



# HOW TO ENABLE DATA ANALYTICS WITH AI



THE RISE OF THE DATA ECONOMY  
EMBRACING THE POWER OF INFORMATION

Rome, 19 October 2023



/prompt: futuristic steel  
plant

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# Stefanini at a Glance

### Industries

- Banking, Financial Services, and Insurance
- Payments
- Energy and Utilities
- Life Sciences and Health Care
- Communication
- Media and Technology
- Consumer Goods
- Manufacturing and Automotive
- Retail

### Area of Expertise

- Digital Transformation
- Next Gen Applications
- Artificial Intelligence
- Automation Everywhere
- Analytics
- Cloud Enablement
- Digital Workplace and Infrastructure
- Digital Marketing
- Cyber Security
- Hybrid Infrastructure
- Smart Enterprise

### EMEA Offices

- Belgium
- Denmark
- France
- Germany
- Greece
- Italy
- Moldova
- Netherlands
- Poland
- Portugal
- Romania
- Spain
- Sweden
- Switzerland
- Ukraine
- United Kingdom

### Global Delivery Centers

#### Digital Studio:

Brazil, USA, Romania, Colombia, Mexico, Peru

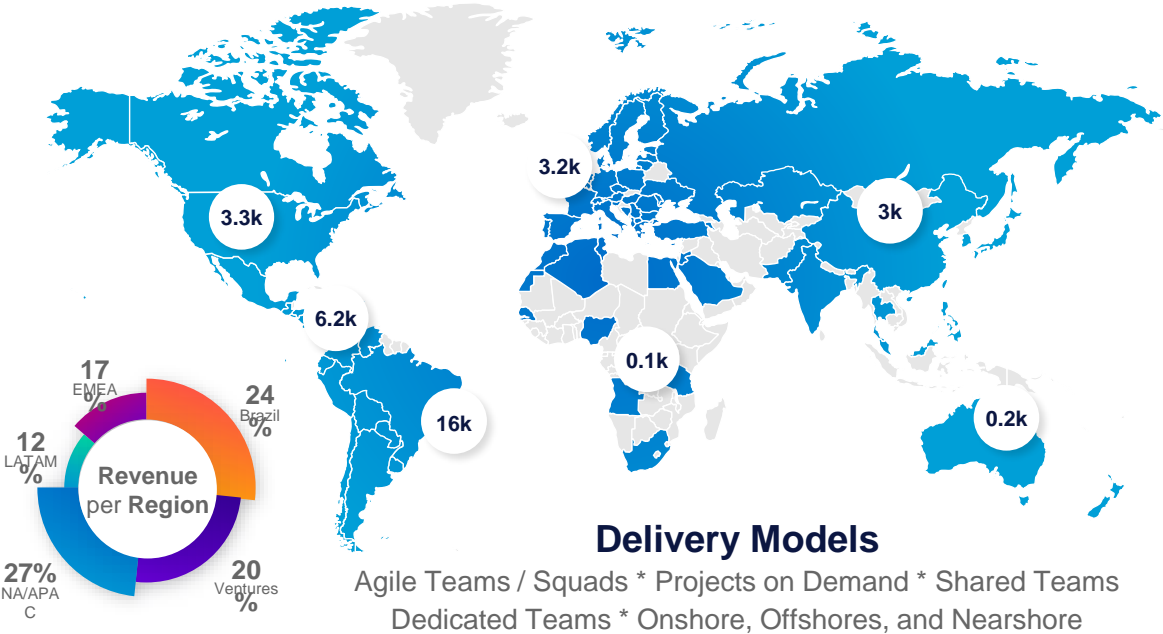
#### IDC and ADC:

Europe:	NA/APAC:	LATAM:
Belgium,	US, India,	Peru, Brazil,
Romania,	Philippines,	Mexico, Columbia,
Poland	China, Australia	Argentina



Profitable and growing YoY since our inception in 1987

### Employees Around the World



### Key Stats

U\$ 1.5 Bi Revenue 2023	HQs: Michigan – US, Brussels – Belgium, São Paulo – Brazil and Mexico City – MX.
1,260 Active Clients 50% Global / Regional Clients	Global NPS: 65 97% Client Satisfaction 12.1 years Client Relationship avg.
Client Profile: 70% Multinational 66% Revenue above U\$ 1 Bi	Recognized in 95 reports by:    





# Stefanini Group Ventures

## Technology



BPO Automation of Back Office Processes, CRM Co-Creation



Human and Digital Services Focused on CX



Digital HR Solutions  
Employee Experience  
Employee Journey



Cloud Consulting  
Device Security Consulting  
Professional Training  
Product Adoption  
Software Reseller



Digital Transformation  
Telecommunication Services



Agile Development  
Digital Workplace  
Field Services, BPO  
Specialized IT Services

## Banking



Full Core Banking  
Compliance Solutions  
Online Fraud Detection  
Multichannel Solutions



