

# The promise of AI

Fueling data-driven transformation  
with artificial intelligence



# 01 Introduction

***In the next decade, “AI won’t replace managers, but managers who use AI will replace those who don’t”, according to a Harvard business review survey.***

As the world is moving towards digitalization, organizations are embracing AI at an enterprise level, which promises to provide considerable benefits for businesses and economies through its contributions to productivity growth, customer experience, and innovation. But despite substantial advances in AI, organizations still face business and technical challenges to adopt AI across their value chains.



## Current challenges in AI-driven digital transformation

### People

- ✓ Developing AI solutions with a human-centered approach to reflect realistic conceptions of users and their psychology.
- ✓ Democratizing AI for business leaders to transform their products, services and operations.



### Technology

- ✓ Managing AI applications in production with massive step-up in scale of data and computing.
- ✓ Defining and building an infrastructure that enables AI to integrate with current technology landscape.

### Process

- ✓ Embedding AI with core decision support system for AI-driven decision making.
- ✓ Driving prominent business value with AI strategy.

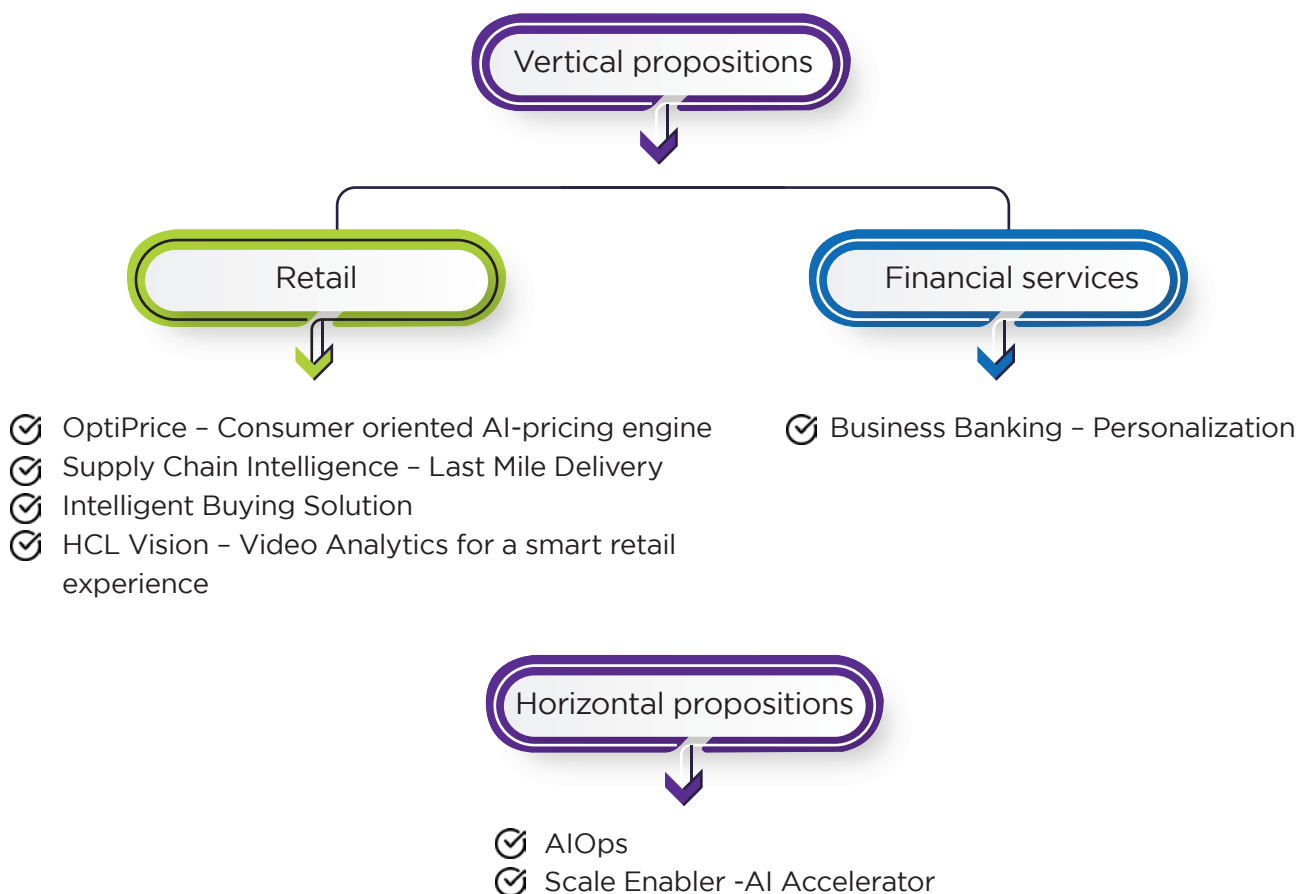
# 02

## Our point of view

At HCL, we understand the complexities of business processes underpinned by IT infrastructure, data, and security, which pave the way to identify the right business use case and the right technical infrastructure to support modern AI applications. We strive to develop solutions and products to democratize AI transformation across the enterprise by adopting different tools and capabilities. Thus, creating business value for enterprise leaders through their AI applications.

