



Succinct highlights of AI strategy & transformation trends and topical themes

Volume 1, Issue 9, September 2020

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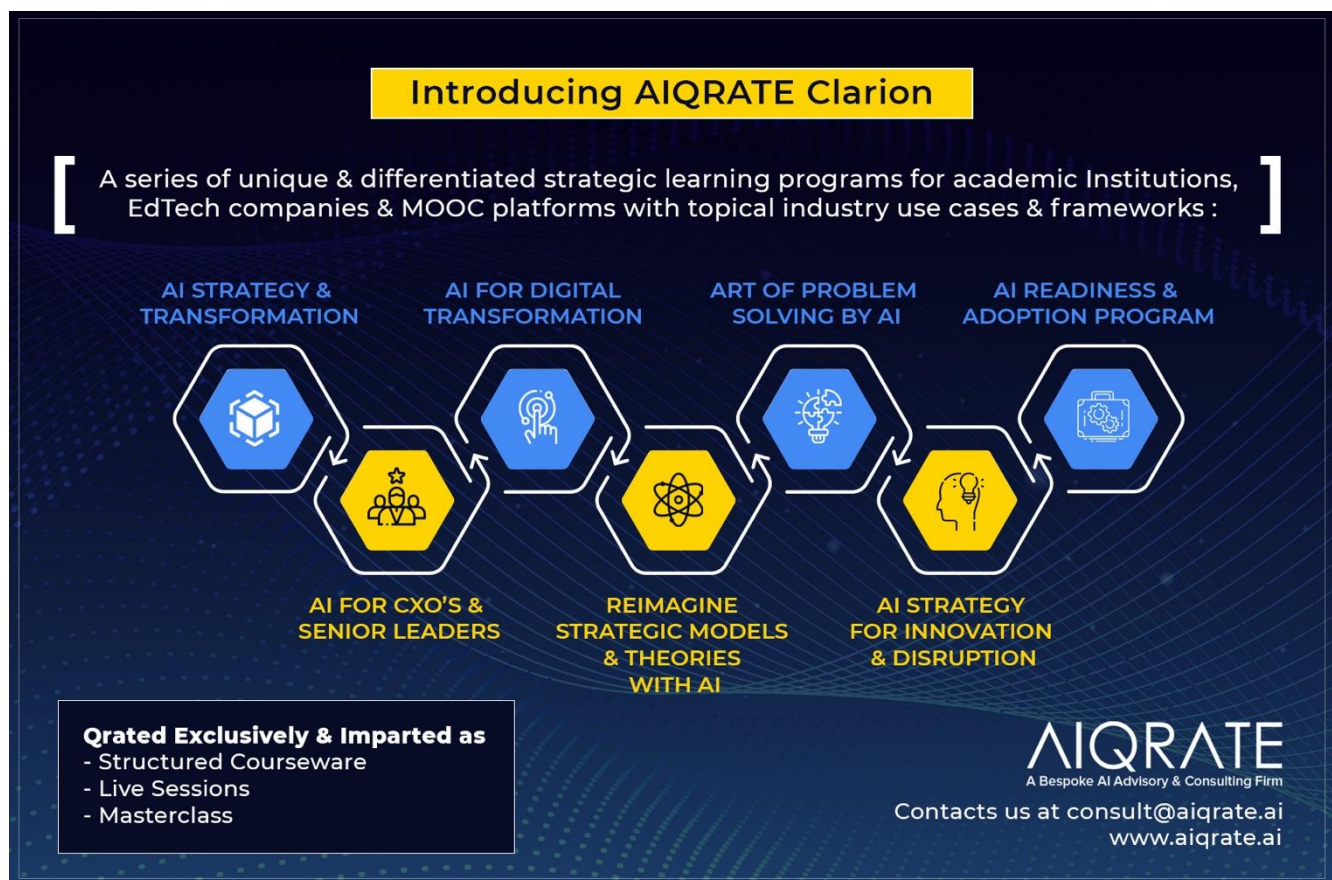
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AIQRATE
A Bespoke AI Advisory & Consulting Firm

