No data-driven price and discounting decision framework

# SOLUTION OFFERED

Innover increased sales revenue for key 3 products by creating a pricing and promotions platform powered by advanced Machine learning modeling. This entailed:

- Price elasticity and Discount sensitivity of demand by products and service levels
- Relationship between demand and revenue across products and service levels
- Seasonal components and key macroeconomic triggers
- Dynamic model embedded pricing application offering atomic level drill-down and "what-if" scenario simulation flexibility

# IMPACT DELIVERED

**39.4%**
Increase in sales revenue

**23%**
Increase in shipment volumes (i.e., demand)

**34%**
Reduction in arbitrary discounting

# 13% INCREASE IN SALES

## FROM OPTIMIZED CHANNEL ALLOCATION & MEDIA MIX FOR A LEADING FOOD ACCESSORIES CPG COMPANY

## ABOUT THE CLIENT

US based one of the top 5 food accessories company in the world

## CHALLENGES

- The client was promoting online recipes published on their website to increase customer engagement with the expectation that it will lead to causal sales in physical retail/grocery stores
- They wanted to understand and measure the effectiveness of digital channels in driving higher grocery/retail food accessory purchase motivated by online recipe (causality model)
- Sub-optimal integrated media mix
- Negative cost impact due to investment in ineffective media channels
- Inadequate ML capabilities to address aforementioned complex problem

# SOLUTION OFFERED

Innover helped the customer through a Machine Learning driven fractional multi-touch attribution model delivered in the form of a self-serve media planning simulator.

- Bayesian Belief Network & Granger Causality models to understand contribution of individual digital assets as well as causality/cannibalization between these assets
- Channel contribution accounting for synergies and cannibalization
- Digital (i.e., recipe-driven 'pull marketing') causal sales effectiveness in grocery/retail outlets by Direct Marketing Areas
- Hyper-local targeting based on online engagement levels at zip code level

# IMPACT DELIVERED

**13.2%**
increase in online recipe-driven causal sales in stores

**18%**
Increase in new visitors

**21%**
Increase in repeat visits

**19.4%**
Increase in time on the website

# 2X INCREASE IN NEW MEMBER ACQUISITION WITH EXPECTED 300% MEMBERSHIP GROWTH OVER THE NEXT 5 YEARS

## ABOUT THE CLIENT

One of the world's largest scientific organization with members in 140+ countries and headquarters in Washington D.C

## CHALLENGES

- Negative membership growth rate over the last 10 years
- Lack of visibility into products and services usage and member acquisition costs
- High lead time to create new member activity reports
- Huge volume of service requests due to lack of self service capabilities
- Zero ML capabilities with high infrastructure costs

# SOLUTION OFFERED

Innover increased the member growth rate by creating an integrated content and commerce platform powered by analytics and Machine learning capabilities. It included:

- End-to-end tracking and reporting of member/ non-member activity to deliver personalized offers and drive new member acquisition
- Channel Attribution model to optimize marketing campaigns and minimize acquisition costs
- Price elasticity model on membership packages to define optimal selling price
- Tiered Product & Services bundles to drive higher revenues
- Preference tracking to ensure privacy and security compliance

# IMPACT DELIVERED

**200%**
increase in new member acquisition rate with in 5 months

**30%**
increase in revenue via the virtual event store

**20%**
reduction in escalations by providing self-service capabilities to members

# 20% INCREASE IN MARGINS

## DRIVEN BY 200% RISE IN DATA-DRIVEN DECISION MAKING

## ABOUT THE CLIENT

One of the largest Non-Asset based 3PL based in Dallas, TX

## CHALLENGES

- Minimal Use of Analytics due to poor data quality and platform performance
- Suboptimal shipper pricing due to lack of ML capabilities
- High Load Booking Time and infrastructure costs