We have a comprehensive portfolio of vertical and horizontal AI solutions, which address the challenges being faced by enterprises in AI-driven digital transformation. Coupled with a strong track record of successfully delivering AI-led value, we help our customers tackle a wide variety of business problems across multiple industry domains.

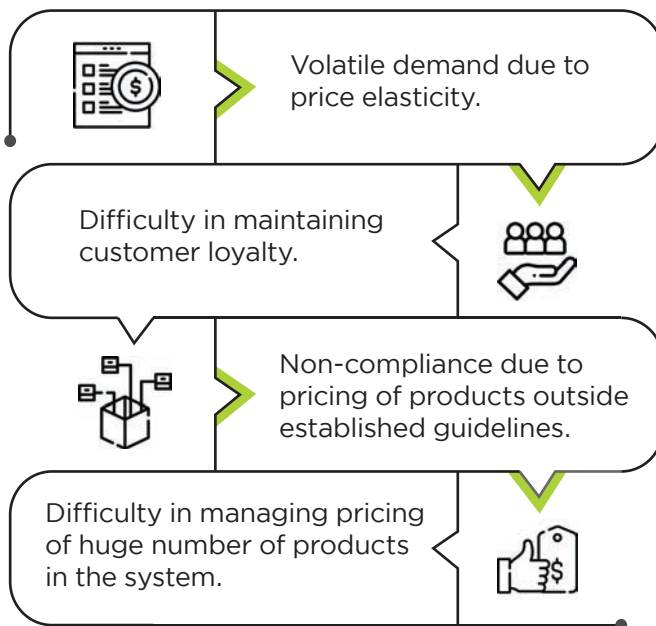
### Our AI-led data propositions are two-fold:



# 03 OptiPrice –

## Consumer oriented AI-Pricing engine

### Challenges



### OptiPrice

OptiPrice Accelerator combines the market data with internal data and predicts the optimal price point by leveraging price elasticity to maximize revenue growth and profit. It enables customers to compare the price of products with competitors and recommends the most profitable selling price of a product.

### Business benefits

- ✓ Increase in sales from existing revenue streams
- ✓ Improved decision making
- ✓ Reduction in time-to-market
- ✓ Greater customer engagement and loyalty
- ✓ Optimized pricing strategy

### Key features

#### Descriptive analytics (visualizations)

- ✓ API vs Volume
- ✓ Actual vs Fitted Curve
- ✓ Elasticity Grids
- ✓ Customer Perceived Value
- ✓ Sell-out Price by Channel/Client
- ✓ Price Range Analysis
- ✓ Price Concentration Analysis
- ✓ SKU Price Competition Analysis
- ✓ Price Corridor
- ✓ Sell-in Price by Channel Client
- ✓ PTC/PTR Waterfall
- ✓ Price Adherence Tracker