Introducing AIQRATE Clarion

A series of unique & differentiated learning programs exclusively curated for Academic Institutions, EdTech Firms and MOOC Platforms

Artificial Intelligence (AI) has swiftly become the most aspirational learning opportunity for students & professionals; as the demand for learning programs in AI grows rapidly, the quality and relevance of AI specific programs has remained sub optimal. How do Academic Institutions, EdTech companies & MOOC platforms cope with the need to provide best learning & skill building to the future & existing workforce in this transformational area?



Introducing AIQRATE Clarion, a series of unique & differentiated strategic learning programs exclusively curated for Academic Institutions, EdTech companies & MOOC platforms with topical industry use cases & frameworks covering critical facets of AI led learning interventions for mainstream and executive education programs. AIQRATE works closely with academic institutions, EdTech players as a strategic learning partner

in building discerning AI programs and also works with them in building an ecosystem with bespoke AI awareness sessions & masterclasses, augmenting industry connect, re-skilling academia, infusing industry use cases and job ready learning frameworks.

Reach out to us at consult@aiqrate.ai for additional details or to schedule an exploratory meeting

ISB Executive Education: Live Virtual Programme

Leading with Analytics on Right Data

Power Business Decisions with Precise Insights

Shape your business' future with predictive analytics. Make smarter decisions to redefine how your business operates. Every second businesses operate, big data grows in both volume and complexity. Leaders need to deploy advanced analytics to make the most of the opportunity within this challenge.

This intensive programme is being delivered by the Centre for Executive Education in partnership with the data and analytics research centre - ISB Institute of Data Science. You will learn to break the 'enigma barrier' that new technologies like analytics pose and understand the link between marketing strategy and data. You will also learn how to overcome organisational challenges to transform it into a data-driven business.

LIVE Virtual Programme Start Date & Duration: October 03, 2020 | 3 weeks

For programme benefits and programme structure refer to the detailed brochure.

To View the Brochure: [Click here](#)

To Apply: [Click here](#)

The banner features the ISB logo at the top left. The main title 'Leading with Analytics and Right Data' is prominently displayed in the center. Below it, the subtitle 'Power Business Decisions with Precise Insights' and the program details 'LIVE Virtual Programme | October 03, 2020 | 3 weeks' are listed. On the right side, there is a call to action 'Apply Now at www.isb.edu'. At the bottom left, a portrait of Sameer Dhanrajani is shown next to his name and titles: 'Programme Faculty', 'SAMEER DHANRAJANI', 'CEO & Co-founder', and 'AIQRATE Advisory & Consulting'. The AIQRATE logo is positioned at the bottom right corner.

ISB

Leading with Analytics and Right Data

Power Business Decisions with Precise Insights

LIVE Virtual Programme | October 03, 2020 | 3 weeks

Programme Faculty

SAMEER DHANRAJANI

CEO & Co-founder

AIQRATE Advisory & Consulting

Apply Now at www.isb.edu

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Who should attend?

CMOs, senior business leaders and division heads from diverse functional backgrounds (Finance, Accounting, Operations and Human Resources) who want to hone their skills in data-driven decision making and gain a better understanding of the interface between marketing strategy and business analytics will gain from attending this programme.

