

A decorative orange arc in the top-left corner, composed of a grid of small dots.

# Partnering on Supply Chain AI

Tiger SCAI on AWS



01

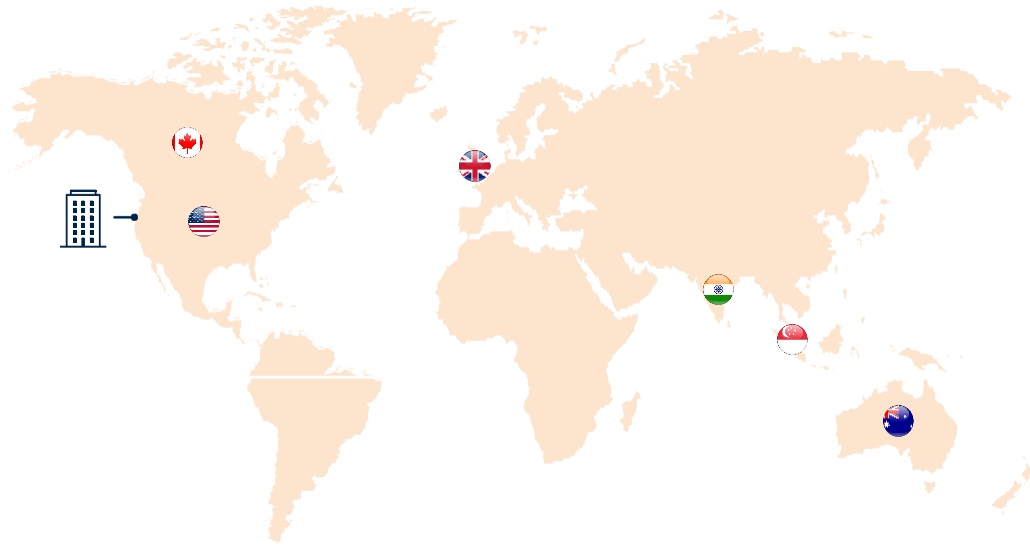
# Tiger Analytics Overview

# Who Are We?

We drive **significant business value** by bringing together data and AI to build scalable solutions.



# Focused on Data Science and Data/ML Engineering Services



## Global Delivery

HQ: Santa Clara, CA, USA

Locations: USA, UK, Singapore, Australia, Canada and India



**3,900+**

Data Scientists, Big Data Engineers, ML Engineers, Business Consultants



**1,000**

Cutting Edge Projects  
Advanced Analytics/  
ML/AI/Platforms



**75+**

Fortune 1,000 Clients  
across Industries



**90+**

Consistent NPS of 90+  
Across Customers



**80%**

Revenue is repeat business  
from existing clients



**76%**

Employees with  
advanced degrees



**10%**

Attrition rate &  
highly engaged team

# Awards and Recognitions



Leader and Star Performer in the Analytics and AI Services Specialists PEAK Matrix® 2022



Leader and Rising Star in Data Science and Engineering 2022



Featured in Forrester's '40 AI Service Providers' 2021



India's Great Place to Work 2022



India's 50 Fastest Growing Tech Companies 2022



America's fastest growing companies 2022, 2021, 2020



Significant vendor in Gartner's 2019 Market Guide For Analytics Service Providers



AI Game Changer Awards 2021



America's and APAC's fastest growing companies 2021, 2020

# Our Capabilities



## Data and Platform Engineering

- Data Pipelines
- Future State Architecture
- Agile Data Ops
- Platform Engineering
- Cloud Data Lake
- Modern Data Platforms
- Cloud Data Migration
- Lean Data Governance



## AI and Data Science

- Machine Learning
- Predictive Analytics
- Statistical Modeling
- Optimization Methods
- Intelligent Automation
- Streaming Analytics
- Computer Vision
- Natural Language Processing
- Reinforcement Learning
- Deep Learning



## ML Engineering and Consumption

- ML Operationalization
- Scaling AI/ML solutions
- AI/ML Application Engineering
- APIfication
- Business Insights
- Analytics Story Telling
- Visual Analytics
- Value Realization
- Analytics Adoption

## Related Offerings



**Tiger's Data Fabric** helps cut-down the time it takes for setting up new Data Pipelines in Cloud from Days & Weeks to Few Minutes.