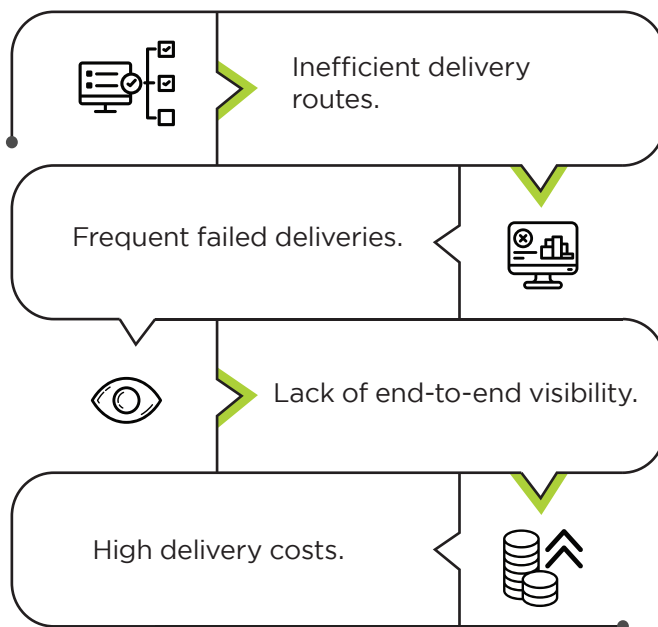
#### Predictive analytics (simulations and optimizations)

- ✓ Price/Cross Elasticity Models
- ✓ Brand Ladder
- ✓ Candlelight
- ✓ Pack Price Curve
- ✓ Price Setting Tool



# 04 Supply chain intelligence - last-mile delivery

## Challenges



## Supply chain intelligence - last-mile delivery

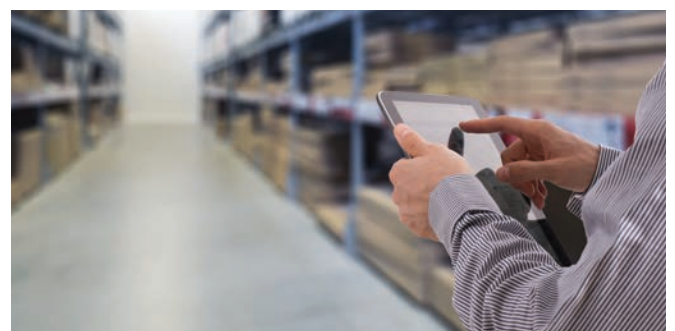
HCL's Supply Chain Intelligence empowers stakeholders by providing real-time insights of delivery operations, order-based route optimization, and inventory management. Last-mile delivery is one of the key areas to drive a phenomenal customer experience and develop brand loyalty, but it also comprises high costs and inefficient processes. To tackle this, HCL brings its AI and Machine Learning solutions to reduce the cost associated with last-mile delivery and improve customer experience through better product recommendations and delivery options.

## Key features

- ✓ Autonomous route planning
- ✓ Autonomous priority item recommendation
- ✓ Autonomous price optimization
- ✓ What-if simulations
- ✓ Demand forecasting & real-time productivity analytics