AIQRATE Webinar Specials: CXO Series this month



AIQRATE WEBINAR SPECIALS: CXO SERIES

Digital Transformation in the Indian Enterprises: Reset or Accelerate

Tuesday, August 25th 2020
6:30 – 7:30 p.m. IST
9:00 – 10:00 a.m. ET

AIQRATE
A Bespoke AI Advisory & Consulting Firm

Speaker
NIRUPAM SRIVASTAVA
Vice President – Strategy & AI
Hero Corporate

Moderator
SAMEER DHANRAJANI
CEO & Co-founder
AIQRATE Advisory & Consulting

www.aiqrate.ai

**AIQRATE WEBINAR SPECIALS:
CXO SERIES with**

Nirupam Srivastava
Vice President – Strategy & AI
Hero Corporate

Hero Corporate has diverse interests in Education, Healthcare, Financial Services, Manufacturing, Real Estate and Arts and Nirupam has been involved with overall Strategy and leading AI initiatives across these group companies. Nirupam has more than two decades of experience in Strategy and Business Transformation. Previously, He has led IBM Strategy & Transformation Consulting Practice focusing on Business and Customer Strategy working with several marquee clients.



AIQRATE WEBINAR SPECIALS: CXO SERIES

HR Transformation & Future of Work: Strategic Perspectives

Friday, August 21st 2020
6:30 – 7:30 p.m. IST
9:00 – 10:00 a.m. ET

AIQRATE
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Speaker
PUJA KAPOOR
Global Head HR
OLX Group India

Moderator
SAMEER DHANRAJANI
CEO & Co-founder
AIQRATE Advisory & Consulting

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**AIQRATE WEBINAR SPECIALS:
CXO SERIES with**

Puja Kapoor
Global Head HR
OLX Group India

Puja Kapoor is currently the head of human resources at OLX Group managing OLX Autos Global Business Unit and India region. She is an accomplished business leader with over 19 years of experience in the HR domain having served in various leadership roles across companies such as Sapient, Google, Dunnhumby (a Tesco company), and Evalueserve. In her illustrious career, she has been the recipient of numerous accolades including being recognized as one of the '50 Most Influential HR Tech Leaders 2015' by the Asia Pacific HRM Congress. She was conferred the 'Women Achiever Leadership award in 2016' by HRD Congress.

AIQRATE PRIVE COLLECTION

- ➔ 100+ Videos, 200 + hours of Immersive and absorbing video collections
- ➔ **Playback sessions from AIQRATE CXO SERIES:** coveted thought leadership accentuation platform
- ➔ Strategic & topical perspectives from global & eclectic leaders
- ➔ Top of line novel insights on AI led Strategy, Transformation, Innovation & Disruption
- ➔ Marquee collections on Future of Work, Leadership, Talent, Learning & Education
- ➔ Succinct analysis, snackable information nuggets & engrossing narratives

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AIQRATE Prive Collection – YouTube Channel

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AIQRATE PRIVE COLLECTION: brings together an ensemble line up of top of line video streaming collection with incisive strategic perspectives from global and eclectic leaders on several facets of curating AI strategy for transformation, innovation & disruption along with topical and thematic videos on future of work, leadership, talent, learning & Innovation. AIQRATE PRIVE COLLECTION is an assimilation of knowledge insights, analysis, information nuggets and narratives stitched together to provide an immersive experience to our discerning viewers.

[SUBSCRIBE TO AIQRATE PRIVE COLLECTION CHANNEL HERE](#)

AIQRATE Global AI Adoption Report 2020

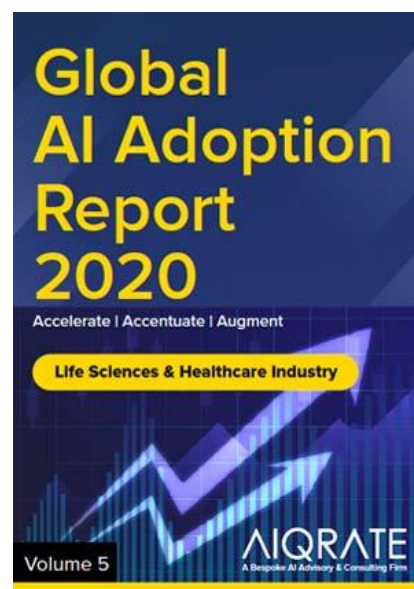
AI has become the most talked about business lexicon in boardrooms amongst the CXOs across industries. The strategic aspects of problem solving at scale, upping the ante on innovation & transformation and amplified decision making through AI are the three radical game changing levers for the enterprises, GCCs and startups. Enterprises have started realizing the efficiencies and growth opportunities that come with the adoption of AI.