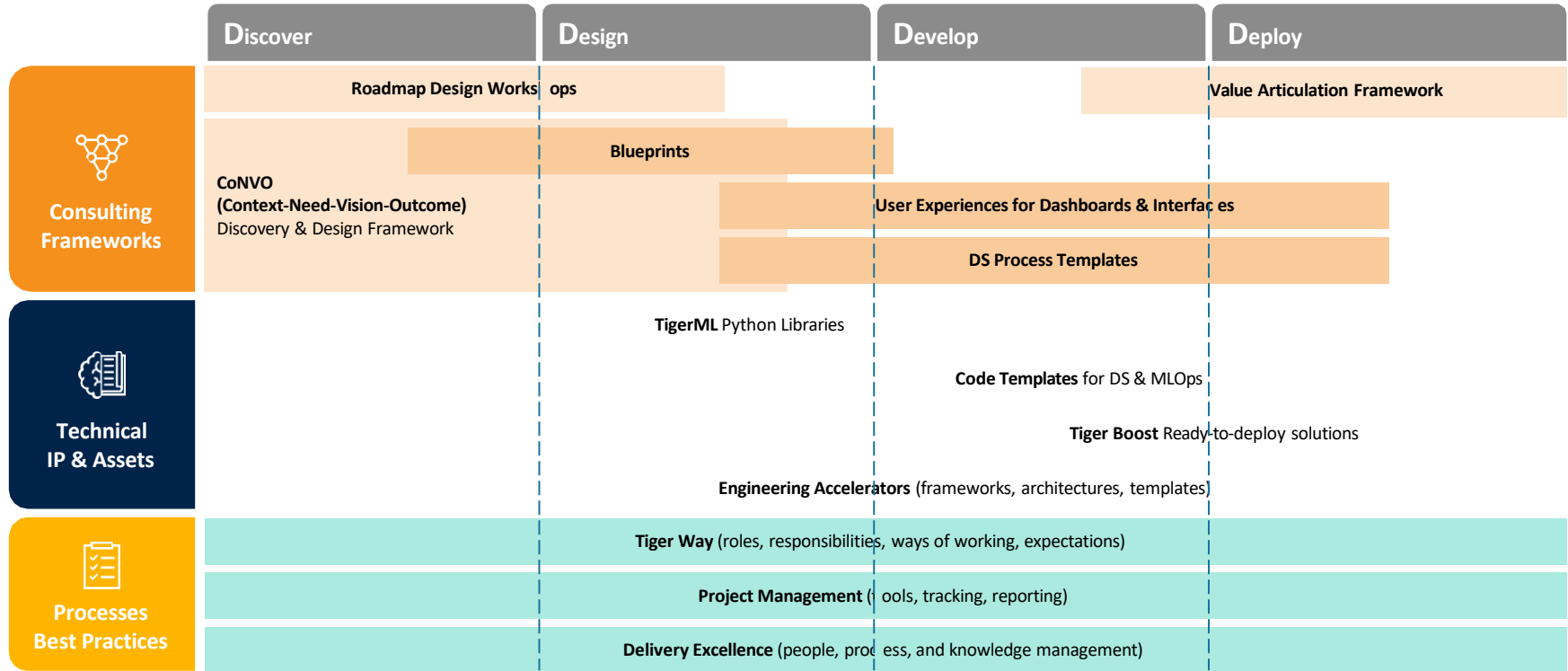
Our **CV Framework** leveraging state of the art algorithms helped a large CPG company with in-store shelf intelligence, stock-outs, foot-fall, SKU rotation



**ML Core**, a low code ML Platform with ready to use data models, features, ML models, dashboards streamlined production operations for a PE firm



# Frameworks | Accelerators | Processes | Best Practices



# Our Accelerators

Ongoing development to bring in cutting-edge methodologies, processes, technologies, and solutions



## Business Use-case Specific Solutions

- Marketing Mix Planner
- Omni-Channel Attribution
- Trade Promo Optimization
- Cognitive Insights Dashboard
- Test & Learn
- TA Forecaster
- Emerging Business Opportunities
- External Data Enrichment
- Augmented Underwriting



## Codified Frameworks

- EDA
- Data Explorer
- AutoML
- Visualization Architectures
- Code Templates
- Tiger NLP Library
- Tiger CV Library



## Scaling/Data Engineering Catalysts

- Data Fabric
- Data Ingestion Framework
- Data Quality Framework
- Data Assessment Framework
- Data Observability Tool
- MLCore



