

Data is the new OIL

Latin America's data and analytics market is expected to grow rapidly in the coming months and years. Businesses are starting to realize that they have a choice between embracing data-driven technologies or losing market share to those who do.

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The power of Data Analytics and Artificial Intelligence

- Optimize operations
- Reduce costs
- Increase sales
- Optimize cash flow
- Increase customer satisfaction
- Increase loyalty

Research shows companies that leverage data perform much better than their peers. MIT professor Erik Brynjolfsson found companies that embrace data-driven decision-making enjoy **5% to 6% higher output and productivity.**

While Forrester estimates data-driven businesses are growing at an average of more than **30% annually.**

According to recent research, **99% of blue-chip companies** are investing in deriving better insights from data about their customers and businesses. But only 24% have successfully created a data-driven organization, and **92% of them** cite people, business processes, and culture as their greatest challenges.

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It is estimated that in 2020 companies powered by Artificial Intelligence, took business away from their competitors worth **an estimated USD 1.2 trillion**

According to a Mckinsey study:

- Optimizing performance in the Oil Industry can bring benefits of **USD 200 billion a year**
- The return on investment in Analytics in the **Oil Industry is 30 to 50 times**
- The potential for increase in production based on Advanced Analytics is at least **3% to 5%**

**“ Data is the New Oil,
Analytics is the Refinery and
Intelligence is the gasoline
which drives Growth”**

@ Tiffani Bova

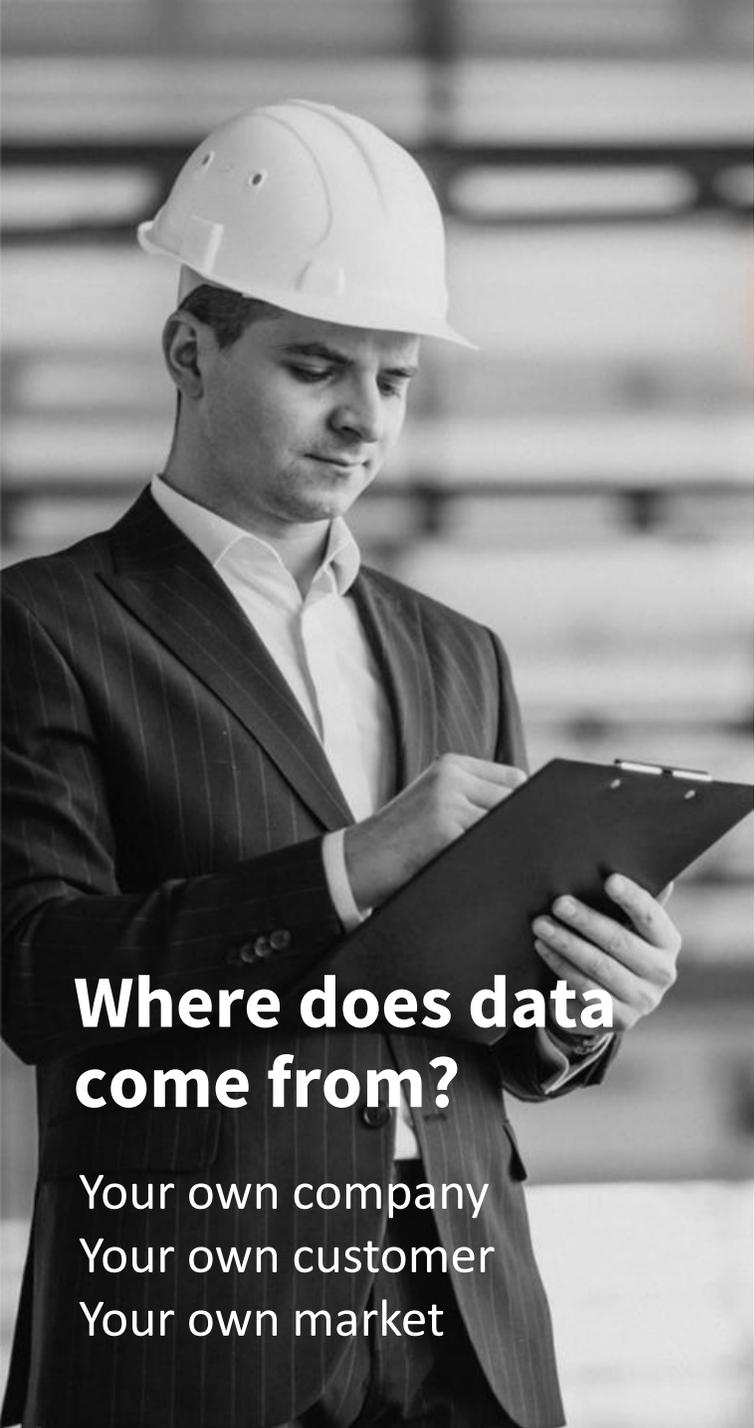


The good news is this “new oil” is available for every company to grab. LATAM companies just need to go for it!

Both oil and data need to be extracted from under the surface, transformed into valuable resources, and accessible to the right people at the right time.

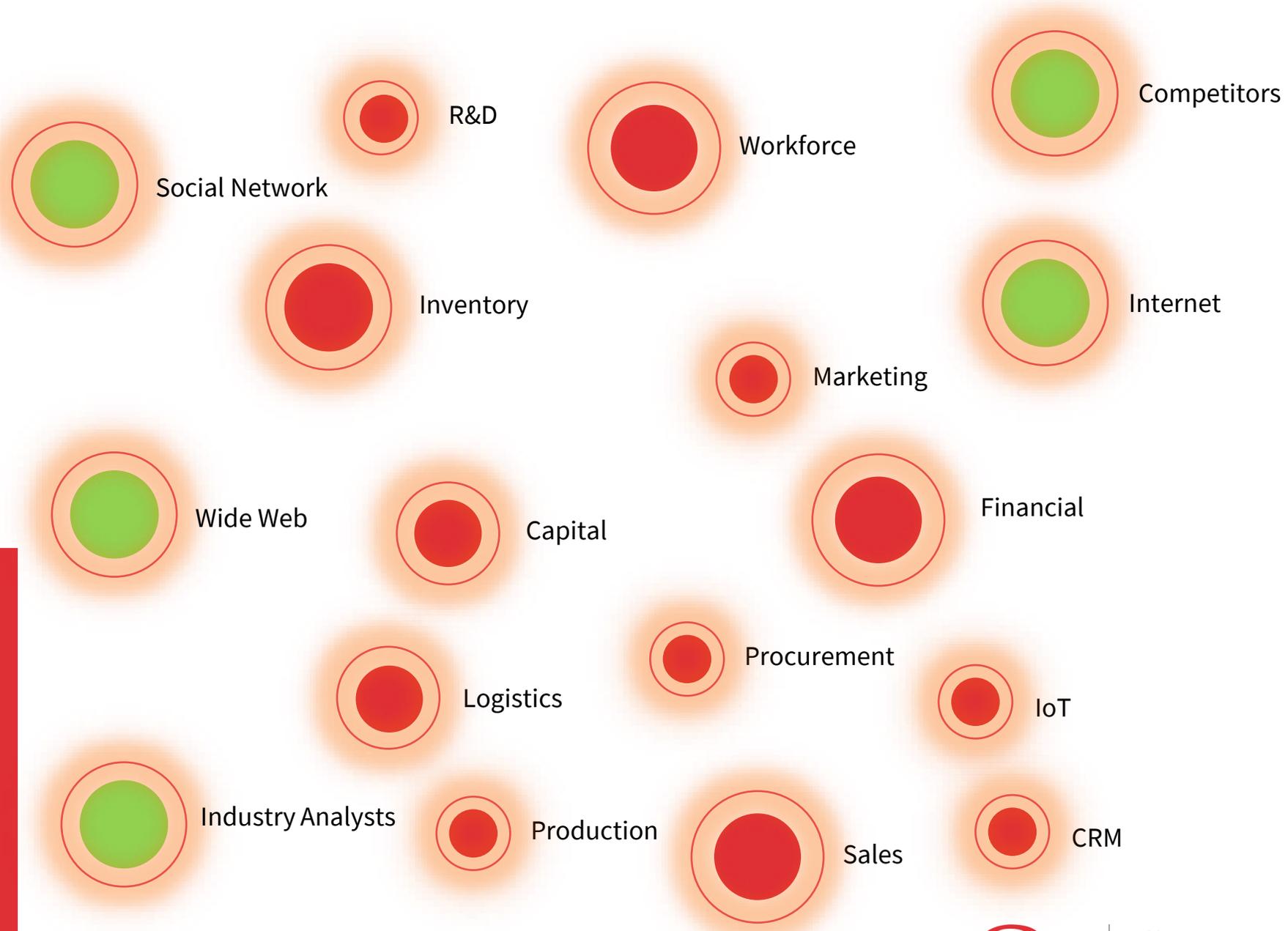
In both cases, technology enables these processes to run faster and better, with the help of Machine Learning and Artificial Intelligence, this happens at a crazy fast exponential rate, enabling companies to gain competitive advantages and accelerate growth.