AIQRATE has undertaken extensive research & analysis with global CXOs/GCC leaders/ Indian business leaders across a spectrum of global knowledge areas and ten parameters to curate first ever report on Global AI Adoption 2020 across five industry segments: BFSI, Retail & CPG, Healthcare, Lifesciences & Manufacturing.

Volume 5 (Life Sciences & Healthcare): The global life sciences & healthcare industry is on the cusp of an exciting era, as rapid developments in AI present the opportunity to make more effective drugs, faster and at reduced cost. Although it will be some time before the first AI-enhanced drug is approved, the promise of AI is resulting in broad investment across the industry, and the impact will be far-reaching.

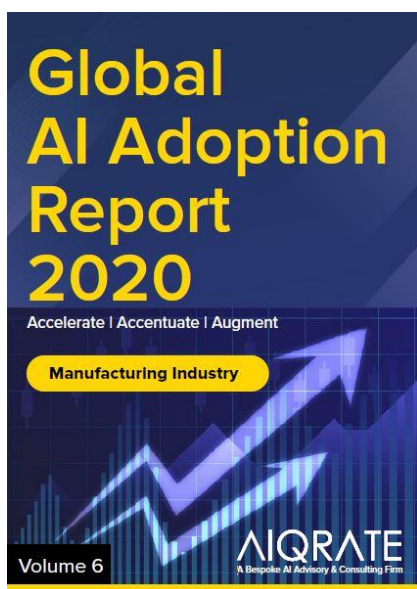
Salient highlights of the Report:

- Global spending on AI in Healthcare is forecasted to exceed \$36 billion by 2025.
- The medical technology space, which includes precision medicine, robotics and smart wearables, is expected to grow at a pace of more than 5% per year, with annual sales worldwide expected to reach \$800 billion by 2030.
- Key clinical health AI applications can potentially create \$150 billion in annual savings for the United States healthcare economy by 2026.



Volume 6 (Manufacturing Industry): Artificial intelligence (AI) has been expanding in adoption scenarios with consumer journey mapping to business transformation and boosting productivity and financial metrics for enterprises. With massive developments

in cloud and ML technologies, manufacturing industry segment has become a blue ocean market for AI adoption.



Salient highlights of the Report:

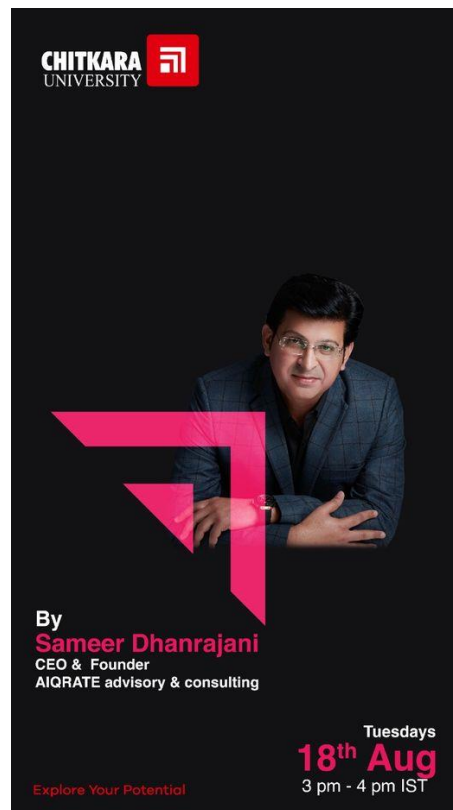
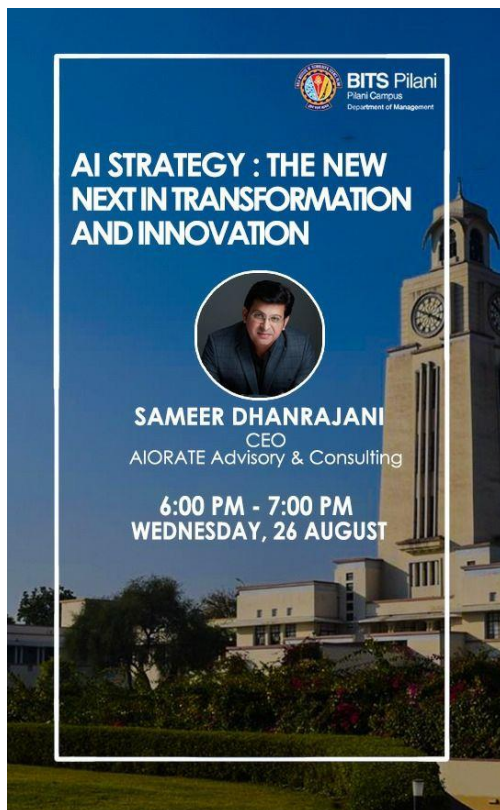
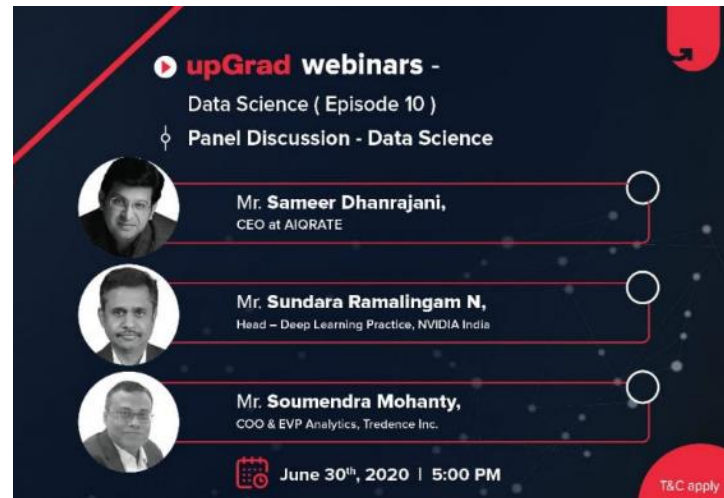
- AI will add \$3.7 trillion dollars revenue to the manufacturing industry by 2035.
- Global AI spending by Manufacturing Companies in the year 2021 is projected to reach \$9.5 billion
- Annual worldwide manufacturing sector investment in AI software, hardware, and services is projected to increase to \$13.2 billion by 2025
- The Artificial Intelligence revenue in manufacturing market is expected to grow to USD 17.2 billion by 2025

[Read & Download all volumes of Global AI Adoption Reports](#)

AIQRATE In the News

AIQRATE at Leading Academic Institutions

1. **upGrad**: Panel Discussion on Data Science
2. **BITS Pilani**: Webinar on AI Strategy: The New Next in Transformation and Innovation
3. **Chitkara University**: Webinar on AI & Analytics: The New Age & Future Proof Career Opportunity
4. **IIM Visakhapatnam**: Webinar on AI & Analytics: Accelerating Business Decisions



CXO Insights: How AI is powering the transformation of the Retail Industry

Retailers must catch up with how recommendation engines are redefining customer experience, how retail business value chain transformation is shaping up, and how AI can enhance the supply chain aspects of their business.



The brick-and-mortar retail industry is not in a good moment right now. Much of the turmoil in this industry comes from the fact that consumers are seeking a richer and indulging retail experience that reduces friction – much like what they have now become used to as they shop online. Consumers also expect traditional retailers to capture the essence of their individuality – who they are, what they like, and how they prefer to consume information. Retailers need to understand and align themselves with the expectations of the consumers in order to increase profitability and customer loyalty. They need to not only be aware, but also go full throttle for adopting technologies such as AI for influencing and revolutionising customer behaviour.