## Industry Blueprints | Best Practices

- Metrics Repository
- Prominent Use Cases
- Industry Panoramas
- Analytical Questions
- Value Articulation
- Design Studio
- Analytics Roadmap Development

# Our Engagement Models



## AI/Analytics Center of Excellence

Strategic Capacity  
Augmentation or a Managed  
Program through a wide  
variety of analytics roles –  
DS, DE, BA,  
BI Specialists, QA



## Use Case Based Delivery

Time and outcome bound  
engagements to develop  
specific solutions – from  
problem definition  
to deployment



## Analytics Roadmap Development

Business case and planning  
for enterprise transformation  
leveraging AI and Analytics

# ...and Various Role to Help Clients Scale Value through Analytics



## Business Consultants/Product Owners

- Experienced in business requirement gathering
- Ability to engage with personas across the team and org in building out scalable data/analytics solutions



## Data Scientists

- Experienced in data science, machine learning and AI with great communication and ability to engage with audiences at various levels
- Experienced in SAS, R, Python, Hadoop, Spark etc.



## Machine Learning Engineers

- Skilled at developing scalable, distributed enterprise applications, building distributed data pipelines
- Skilled in Sagemaker, Serverless, Databricks, Azure ML, Docker etc.



## Data Engineers

- Experienced in Big Data Analytics, Data Infrastructure, Data Lake, Data Pipeline etc.
- Hands-on experience in AWS, S3, HDFS, Hive, Scala, Spark, Azure, ADF, ADLS, GCP, Dataflow, CloudSQL, BigQuery etc.



## MLOps Engineers

- Build and enable continuous delivery platforms
- Manage the infrastructure and data pipelines
- Hands on IAC, Kubernetes, Containers and other DevOps tools



## Data Analysts

- Experienced in providing innovative solutions to data and research problems
- Skilled in statistical tools, machine learning algorithms and deep learning techniques



## Software/Application Engineers

- Building high-performance applications
- Excellent Knowledge of Python, Java, Web frameworks, Web server technologies, Database technologies, CSS frameworks, etc.



## Testers

- Experienced in Test-Driven Development, process improvement initiatives, quality assurance and automation



## Visual Storytellers

- Extensive experience in various visualization, BI platforms etc.
- Skilled at ideating, communicating and designing customer journeys

# 02

## Supply Chain – Capabilities & Select Examples



# Supply Chain Practice Overview

## Our People and Methods

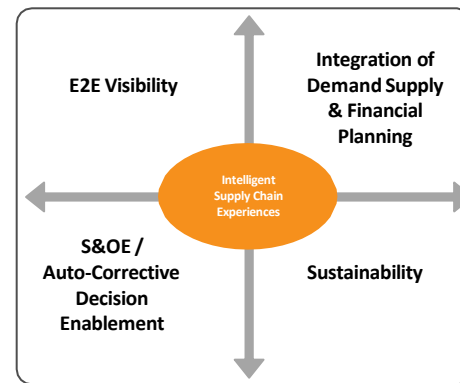
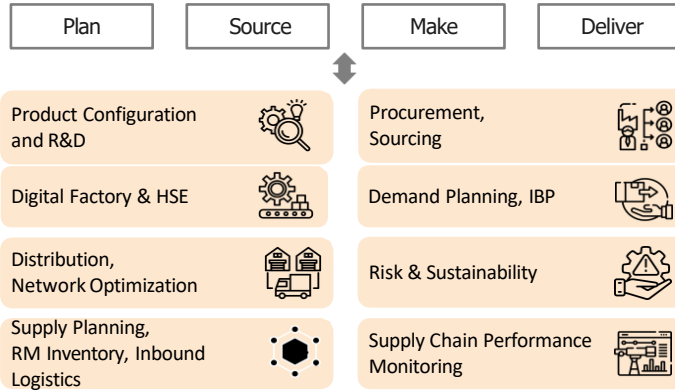
80+ supply chain experts across the globe

Human-centric design thinking and consulting frameworks

Evolutionary approach with a rich repository of use cases, metrics, and value articulation

Solution Architecture from modern data Engineering, latest in AI/ML to User Experience