Banking as a Service (BaaS)  
Card Processing



Payment Service Provider (White Label)  
Instantaneous Payments  
Digital Account Cards



Sustainable Money Cycle (Cash-In/Cash-Out)

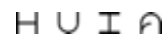


Consortium Intermediary



NewM is a leader in the consortium application market, offering technology for sales management and operation

## Marketing



Live Commerce  
E-Commerce  
Social Commerce



Advertising & Communication  
Social Media Management  
Brand Repositioning



Live Content Production Events  
Audio-Visual Content Production



Martech Solutions  
Design and Research  
Social Insights



CLM/CRM Strategy  
Loyalty Programs



Advertising, Social and Media  
Digital Products (Design, Analytics)  
Insights Generation



Collaborative platform to create communities and social networks

## Cyber Security



SOC

Vulnerability Assessment  
Security by Design  
Cyber Intelligence  
Risk Assessment  
Governance, Risk, and Compliance  
Cyber OT  
Security Staff



Security Audit  
Vulnerability and Penetration Tests  
Incident Analysis and Reporting  
Training and Consulting76



Fraud & Cyber-Attack Prevention  
Vulnerability Analyzation  
Security Operations Center (SOC)



Cloud Infrastructure  
Management

## Analytics and AI



Analytics and Data Science  
AI  
Integration  
Hyper Automation  
Monitoring



Logistics Optimization:  
Receiving, Inventory,  
Shipping Traceability  
Control: Stocks, Assets,  
People,  
and UX in Retail



Artificial Intelligence  
Virtual Assistant  
Natural Language  
Processing  
Automation Services

## Manufacturing



Industry 4.0  
Industrial Analytics  
Process Optimization  
Full EPC  
Industrial IT  
Electric Automation  
E-houses  
Substations and Electrical Panels  
Adequacy to NRs  
Automation of Electrical Systems  
Technical Reports  
Special Electrical Studies



# Global Solutions Portfolio



## Digital Transformation:

Business Agility  
Co-Creation Program  
Transition to Digital  
ESG Transformation



## Next Gen Application:

Digital AMS  
Digital Software Factory  
Digital Product Development  
Platform Implementation and Integration  
Big Data Analytics



## Analytics and AI:

NLP  
Computer Vision  
Data Science  
Intelligent Automation  
Data Driven Strategy  
Engineering, Science, Explainable, And Performance



## Cloud Enablement:

Cloud Adoption  
Cloud Advisory Services  
Cloud Managed Services  
Cloud Migration Services  
Architecture and Cloud Native Development  
Cloud Security



## Cyber Security:

Managed Security Services  
Cyber Defense Services  
Security Integration  
Cyber Security Advisory Services  
Cyber Intelligence – Israel Ecosystem  
Security Products



## Hybrid Infrastructure:

Network and Telecom Services  
Platform Managed Services  
Event Management and Triage  
Database and Middleware Management Services  
Cloud Infrastructure Managed Services



## Digital Workplace:

Workstation Services  
End User Services  
Service Management and Centers of Excellence  
Service Desk and Field Service  
Infrastructure Management  
Remote and Local Support



## Digital Marketing:

Creative, Content, and Branding  
Digital Channels and All Commerce  
Growth and Performance  
Consumer Market and Insight  
Relationship and Lifestyle Management



## Automation Everywhere:

Smart Manufacturing  
Internet of Things (IoT)  
Hyper Automation  
Legal Automation Backoffice  
Digital HR Solutions



## Smart Enterprise:

Hybrid Infrastructure  
Cloud Enablement  
Enterprise Security  
Enterprise Applications



Stefanini will understand the business context in order to provide a tailored **Analytics Experience** and Aggregated Value to business.

10+

Years of experience

500+

Professionals

200+

Clients

45+

Certifications

#### TAILORED EXPERIENCE

Different types of visualizations for each management layer

#### PROACTIVE

Proactive alerts on abnormalities and important KPIs

#### FAST

Quick visualization of goals and its achievement

#### INSIGHTS

Find automation and improvement opportunities

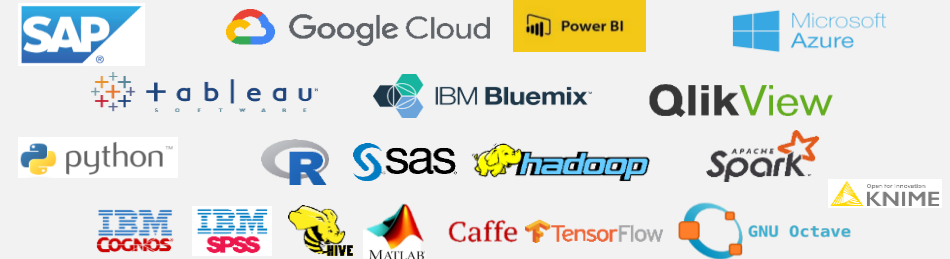
#### PREDICTION

Be prepared for different future scenarios with forecasts and simulations

#### Industries

- ✓ Retail
- ✓ Financial
- ✓ Telecom
- ✓ Insurers
- ✓ Medical
- ✓ Logistics
- ✓ Education
- ✓ Government
- ✓ Miscellaneous Services
- ✓ Manufacturing
- ✓ Pharmacies
- ✓ Construction
- ✓ Automotive