## Business benefits

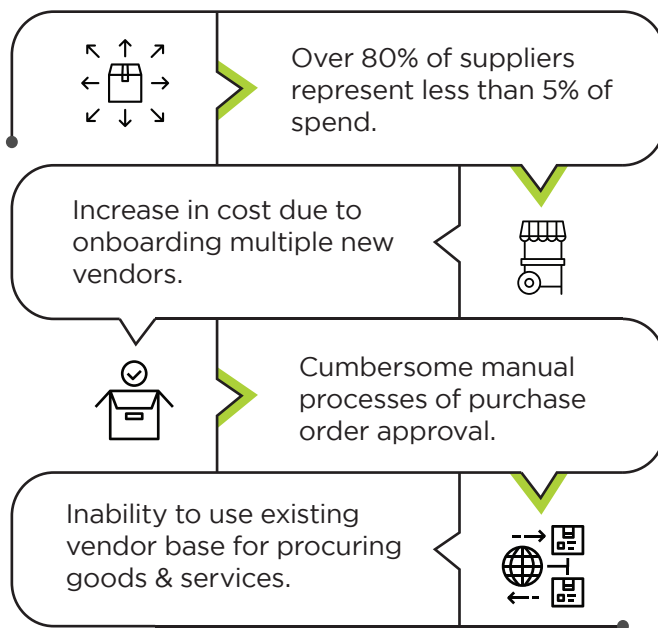
- ✓ Lower last mile delivery cost
- ✓ Optimized last mile workforce allocation
- ✓ Reduced delivery cost and lead times
- ✓ Best-in-class delivery service
- ✓ Improved customer experience





# 05 Intelligent buying solution

## Challenges



## Intelligent buying solution

Analytics & AI-driven solution that combines the power of ML/AI (Supplier Recommendation Engine, Demand Forecasting, Auto Categorization), business process automation, and consulting to provide a smarter procurement system and influence buying and decision making without a need for change management.

## Business benefits

- ✓ 40-60% reduction in non-compliance spend
- ✓ 15-25% savings on addressable tail spend
- ✓ 20-30% reduction in procurement operating costs

## Key features

- ✓ Intelligent search
- ✓ Supplier recommendation engine
- ✓ Categorization and channel assistance
- ✓ Smart catalog
- ✓ Dynamic rule-based automation
- ✓ Demand forecasting



# HCL Vision –

## video analytics for a smart retail experience

### Challenges



### Smart retail – computer vision

Smart retail has revolutionized customer experience by providing superior insights to optimize store layout and inventory. Along the same lines, HCL's AI solution powered by video analytics can provide real-time visibility into customer behavior, heat maps, insights of popular aisles, dwell times, and demographics, which retailers can leverage to improve merchandising, optimize layout and product mix and offer real-time promotions in-store to increase revenue and provide a better experience.

### Key features

- ✓ Asset protection
- ✓ Stock out reduction
- ✓ Store analytics
- ✓ Security and safety

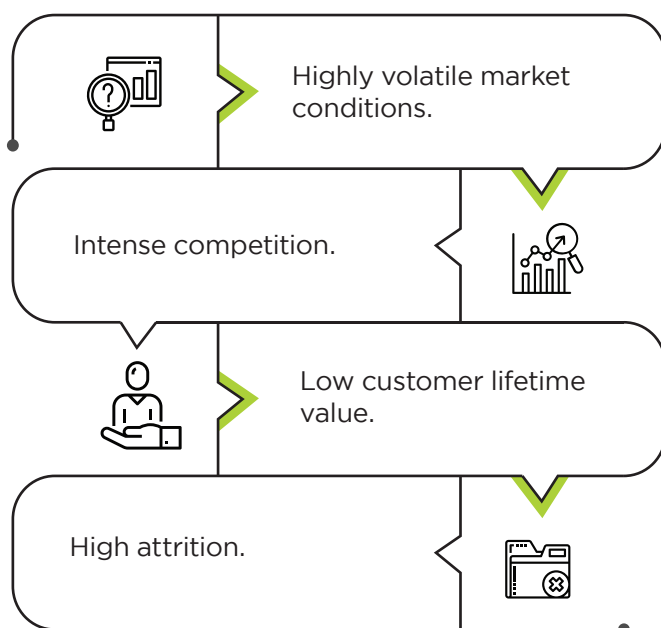
### Business benefits

- ✓ Lower Barriers to entry
- ✓ Frictionless customer/product interaction
- ✓ Live in-store inventory update
- ✓ Real-time demographic and sentiment analysis



# Business banking – personalization

## Challenges



## Business banking – personalized insights

Business banking is a very competitive market. The ever-changing market conditions, further accelerated by Covid, made it very difficult for small and medium businesses to succeed. Personalized Insights solution uses Machine Learning, Artificial Intelligence and Natural Language Processing (NLP) for cross-selling bank's products, keeping in mind customers' needs and generating timely personalized insights that can help customers plan their operations and financials. It helps businesses in improving and streamlining their operations as it identifies potential changes that may affect the business.