## Capabilities



Simulation and Optimization capabilities

## Partnerships

S&OP+ process enablement



Platform, Data science, visualization



## Our Accelerators

Supply Chain Assessment Framework

Tiger Data Fabric for Supply Chain

ML Ops & orchestrator for deploying models

Observability Platform

Forecasting Workbench to standardize, modernize, and scale

# The Need for Next Gen Supply Chain – The Current State

## What we hear

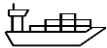
We are focused on



Agility and visibility



Risk and Resiliency



Eco-system partner collaboration



ESG & Sustainability

## What is being done

We are on a Supply Chain Transformation Journey

ERP Transformation, Supply Chain Planning Solution implementation

AI & Advanced analytics use cases delivering tremendous value

## What we see

Takes forever to get data I need

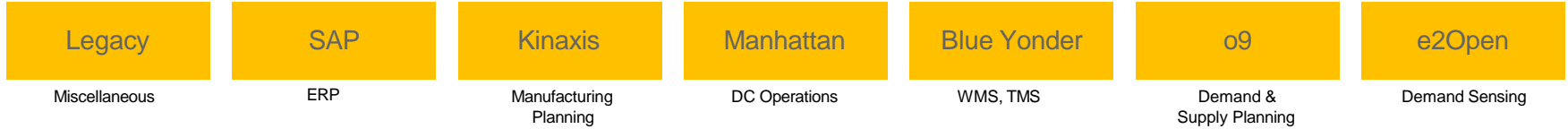
Just got done with the implementation, but challenges do not seem to be going away

Point solutions that are disconnected

There is a lot of hope with current initiatives, but we see the business case floundering

# There are multiple tools, but still gaps exist...

*Illustrative*



Despite these solutions, we cannot answer key business questions

### SKU Rationalization

Are we carrying the right set of SKU's at a location level?

### Forecasting

Can we use deep learning to get a long range forecast of sales across channels, Sub Categories and Returns

### Next Best Action

What inventory actions can be enabled at a local store level based on local environment?

### Size profiling and Optimization

What is demand at an individual size level? (Use Reinforcement Learning)

### Simulation / Emulation

What are the various demand supply scenarios and implications of operating decisions?

### Dynamic Replenishment

I would like to dynamically alter my replenishment plans

### Adhoc Questions

I have a number of adhoc questions and want a ChatGPT kind of ability to seek answers!

### Test & learn

How can we test and learn the impact of various actions and determine the course of action?

What we offer is a set of services and accelerators to help enable the Supply Chain process on AWS with the required contextual intelligence

DataSphere

A unique set of accelerators to help establish the **Connected Data Foundation** required to enable Supply Chain use cases

TigerML

Analytical use cases and pre-built reusable **code templates** to build intelligent analytical applications

InsightsPro

A unique approach to **consume** insights with dashboards, reports, conversational AI and collaboration interfaces

# 03

Data Science – Retail, CPG, & Manufacturing  
– Capabilities & Select Examples

# Retail Value Chain Analytics



## Supply Chain & Distribution

- Demand/Shipment Forecasting
- Order Management
- Inventory Optimization
- Logistics & Delivery Optimization
- Network Optimization
- Supplier Analytics
- Warehousing Analytics

## Pricing & Merchandising

- Price Elasticity
- Sales Forecasting
- Markdown Optimization
- Returns Analytics
- Shelf-Life Analysis
- Out of Stock Analytics
- Assortment Optimization/SKU Rationalization
- Product/Category Review Analytics

## Store Management

- Store Location Planning
- Store Traffic Analysis
- Store Profitability Analytics
- Shrinkage Analytics
- Computer Vision/Image Analytics
- Planogram/Layout Planning
- Labor Planning and Scheduling

## Marketing & Promotions

- Omni-Channel customer experience
- Market Mix Modelling
- Campaign Performance Analytics
- Sales Force Optimization
- Brand Analytics
- Trade Promotion Optimization
- Test & Learn

## Customer Management

- Customer Profiling & Segmentation
- Market Basket Analysis
- Loyalty & Churn Analytics
- Customer Life Time Value
- Consumer Store Switching Model
- Customer Interaction Analytics









## Corporate (Finance, HR, Support)

- Integrated Planning/Forecasting
- Process Automation
- Competitive Intelligence
- M & A Evaluation
- Pricing Strategy Research
- Sourcing Analytics
- HR Analytics
- Compliance/Audit Analytics

## E-Commerce

- Clickstream Analytics
- Digital Campaign Analytics
- Multi-Channel Attribution
- Purchase Funnel Analytics
- Recommendation Engines
- Hyper Personalization
- Chatbots
- Product Data Management