While the available amounts of oil are shrinking, the available amounts of digital data are doubling approximately every three years globally.



Where does data come from?

- Your own company
- Your own customer
- Your own market



Companies that manage to capture a rich variety of data and are able to transform it in a format suitable for decision-making, have a huge advantage over companies that make decisions based on traditional reporting only

A few decades ago:

Excel revolution: decision making was based on a small set of fact tables that had to be nicely summarized and presented in a report produced by experts (still the tool used by many businesses today in LATAM).

The new interconnected world:

Global economic trends and markets, geo-political factors, supply chain events, consumer and customer behavior, etc.

Plus, an interconnected company:

Customer relationship management (CRM), industrial internet of things (IIoT), robotic process automation (RPA), and business process/workflow management (BPM) a whole new host of data streams becomes available. Machine Learning and Artificial Intelligence help interconnect and speed up everything.

Data management and data governance



Data preparation, algorithms to the rescue:

Huge volumes and a variety of data make it impossible for humans to find the information that is needed and transform it into a useful format. Algorithms help to:

- Detect patterns that are relevant for the decision process they need to support
- Correcting errors and gaps in the information (cleansing)
- Data harmonization and aggregation

Data Governance

- Data Lakes: designed to absorb large amounts of data of any format and automatically replicate it over a distributed network of servers. Even without making backups, the data in the data lake will remain available, without interruption, for decision support and other purposes (e.g. compliance).
- Challenges.
 - policies must be defined for managing the data quality, security, and data life cycle
 - tools are needed to apply those policies automatically

Monetize, and protect the data your company generates, as you would be dealing with oil; this includes continuously evolving towards better and cleaner energy (data), optimizing operations and cash flow!



From customer data to insights

Identify customer pain points and opportunities with easy-to-use advanced analytics.

Model

Predict.

Path

Understand customer journeys.

Workflow

Create operationalized processes.

Text and Voice

Discover patterns such as sentiments and trends in text and voice-based data.

Cluster

Classify customers based on common characteristics across numerous variables.

From insights to action

Actionable insights

Dynamic visualizations of customer insights and directly target customers for communications or campaigns.

Channel Orchestration

Build customer journeys, rank, score, and arbitrate offers, and orchestrate across channels.