# SOLUTION OFFERED

- Advanced Analytical platform with ML capabilities for easy to consume business insights
- Bid Analytics to recommend shipper price and carrier costs by lanes, volumes and business models
- Automated industry insights integrated into TMS solution to drive revenue growth and margins

# IMPACT DELIVERED

**20%**
increase in revenue margins

**4x**
increase in analytical platform Usage

**200%**
increase in data-driven decision making

**~60%**
reduction in load booking time

# 50% REDUCTION IN PRODUCT

## ONBOARDING COSTS BY IMPLEMENTING A GLOBAL B2B E-COMMERCE PLATFORM

## ABOUT THE CLIENT

A leading Biotech Research Company headquartered in California

## CHALLENGES

Customer was losing revenue due to lack of an agile, scalable B2B e-commerce solution leading to:

- High product onboarding costs and increased time to market
- Lack of real time visibility into inventory, orders and shipments

# SOLUTION OFFERED

Innover designed and implemented a global e-commerce platform with best in class features:

- Scalability to onboard and manage more than 10,000+ new products on the web catalog
- Lean and cost-effective implementation for faster time to market and increased revenue.
- Automation of daily product updates

# IMPACT DELIVERED

**50%**
reduction in product onboarding costs

**40%**
reduction in cost of sales

# 30% INCREASE IN REVENUE MARGINS BY IMPLEMENTING AN INNOVATIVE B2B E-COMMERCE MARKETPLACE


## ABOUT THE CLIENT

A leading specialty B2B Company based in Wisconsin

## CHALLENGES

Our client was not able to meet the real time chemical demand for its B2B customers and their B2C customers, leading to shipment delays, poor customer experience and loss of revenue. The main reasons were:

- Lack of a B2B e-commerce marketplace
- Poor visibility into product optionality, availability and fulfilment
- Manual and cumbersome supplier onboarding process

# SOLUTION OFFERED

Innover implemented a global, omni-channel e-commerce marketplace with real time product visibility and unified brand experience. Solution included:

- Holistic implementation approach with a combination of Business and Digital Strategy, B2C Design, AWS cloud architecture, Magento 2.x EE ecommerce platform and Hybrid-Agile Execution
- Intuitive design and scalable architecture with real time integration with 4PL and 3PL logistics and payment gateways
- Enhanced B2C user experience leveraging Magento CMS templates for marketing content and microsites

# IMPACT DELIVERED

**30%**
increase in margins on product sales across categories

**100%**
increase in repeat customers

**100K+**
SKUs across 10+ suppliers on boarded on the marketplace

# IMPROVED PURCHASE ORDER

## FORECASTING & EXPENSE CATEGORY VOLATILITY TO CREATE RELIABLE FORECASTING REGIMEN

## ABOUT THE CLIENT

A leading US healthcare provider

## CHALLENGES

- The customer was witnessing a significant variance in the Purchase order (PO) issued and total spend at the hospital level resulting in incorrect capital allocation
- Lack of granular forecasting of PO submissions by its hospital partners broken down by on-contract, off-contract, and expense categories (EOCs)
- Poor understanding of PO volatility across expense categories (i.e., EOCs) for each hospital

# SOLUTION OFFERED

- Innover developed ensemble ML model (XGB + Seasonal ARIMAX) to accurately capture the Total PO trend, including weekly/monthly growth and seasonality
- Incorporated lagged values of the previous three weeks to account for recency effect
- Addressed week-to-week volatility through noise component adjustment
- Developed causal models to estimate EOC level share of expense and the week-over-week volatility index

# IMPACT DELIVERED

**50%**

improvement in forecasting accuracy

# REDUCED INVENTORY COSTS

## THROUGH DEMAND PLANNING & INVENTORY OPTIMIZATION

## ABOUT THE CLIENT

A Global CPG Company based out of US

## CHALLENGES

- Accumulation at a large number of Distribution points leading to high inventory level concerning sales
- Need to minimize inventory holding at SKU level & distribution costs
- Maximize demand fulfillment rates and minimize stock-out situations at retail outlets

