

Business IQ

A Next-Gen Decision Support System based on Descriptive, Predictive and Prescriptive Insights integrating Internal and External Data to generate 360° insights about business growth & development.



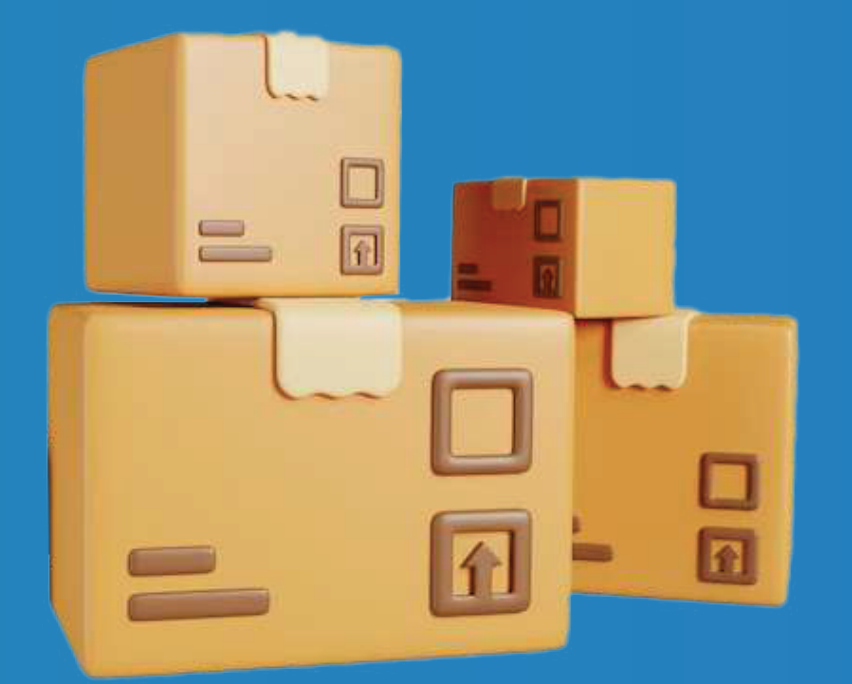
Real-time
reporting of your
CRM data



Growth Driven
Sales & Revenue
Planning



Optimized Account
& Vendor
Management



Demand-driven
Inventory Control &
Optimization

Features

COGNITIVE REPORTS

1. Sales, Inventory, AR/AP, Quality & Finance Reports
2. Gen AI for smart narratives and QnA
3. Role-based reports for corporate audience
4. Drill down and dynamic filters
5. Real-time refreshes, email, and workflow automation
6. Seamless report delivery via email and workflow to management

DEMAND & INVENTORY PLANNING

1. Automated 95%+ accurate demand and inventory forecast
2. Product and service hierarchy mapping
3. Integration with external data for effective planning
4. Simulation and What-IF analysis for strategic planning

ACCOUNT & VENDOR MANAGEMENT

1. Integrate customer interactions for understanding dynamics
2. Vendor scorecard with internal and 3rd-party data for better management

Business Benefits

- ✓ Fact-driven sales with targeted actions in brand & regional strategy.
- ✓ Decrease stock ageing, optimize warehouse use, and liquidate revenue.
- ✓ Enhance collections through a 360° view of account receivables.
- ✓ Improve procurement accountability by reducing redundancy.
- ✓ Drastically enhance Sales Executive productivity.

USPs



Easy onboarding with a lightweight platform.



Simple algorithms for turning information into insights.



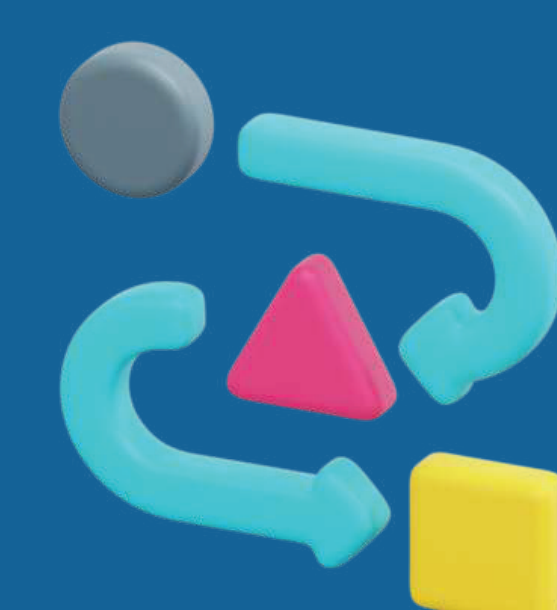
Subscription-based model with low licensing costs.



Modular solution for easy adaptation.