Retailers need to explore use cases pertaining to exponential technologies to address the disruption that their industry is going through. They need to catch up with how recommendation engines are redefining customer experience, how retail business value

chain transformation is shaping up, and how AI can enhance the supply chain aspects of their business. And as I mentioned, awareness is simply not enough – they need to assess and adopt these technologies on a war footing to survive in the world we live in today.

The data-powered disruption of retail

Data in the retail industry is increasing exponentially in terms of volume, variety, velocity – and more importantly – value with every passing year. Smarter retailers are increasingly aware of how every interaction between the business and customers holds the potential to increase customer loyalty and drive additional customer revenue. Retailers that adopt AI today have the potential to raise their operating margins by as much as 60 percent.

But just having the data and building reports that summarise customer behaviour at an aggregate level are not enough. Insights are important, no doubt, but retailers desperately need systems that can make actionable decisions from the data. Insights into average user behaviour is simply too broad. Retailers need to now create a meaningful dialogue with each individual customer that honours their shopper's preferred level and mode of engagement. This requires more than summarised reports. It requires technologies powered by AI – the ability to minutely understand every customer individually and take actions that each individual customer expects.

We now live in a time where data-driven decisions are extremely pervasive and useful. So much so that the worlds of ecommerce and traditional commerce are seamlessly merging. Every company is now omni-channel. Whether you think of Walmart buying Flipkart to boost their online presence or you take Amazon purchasing Whole Foods to bolster their brick-and-mortar presence. It is not about the web, the app, or the store – it is about having all of those. With the quantum of data available, we've seen an extraordinary few years in the retail industry – in the sense that data is actively deconstructing and rebuilding what retail will look like tomorrow. Traditional incumbents need to pay heed to the warning signs signalled by their defunct counterparts and aggressively embrace the data-driven disruption of retail.

AI transforming retail

Predictive analytics has been used in retail for several years now. However, in the last few years – with advances in technology and artificial intelligence – we are seeing the high speed, scale, and value that predictive analytics can deliver. The AI-enabled world of retail helps business transition into a world where consumers are always connected, more mobile, more social, and have choices about where they shop.

Through AI innovations, retailers are starting to shift their businesses forward. While AI is continuously refining, expanding, and improving its utility for retail, here are some examples of how artificial intelligence can enable a paradigm shift in the world of retail.

Deep learning in commerce

The retail industry is one with a lot of benefit to be gained from deep learning, in part because it's such a data-rich industry and because there is some momentum around AI gathering already. Further a lot of the AI techniques enjoying success in other applications across industries powered by deep learning are well positioned to make serious impact on retail, streamlining processes, and transforming customer experience into something that largely resembles the experience customers get when they visit online portals.

Deep learning has been the fuel for much of the recent success in applied AI, so it is not surprising that some of the first attempts at augmenting the offline shopping experience have been making use of the power of deep learning in classifying images. If you look at something like Shelf analytics to seek out merchandising effectiveness, you can see the beginnings of how deep learning fits snugly in a retail context.

Automated AI

The most readily used and utilitarian form of AI is automation. Machine learning is powering artificial applications that curate product recommendations without the need for explicit human intervention. Top tier players in AI are today capable of developing automated systems that can read digital user reviews, scour through past searches and purchases, and present product recommendations automatically.

Now with minimal effort, retailers that can leverage automated AI capabilities will see a strong rise in customer engagement and sales. The best part is – this can be accomplished by data that is already available to them and captured in their enterprise systems. There's more. The algorithms required for powering these systems, such as collaborative filtering, are relatively simple to deploy and efficient to run.

Intelligent product searches

Another great use case for retailers is leveraging AI for powering intelligent product searches. By using AI, customers can take pictures of things that they see in the real world, or even in an ad, and then locate a retailer who has that item in stock. This can easily serve as the start of a shopping experience. Typically, consumers do often see something that they like, but do not know the name of the item, brand or where they can source it from.