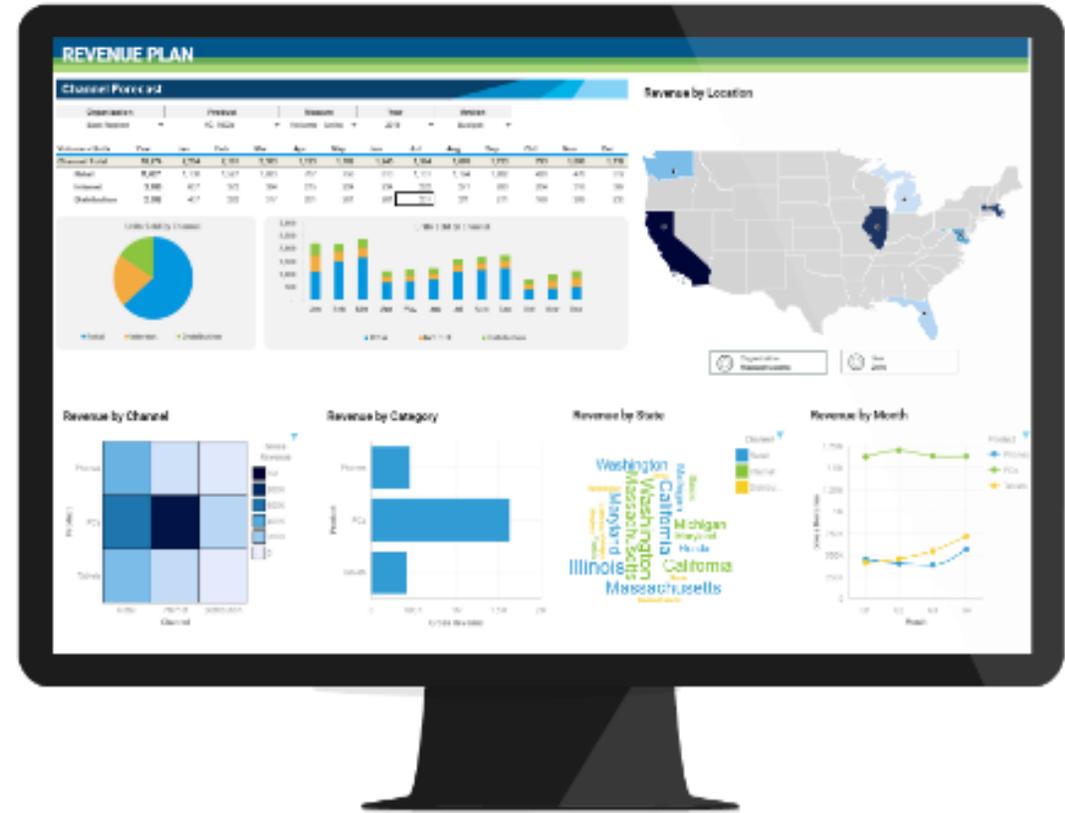
Real-time personalization

Capture in-the-moment activity data and apply AI and machine learning to recalculate models on the fly for real-time decisioning and personalization.



Data visualization and self service

Data accessible to enable users to make business decisions in real time. Give the power of data to all the right people at the right time in your organization!



Gold Business Partner



Best use cases for a business

- What are the problems we are trying to solve?
- What are the business questions we are trying to answer?



Product Innovation

- Segmentation
- Customization
- Optimization of the launch process
- Traceability
- Increase revenue
- Lifecycle optimization



Operational Excellence

- Unique truth of the data
- Process optimization
- Inventory control
- Supply Chain Optimization
- Cost control
- Real-time recommendations



Asset Optimization

- Improve performance
- Increase revenue
- Fine-tune processes
- Consolidate data
- Inventory control
- Real-time recommendations

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Customer Experience

- Retention and loyalty
- Understanding your customer's path
- Personalization in every interaction
- 360 Customer Vision



Human Resources and Financial Management

- Unique truth of the data
- Democratization of data
- Data self-service
- Automated reporting
- Performance evaluation
- Variable compensation



Risk Mitigation

- Identify vulnerabilities
- Protect
- Implement risk management models
- Fraud prevention



We are here to help companies in LATAM and the US, where do you need us to start?