# Our Experience covers Use Cases across the Entire Value Chain of CPG

 <b>Marketing</b>	 <b>Revenue Management</b>	 <b>Digital</b>	 <b>Supply Chain</b>	 <b>R&amp;D</b>	 <b>Manufacturing</b>
<ul style="list-style-type: none"> <li>• Market Mix Models and Attribution</li> <li>• Campaign Optimization</li> <li>• Survey Analytics</li> <li>• Customer 360</li> <li>• Competitive Intelligence</li> <li>• Promo/Discounts optimization</li> </ul>	<ul style="list-style-type: none"> <li>• Emerging Trends and Opportunity Sizing</li> <li>• Strategic Revenue Management</li> <li>• Pricing Analytics and Optimization</li> <li>• Route to Market Analytics</li> <li>• Trade Promo Optimization</li> <li>• Out of stock and On-Shelf Availability Analytics</li> <li>• Demand Transference/ Cannibalization</li> </ul>	<ul style="list-style-type: none"> <li>• E-Com category P&amp;L</li> <li>• E-Com Promo Effectiveness</li> <li>• Direct to Consumer Churn Analysis</li> <li>• Self-Service</li> <li>• Recommender Systems</li> <li>• Sentiment/Social Media Analytics</li> </ul>	<ul style="list-style-type: none"> <li>• Demand and Capacity Planning</li> <li>• Inventory Management</li> <li>• SKU Rationalization</li> <li>• Spend Analytics</li> <li>• Supplier Performance Analytics</li> <li>• Shipment Forecasting</li> <li>• OTIF Analysis</li> </ul>	<ul style="list-style-type: none"> <li>• Insights on Product Launch Tracking across 100 categories 70+ Countries</li> <li>• Emerging Flavors and Ingredients</li> </ul>	<ul style="list-style-type: none"> <li>• Predictive Maintenance</li> <li>• Anomaly Detection</li> <li>• Labor Optimization</li> <li>• Asset Monitoring</li> </ul>
 <b>Finance</b>		 <b>HR</b>		<b>Others</b>	
<ul style="list-style-type: none"> <li>• Forecasting</li> <li>• True Lift of Trade promotion spends</li> <li>• Integrated Business Planning</li> </ul>		<ul style="list-style-type: none"> <li>• Training and Collaboration Impact</li> <li>• Attrition Analysis</li> <li>• Leadership Pipeline Analysis</li> <li>• Diversity Analysis</li> </ul>		<ul style="list-style-type: none"> <li>• Text, Image &amp; Video Analytics</li> <li>• IoT/Sensor Analytics</li> <li>• Sustainability Performance</li> </ul>	

# Key Focus Areas and Use Cases across the Manufacturing Value Chain



## Planning & Optimization

- Demand and Capacity Planning
- Inventory Optimization
- Labor Optimization
- Supplier and Spend Analytics
- Fleet Planning
- Product Portfolio Management
- OTIF Management
- Network Simulation and Optimization



## Products, Digital and IoT

- Product Analytics and Intelligence
- Predictive Asset Maintenance and Early Warning Systems
- Geospatial Analytics
- Real-time IoT Sensor Monitoring
- Text, Video, Image and Speech Analytics
- Ecommerce/Digital Channel Analytics
- Process Automation
- Production plan and scheduling



## Logistics and Transportation

- Freight Forecasting
- Carrier Pricing, Scoring and Selection
- Network, Route and Schedule Optimization
- ETA Prediction
- Freight Shipment Cost Optimization
- Dwell Time Estimation
- Multi-Modal Pricing



## Sales and Marketing

- Revenue Growth Management
- Price Analytics and Optimization
- Lead generation, scoring and conversion
- Customer 360, Engagement, Retention and Growth
- Marketing Analytics and Optimization
- Survey, Sentiment and Social Media Analytics



## *Enterprise – HR, EHS, Finance, Legal/Compliance, Data and Platform Engineering*

- Augmented AI solution for safety incidents monitoring
- Repossession and loss estimation of customer loans
- Lease rate forecasting
- Forecasting and variance analysis for FP&A Team
- Safety and Compliance
- Sustainability Metrics Insights
- Data Strategy and Platforms
- Cloud Adoption, Data Lakes and Modern Data Warehouse
- ML/AI Engineering and MLOps
- BI and Visualization
- Full stack Analytical Applications