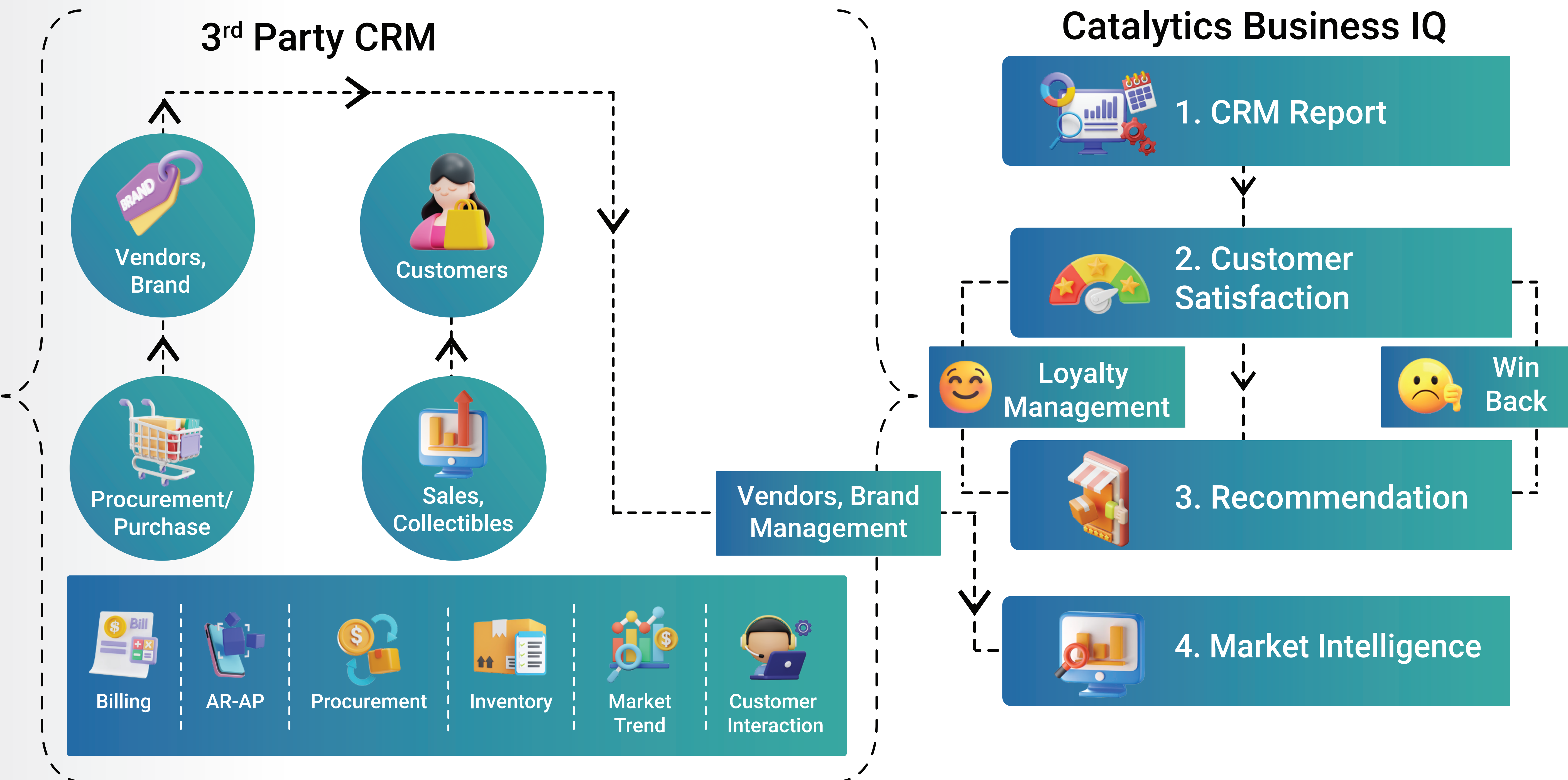


Fewer business applications in Price & Promotion Analytics.



Reduced dependency on costly Data Scientists.