## Key features

- ✓ Customer propensity models
- ✓ Customer segmentation
- ✓ Customer lifetime value estimations
- ✓ Personalized insights through benchmarking against market statistics
- ✓ Recommender systems

## Business benefits

- ✓ Reduced attrition
- ✓ Increased revenue through sales
- ✓ Higher customer lifetime value
- ✓ Improved customer experience

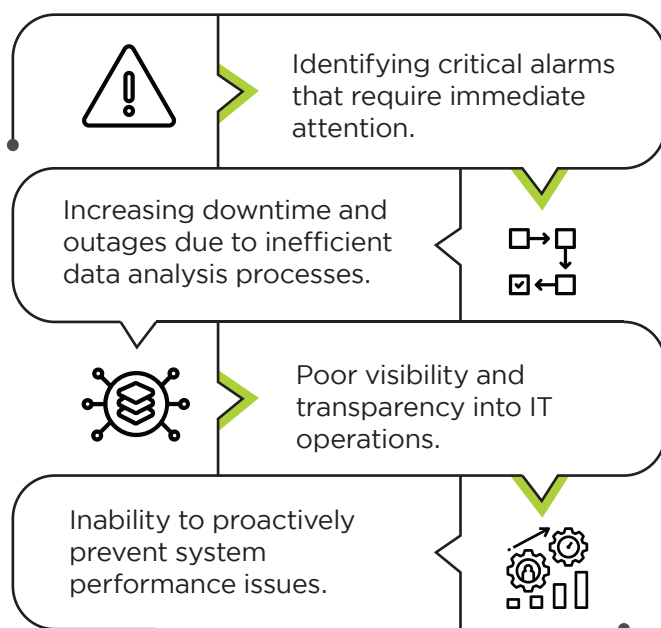




# 08

## AIOps

### Challenges



### Key features

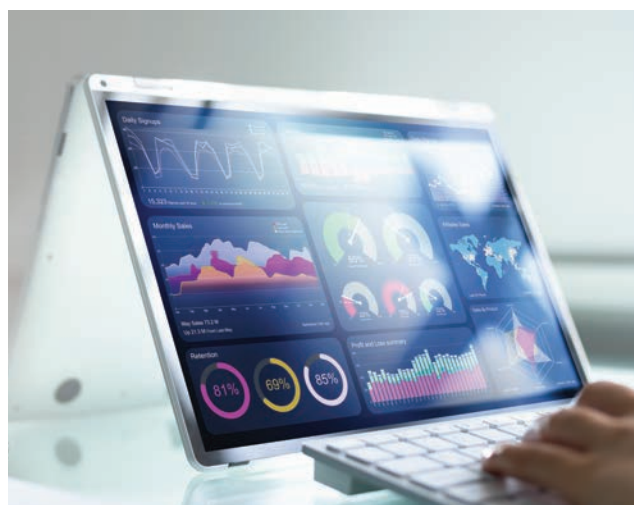
- ✓ Availability and performance monitoring
- ✓ Event correlation & analysis
- ✓ IT service management
- ✓ Task automation

### AIOps

AIOps combines big data and AI to enhance and partially replace a broad range of IT operations processes and tasks, including availability and performance monitoring, event correlation and analysis, IT service management, and automation.