# SOLUTION OFFERED

- Innover developed statistical models (time series, multi-level/hierarchical models, etc.) for future sales predictions for all SKUs at retailer levels by analyzing past sales, warehouse SKUs and order history
- Identified similar products for newly introduced SKUs from consumer positioning perspective and developed forecast models to predict launch sales
- Integrated sales forecasts with warehouse SKU information, order information and business inputs on expected sales spikes to arrive at orders for all SKUs, at retailer levels
- Solved multi-objective optimization problem of inventory management by applying genetic algorithm-driven Particle Swarm Optimization in an Agent-Based Modeling (ABM) framework

# IMPACT DELIVERED

**USD 7.3M**

reduction in inventory costs in one year

# MINIMIZED UNPRODUCTIVE

## SERVICE ORDER TRUCK ROLLS THROUGH CAUSAL MODELING

## ABOUT THE CLIENT

A $10B Telecom Major based out of North America

## CHALLENGES

The customer was leaking revenue as around 20%-25% of their truck rolls were ending up being "unproductive." This had also resulted in the loss of customer base and diminished brand image

# SOLUTION OFFERED

Innover helped the customer by institutionalizing an end-to-end automated unproductive truck-roll mitigation solution which:

- Identified 16 individual causal factors of truck-roll failure by analyzing 25+ data sources and 100+ candidate variables
- Employed ensemble ML techniques to develop unproductivity risk prediction 'confluence model' that captured the combined effect of the causal factors accounting for interaction effects and collinearity
- Auto-generated recommended action for every upcoming truck-roll to mitigate failure risk

# IMPACT DELIVERED

**30%**
reduction in unproductive truck roll

**USD 3.2Mn**
savings in one quarter

**USD 2.9Mn**
revenue leakage stopped

# MAXIMIZED SALES REVENUE

## USING BASKET ANALYSIS FOR A QUICK-SERVICE RESTAURANT

## ABOUT THE CLIENT

A quick service global café chain operating out of airports, malls, and retail stores in US

## CHALLENGES

40% of the café transactions were single item tickets i.e., mainly coffee. A customer wanted to drive revenue by influencing the buyer behavior and increase the number of items bought per buyer

# SOLUTION OFFERED

Innover helped the customer by applying machine learning-based solution on their point of sale data. Our market basket analysis enabled them to understand product affinities and purchase behavior to identify the right food combinations for the buyer. Based on the result, store reps were trained to ask buyers to purchase these combos at a special price proactively. This resulted in a successful marketing campaign with increased revenue for the customer.

# IMPACT DELIVERED

**12%**
increase in single item to multiple item conversions

**USD 67M**
increase in customer bottom-line

# 3.75X RETURN

## ON INVESTMENT BY AUTOMATING THE CARRIER INVOICE REVIEW PROCESS

## ABOUT THE CLIENT

A USD 2Billion 3PL headquartered in Dallas with specialization in DOTR and Intermodal freight

## CHALLENGES

The customer had a long and manual process to audit and approve high volume of invoices in the ageing bucket. Challenges included:

- Shortage of resources and budget constraints
- High propensity for errors and  poor data integrity
- Deteriorating vendor relationships
- Increase in costs and overpayment

# SOLUTION OFFERED

- Innover automated the carrier invoicing process using robotics process automation (RPA), which read and transferred data between systems
- Limited human intervention for exception management
- Simplification and acceleration of the process by deploying a BOT
- Faster closure of Accounts Payable cycle

# IMPACT DELIVERED

**3.75x**
return on Investment (self-funded)

**500k**
invoices reviewed annually

**20%**
reduction in ageing invoices within 60 days

**USD 600K**
additional savings

**30K**
invoices non contract compliant

innover | Let's solve a problem

**MBE**
Certified

**Atlanta**
HQ

**15**
Global
Locations

**2000+**
Innover
Experts

**65+**
Fortune
1000 Customers

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