

# GENESIS™

Improve your top and bottom-line with AlaaS

Ready to build out your data analytics capabilities and create a stronger, more intelligent organization? Our artificial intelligence (AI) services enable you to go beyond routine automation and push the boundaries of what it means to be a smart business.

Businesses are sitting on copious amounts of data about their products, processes, and customers. They need ways to organize and utilize the data to turn it into usable, powerful information with predictive modeling powered by machine learning (ML).

BDO Digital Genesis™ is a BDO hosted, AI as a Service Platform (AlaaS) which provides clients a platform to quickly turn data into insights.

## How Genesis™ Works:

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COLLECT DATA



SECURELY ANALYZE  
DATA



PROVIDE ACTIONABLE  
INSIGHTS ON FUTURE DATA



DRIVE MORE ACCURATE  
BUSINESS DECISIONS

## Use Cases

Here are use cases of how clients can take advantage of Genesis™ to make better, data-driven decisions:

- ▶ Price your products to achieve optimal margin
- ▶ Forecast traffic volume of warehouse for resource planning
- ▶ Predict expected incoming patient volume and improve patient care by adequately staffing hospital floors
- ▶ Improve risk-adjusted profitability using risk-based lending
- ▶ Predictive occupancy to help determine real estate and available resource needs on an ongoing basis