### Business benefits

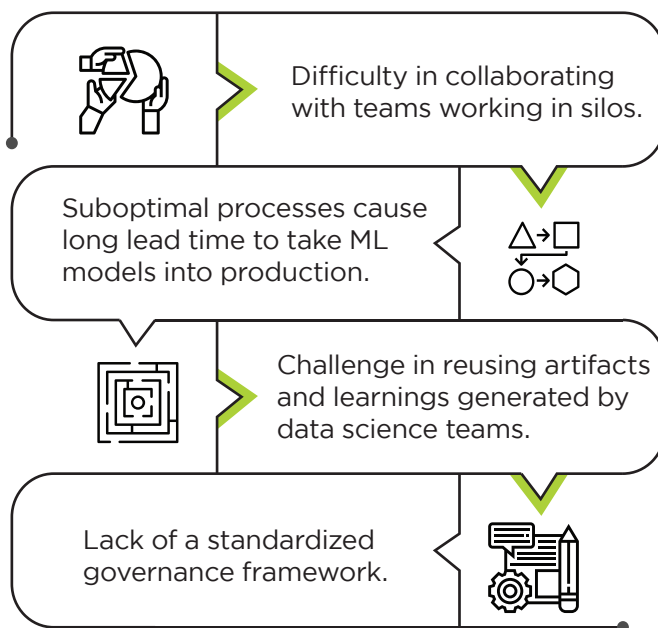
- ✓ Predict and prevent outages
- ✓ Reduce number of FTEs dedicated to troubleshooting
- ✓ Decrease operational noise and alerts
- ✓ Eliminate manual tasks and human error through automation



# Scale Enabler -

## AI Accelerator (AIA)

### Challenges



### Key features

- ✓ Repository of codes, software libraries, pretrained models, templates, knowledge documents and solution recipes
- ✓ Feature store
- ✓ Reusable frameworks
- ✓ Global search

### AI Accelerator (AIA)

AIA is a data science platform that allows analytics and AI teams across the enterprise to rapidly develop and deploy custom machine learning models to support the business. AIA is a repository of reusable artefacts that brings together the best of breed data science libraries, notebooks, algorithms, data sets, and software applications that are customized for specific businesses, and subsequently validated to ensure that it complies with industry regulations enabling scaled delivery services for customers.

AIA has been designed to integrate with leading Enterprise AI platforms such as AWS SageMaker, H2O, Dataiku, etc., allowing the data science teams to accelerate the development, validation, deployment, and monitoring of the machine learning and statistical models into production.

### Business benefits

- ✓ Shortens development cycles
- ✓ Reduces reliance on costly solutions from 3rd party vendors
- ✓ Aligns with governance guidelines
- ✓ Democratizes through community participation in the development process



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

HCL Technologies (HCL) empowers global enterprises with technology for the next decade today. HCL's Mode 1-2-3 strategy, through its deep-domain industry expertise, customer-centricity and entrepreneurial culture of ideapreneurship™ enables businesses to transform into next-gen enterprises.

HCL offers its services and products through three lines of business - IT and Business Services (ITBS), Engineering and R&D Services (ERS), and Products & Platforms (P&P). ITBS enables global enterprises to transform their businesses through offerings in areas of Applications, Infrastructure, Digital Process Operations, and next generation digital transformation solutions. ERS offers engineering services and solutions in all aspects of product development and platform engineering while under P&P. HCL provides modernized software products to global clients for their technology and industry specific requirements. Through its cutting-edge co-innovation labs, global delivery capabilities, and broad global network, HCL delivers holistic services in various industry verticals, categorized under Financial Services, Manufacturing, Technology & Services, Telecom & Media, Retail & CPG, Life Sciences, and Healthcare and Public Services.

As a leading global technology company, HCL takes pride in its diversity, social responsibility, sustainability, and education initiatives. As of June 30, 2021, HCL Enterprise generates annual revenues of US\$ 10.54 billion and has 176,000 employees operating out of 50 countries. For more information, visit [www.hcltech.com](http://www.hcltech.com)