Process

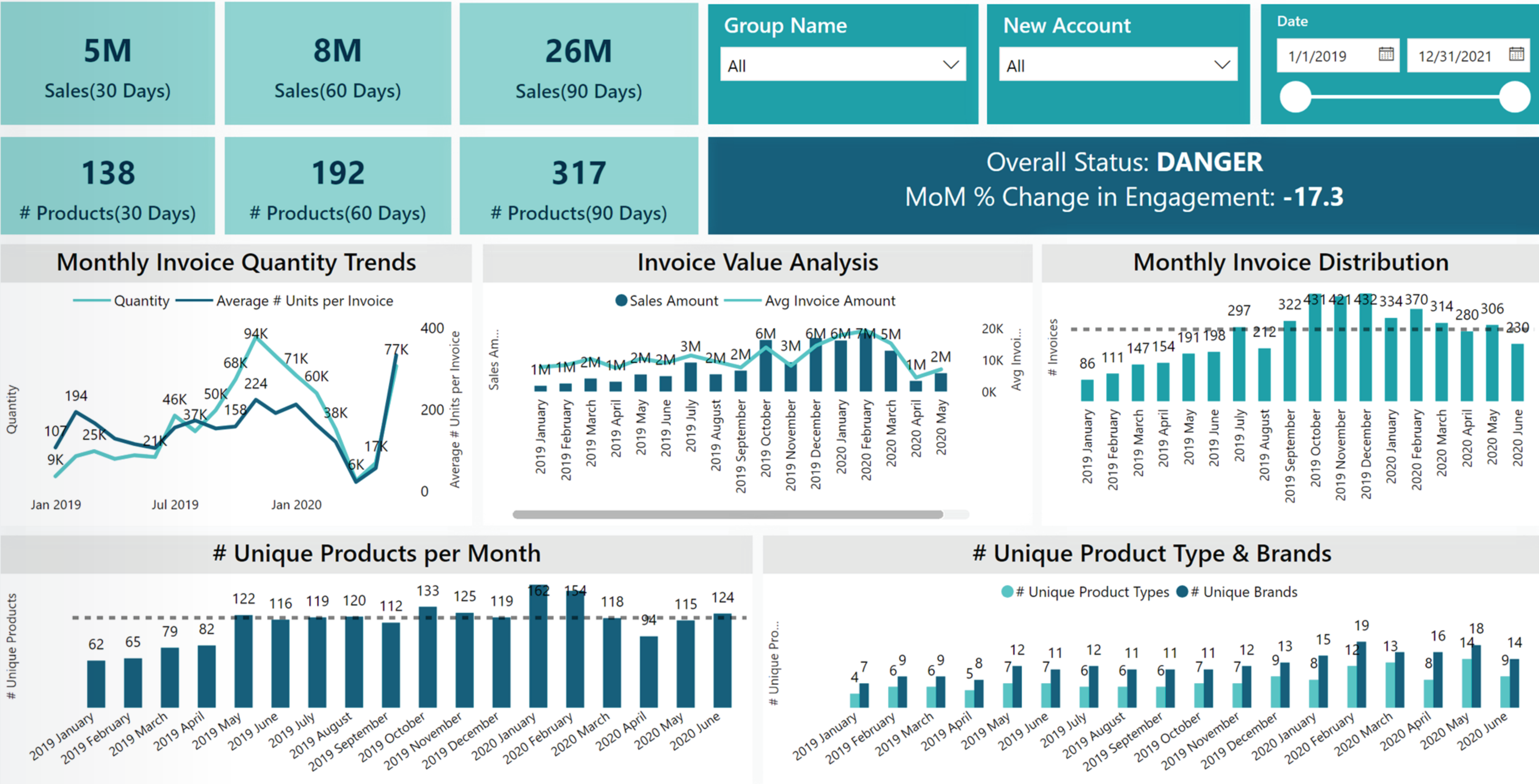


Industries Covered

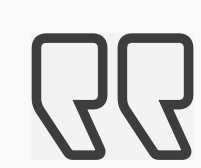
Retail	FMCG	E-Commerce	Departmental Stores	Apparel & Accessories	Restaurant, Foods & Beverage
Grocery	Dairy	Manufacturing	Tourism & Hospitality	Consumer Electronics	Health & Beauty

Product Specifications

1. Comprehensive Dashboard: Account Performance & Risk Indicators



Testimonials



We are very happy with the outcome; it gives direction on which actions first to implement with the highest impact on improving profitability. Some are in line with our thoughts upfront, but most of them we wouldn't have known without this great research! 🙌

- Director Strategy, Marketing and Operation
Xerox/ Veenman



The model demonstrated amazing accuracy in predicting the probability score of a repeat purchase. Now I can sleep easy – with the confidence that I can predict whether a first-time customer will come back for a repeat transaction on our platform. For a startup entrepreneur, that's manna from heaven! 🙌

- Founder
Stylofie

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Available at:



Microsoft Azure
Marketplace



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Recognized by:

- StartUs Insights in *Top 5 global Social Media Analytics providers in Retail* in 2022
- Dunn & Bradstreet in *Leap 50* (Indian Startup Spectrum)
- CIOTech Outlook in *10 Most Promising Data Analytics Solution Providers*
- Industry Tech Outlook magazine in *10 Best Technology Solution Providers* of 2023
- Microsoft ISV Success Partner
- India5000 as *Top 5000 Best Indian MSMEs* of 2023

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