But taking photos is not the only modality for shopping, and there are other areas in the shopping experience where AI can play a part. In online commerce retail, for instance, customers often know what they are looking for but do not know the exact search terms or must scroll through multiple pages of inventory to find it. Deep learning can be of help here as well. Auto-encoding features of images in an inventory based on similarities and differences brings about a rich model of what is available in the inventory, and the model is surprisingly close to how we, as humans, perceive shoppable items. The model alone, of course, is not enough: We need a way to understand a shopper's preferences as they interact with the inventory.

Speed and communication in real time

Just a few years ago, retailers used to take weeks to analyse customer data and make product offers. Machine learning and AI are changing the game by streaming live data and curating products in real time – based on their understanding of each customer. This significant drop in the amount of time taken between receiving data and powering an intelligent decision is made possible by AI and helps improve the uptake of products from retailers. For instance, by using mobile geo-location capabilities retailers can now offer deals or promotions when customers walk into or near the store (not after they've paid at the checkout and departed). Mobile push notifications on company apps allow retailers to track engagement the second it happens.

Given this rapid evolution, retailers have many choices on how to use AI in their marketing and sales strategies. Consumers are seeking a richer retail experience that reduces friction while also capturing the essence of who they are, what they like, and how they prefer to consume information. The sooner a retailer understands this and creates the best consumer experience they can, the sooner they will increase profitability and retention rates. I predict that this retail revolution will continue to unfold and expand over the next several years. But as the industry expands one thing is certain: in retail, personalisation and the customer journey are key, regardless of how you get there.

The 'segment of one' approach

A generic, aggregative understanding of customer behaviour is no longer enough. Individual segmentation is the next step for retailers looking to create a super-personalised experience for their users.

Global experts such as Netflix have developed the ability to make hyper-granular behavioural profiles of the usage habits of their individual customers. And they have done it at massive scale. Can retailers with millions of customers make product recommendations based on each person's unique shopping and browsing history? Retailers would do well to crack this puzzle using AI.

The worlds of traditional commerce retail and ecommerce retail are rapidly merging. I think ecommerce retail for many years was an interesting trend, but it was on the side, largely, of what was happening in retail. Today ecommerce retail is less an ancillary part of retail and more about the way business is now done. Online and offline experiences are fast coming together and without an omni-channel experience, it will be extremely difficult for a retailer to survive. That said, I do not doubt there is a future for brick-and-mortar retail, but there will need to be a transformation of retail real estate. Stores are going to become as much distribution and fulfilment centres as they are full-fledged shopping experiences. And they will need to be highly technology enabled.

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AIQRATE, A bespoke global AI advisory and consulting firm. A first in its genre, AIQRATE provides strategic AI advisory services and consulting offerings across multiple business segments to enable clients navigate their AI powered transformation, innovation & revival journey and accentuate their decision making and business performance.

AIQRATE works closely with Boards, CXOs and Senior leaders advising them on their Analytics to AI journey construct with the art of possible AI roadmap blended with a jumpstart approach to AI driven transformation with AI@scale centric strategy; AIQRATE also consults on embedding AI as core to business strategy within business processes & functions and augmenting the overall decision-making capabilities. Our bespoke AI advisory services focus on curating & designing building blocks of AI strategy, embed AI@scale interventions and create AI powered organizations.

AIQRATE's path breaking 50+ AI consulting frameworks, methodologies, primers, toolkits and playbooks crafted by seasoned and proven AI strategy advisors enable Indian & global enterprises, GCCs, Startups, SMBs, VC/PE firms, and Academic Institutions enhance business performance & ROI and accelerate decision making capability. AIQRATE also provide advisory support to Technology companies, business consulting firms, GCCs, AI pure play outfits on curating discerning AI capabilities, solutions along with differentiated GTM and market development strategies.

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