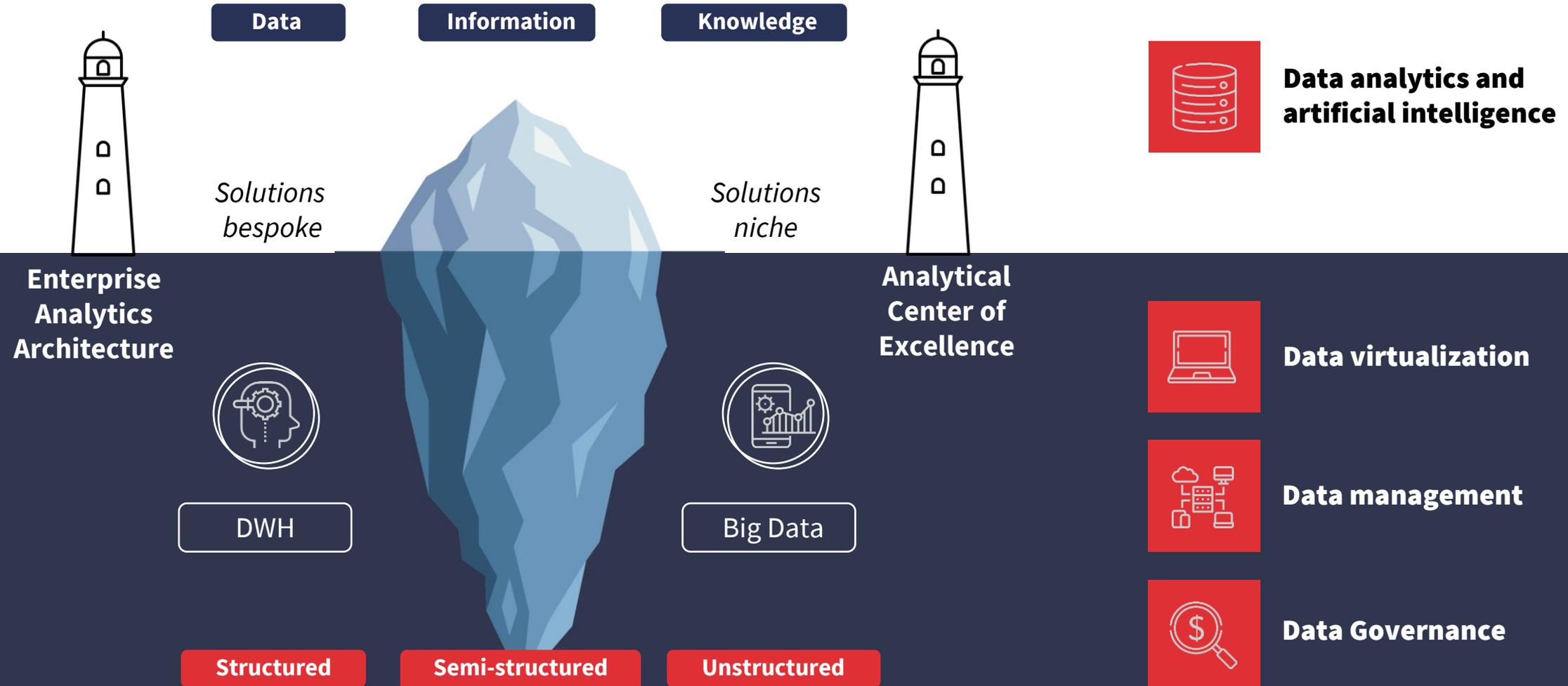
Accelerate Change and Prepare for the Next Disruption

Every industry has been affected, in some way, by the COVID-19 pandemic. However, these events have also accelerated positive change thanks to innovative technologies and new approaches to information. Data and analytics have never been more critical.

How can you drive rapid and effective improvements in your use of data?

- **Accelerating change** in data and analytics, leveraging innovations in AI, and efficient integration of more diverse data sources.
- **Operationalizing business value** through more effective XOps (data, machine learning, model, platform) and turning data and analytics into an integral part of the business.
- **Distribute everything** which requires data and insights to empower an even wider audience of people and objects.

THE WORLD OF DATA, ITS ANALYSIS AND EXPLOITATION



¿Who is Procalidad?

Colombian company with 32 years of experience in Analytics issues



+ 700 projects

Implemented in Analytics and Planning



+ 250.000 hours

In BI factory services,
On average 40,000 hours/year



+ 1.200.000 of hours

In implementation in Analytics and Planning

¿Who is Procalidad?



Team of more than 70 people, where 80% are Analytical Consulting Engineers



Understanding of Business issues from the vision of our Analytical Hub through Analytical Business Architecture



Providing

- Data Analytics projects and solutions
- Staffing
- Data factories with top-notch modern and agile methodologies
- Big data migrations to the cloud
- Use cases already developed in many industries that can be replicated
- Digital command center: IoT + network transmission + analytical models



Capabilities

Enterprise Analytics Architecture



Data Management and Integration



Planning and Optimization



Advanced Analytics - AI and Innovation



Technology Platform Management



BANCOLDEX
PROMUEVE EL DESARROLLO EMPRESARIAL

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CODENSA

Claro

Grupo
AVAL

Itaú

compensar

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CARACOL
TELEVISION

AXA
AXA COLPATRIA
reinventando / los seguros

Cerrejón
Minería responsable

ALKOSTO
HiperAhorro

ARGOS

Haceb

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Plan for anything, be ready for everything.



Scan to get started