#### Major Technologies



# SAI capabilities



- Generative AI
- Virtual Assistants for different Industries
- Sentiment and Semantic Analysis
- Information Retrieval and Grouping
- Voice Enabled Applications
- Multilingual Applications



**Natural Language**  
ability to understand and process human language

**Computer Vision**  
ability of computers to see and understand the world around them

- Transfer Learning to create new models
- Fault Detection in Equipment through imaging
- Security Reinforcement using video images
- Document information extraction
- Navigation System for Autonomous Vehicles
- Satellite Image Analysis

**Machine Learning**  
**AI Library**

**Intelligent Automation**  
leverages the power and flexibility of AI to automate processes, scale, and deliver value faster

- Autonomous Vehicles for Environment Mapping and Inventory Management
- Smart Factories and Manufacturing Lines
- Leverages the power and flexibility of AI to Automate Processes, Scales, and deliver value faster

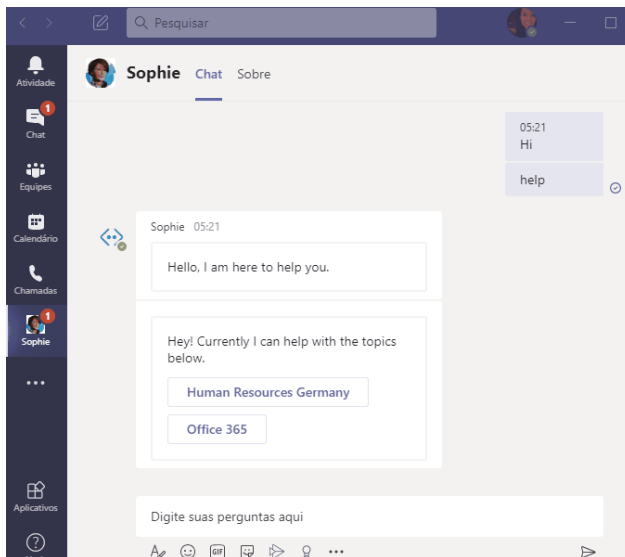
**Data Science**  
ability to extract knowledge from data

- Data Architecture and Data Lakehouse Implementation
- Out-of-the-Box and Customized ML Models for patterns finding and predictions
- Data Visualization Tools and Services



# Business Data Analytics with AI (by example)

## Natural Language Process Automation for ITSM



## MS Teams

Once integrated with Microsoft Teams, Sophie can be easily reached from the platform where users already are.



**BASF** is a global company in the chemical industry.



The challenge was to understand several data bases and business needs to deliver an unified view of stock control of their paint line for online sales.

Stefanini developed a detailed dashboard to be used by their internal operation segmented by products, locations, stores.

Outcomes:

- Decrease of the time to analyze and make decisions on stock and paint production management.



The need to implement the International Financial Reporting Standards (IFRS 17) for Insurance Contracts.



Stefanini delivered the data integration of data split across multiple sources with very high granularity compliant with the requirements for IFRS 17.

Outcomes:

- High standard in the KPIs extracted from the data warehouse;
- Improvement of life insurance systems, reports, prediction and month-end closing activities;
- Reliable and governed data;
- Increased organizational on data-driven decisions.



# Business Data Analytics with AI (by example)



**Hit Tomato** is a Portuguese company in the food manufacturing area.



Their challenge was to have a better way of visualizing their SAP data, which was not dynamic enough for their needs.

Stefanini integrated the data from the SAP KE30 report, containing data of production, stock of materials, processes and costs to a Power BI dashboard.

**Outcome:**  
Automation of the reporting process  
Faster access to information from different source



PHILIP MORRIS  
INTERNATIONAL

**Philip Morris International (PMI)** is a leading tobacco company, with a global workforce of almost 70 thousand people.



Present in multiple countries, the challenge is to have smart and reliable data governance.

Stefanini was responsible for data governance, in 4 different systems providing DBA (Data Base Admin) support and data governance processes.

**Outcomes:**  
High data quality  
Deliver of data for the business teams analysis and decision making.

## LLMs for Communities Analysis



Their challenge was to generate analysis of the communities interactions to generate content and advisory on how to improve the interactions and community mood.

Applying LLM (Large Language Models) algorithms to support the communities analysis was decisive in the business agility to make faster decisions and cost optimization.



# THANK YOU

