BDO DIGITAL

IMPROVE YOUR TOP AND BOTTOM-LINE WITH BDO DIGITAL GENESIS

(AI AS A SERVICE PLATFORM)

BUSINESS ISSUE

Companies can make better decisions using AI. We can now predict if a customer is going to be late in paying their bills, the likelihood of a loan default or when to update prices in a retail store. The machine learning models behind these scenarios involve lots of resources and experimentation to find the right data and the right model.

However, the number of people who have the necessary skills to implement AI systems is far less than the demand for such skills. Limited resources can cause significant delays in implementing AI which leads to suboptimal decision making. From the data gathering and cleanup process to the development of various models, the reworking and configuration of the models can take an extensive amount of time.

An Artificial Intelligence (AI) platform can be the key to enabling small teams the ability to automate major portions of the AI implementation process as the use of AI and Machine Learning (ML) is becoming increasingly important in allowing mid-market companies to use advanced technology without a large team of data scientists.

Businesses are sitting on an unforeseen amount 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).

Here are questions businesses should be asking:

1

How can we better forecast in areas like sales, employee retention, and pricing?

2

How can we experiment with AI more quickly with limited data science resources?

3

Is there a tool available that would exponentially increase the efficiency of our data science team?

WHAT IS BDO DIGITAL GENESIS?

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

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

1. **Price your products to achieve optimal margin:** Businesses need to understand the price elasticity of a product for optimal sales. But the demand of a product depends not only on its price but various exogenous factors beyond our control (competition, category trends, macroeconomic factors, etc.) and where the product is in its lifecycle. For some products, you might be willing to take a lower margin in order to gain market share. Yet, for some other products that are towards the end of their lifecycle or trend, might be priced to extract as much margin as possible from declining sales.

   By leveraging BDO Digital Genesis™ AIaaS platform, you can use leading edge ML techniques to determine the optimal price of a product anywhere in its lifecycle to maximize sales or margin.

2. **Forecast traffic volume of warehouse for resource planning:** Having the right material and personnel in place at the right time has been one of the most challenging aspects of warehouse resource planning. BDO Digital Genesis™ enables your organization to accurately forecast traffic volume to improve resource planning. By leveraging Genesis' time series forecasting capabilities, your organization will understand the impact of seasonal demand and economic conditions on incoming volume. You will be better equipped to manage short term changes in demand and ensure warehouse managers can use its space, employees, and inventory effectively.

3. **Improve patient care by adequately staffing hospital floors by predicting expected incoming patient volume:** Most hospitals use historical averages to forecast expected number of incoming patients. Such forecasts are used to staff hospital floors for the coming day/week/month.

   BDO Digital Genesis™ time-series forecasting tools can help your organization by accurately forecasting expected number of incoming patients. Such models can quickly and accurately predict expected volume at a day or during a shift which can help hospital administrators adequately staff the shift, resulting in a streamlined process, reduced cost and improved profitability.

4. **Improve risk-adjusted profitability using risk-based lending:** One important factor in loan default is the risk originating from the interest rate charged on the loan. The higher the interest rate, the greater the likelihood of default.

   BDO Digital Genesis™ allows you to conduct scenario-analysis on each loan applicant based on the model to determine optimal characteristics of a given loan. For example, all else being equal, at what interest rate the likelihood of default for a loan increases enough to cause concern about a borrower's ability to pay back the loan. Such analysis can help you determine the optimal terms of the loan for optimal profitability.

5. **Predictive Occupancy:** With the rise in uncertainly due to the ongoing pandemic, employers are struggling to determine how to justify the recurring costs of owning or leasing and maintaining large office buildings. BDO Digital Genesis™ helps clients determine real estate needs an ongoing basis which, in turn will help proactively determine the best use of available resources.

How Genesis™ Works

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COLLECT DATA

SECURELY ANALYZE DATA

PROVIDE ACTIONABLE INSIGHTS ON FUTURE DATA

DRIVE MORE ACCURATE BUSINESS DECISIONS