04

Accelerators & Business Solutions

# Our Accelerators

Ongoing development to bring in cutting-edge methodologies, processes, technologies, and solutions



## Business Use-case Specific Solutions

- Marketing Mix Planner
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## Codified Frameworks

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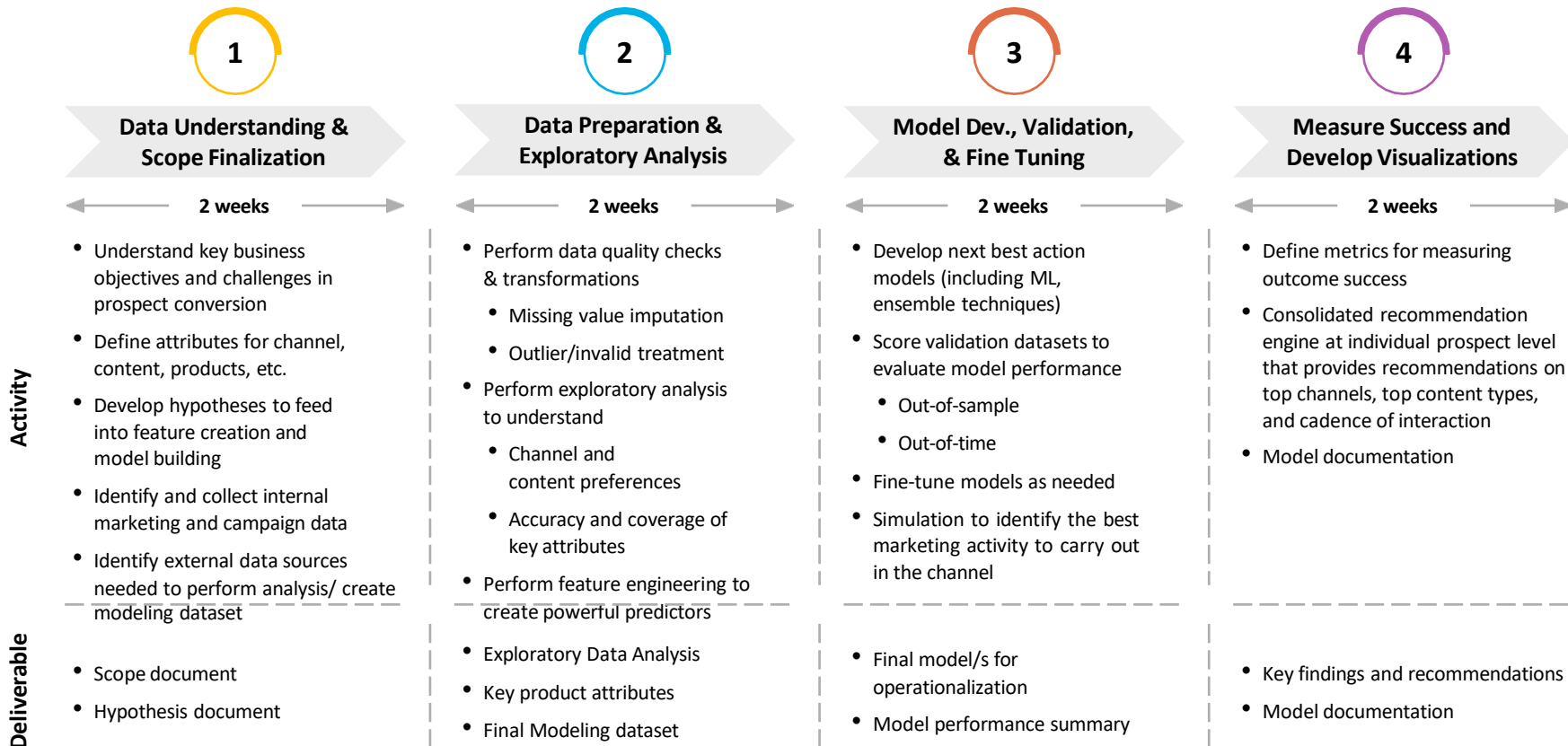
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## Industry Blueprints | Best Practices

- Metrics Repository
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- Industry Panoramas
- Analytical Questions
- Value Articulation
- Design Studio
- Analytics Roadmap Development

# Typical Project Workflow



# Thank You

Let us create outstanding experiences together!

Reachout to us for any further information-

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