



PERFECT VIRTUAL AI

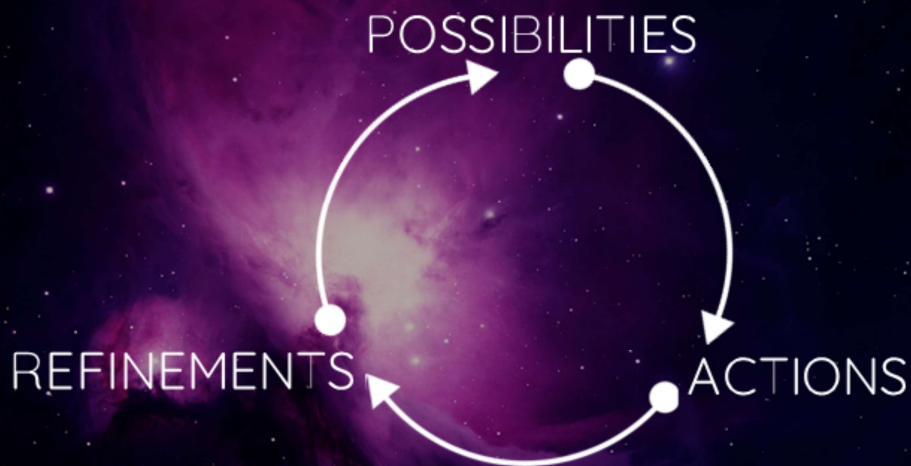
POWERED WITH AIBLE

At Perfect Virtual we work with decision makers using Data Led Decision Making frameworks and Advanced AI to deliver significant business efficiencies and increased profits.

Our bespoke consultancy approach and unique solutions enhance our clients operations, significantly increasing their sales whilst saving their money.

We believe the immense power of Data, Ai & Machine Learning should be available to all businesses.

Decision Making: Navigating Uncertainty



Decision Making in business can become quite complex. However at its core it is very simple. You have a number of possibilities, you take action based on those possibilities and then in theory you learn from those actions when you see the effects of them.

But in reality for most this “simple” process doesn’t happen.

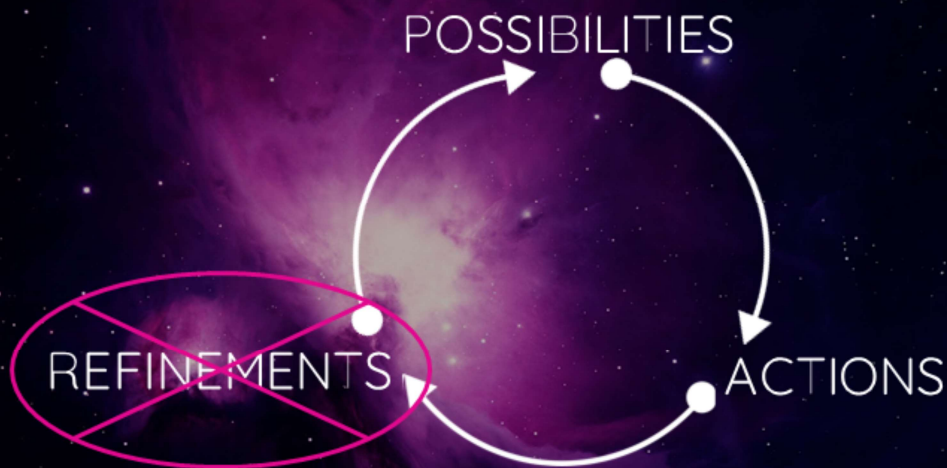
For some:

- The possibilities aren’t clear
- Taking that step from knowing the possibilities to taking action may take some time as they aren’t in a format that’s easily translatable into action.
- The simple process can get clogged up with those “steering committees”
- Lack of information/insights to hand to be able to make a decision then and there
- Decisions made on 2-3 month old data meaning the market has moved on
- There is so much to “do” but no way of really being able to prioritise it

effectively

No matter what size of business you are its easy to be caught up in the day to day leaving the framework or process you use to make decision in your business to go by the way side.

Decision Making: Navigating Uncertainty



And for the majority of business the step of learning from actions just doesn't happen. There is either no time to look back or no ability to know really how those actions have affected the business. But this step can help so many businesses with the way they operate and make them far more efficient to grow with scale.

How many of you have ever been in a business that has just grown way too quickly for their own capabilities?

It's a common occurrence with businesses and they always get to a point where they have grown to a certain level and things start falling over. So because of that they have to spend months even years getting the systems in place to help manage their current situation.

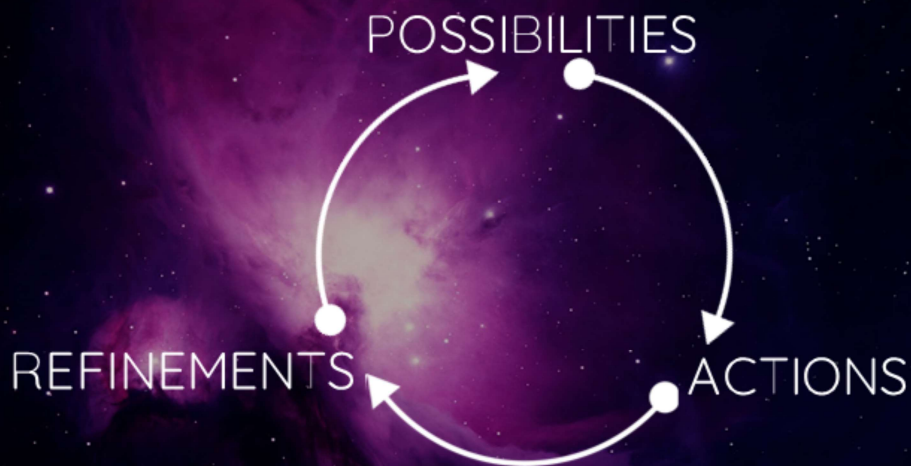
Now that's alright if they are happy with their size but the majority of those actions again are just their to fix the problems they have right then and there.

Or who has ever thought that if I get this tool we can analyse the business and be able to automatically turn that knowledge to make decision making better. I call this magic tool syndrome and businesses of all sizes get drawn in. The likes of Credit Suisse, UBS and plenty of the big players have all the tools you could ever wish for. Yet trying to make a decision takes so much time. Its like trying to turn an oil tanker with 50 other people turning it in all manner of directions.

How about just being so busy all the time without the time to stop and take stock to plan our your next moves. You just don't have the systems of framework to be able to have that information and data to be able to look back quickly enough to help plan out the future.

And how many of those steering committees have your spent hours of your time in just to go over old ground month on month with no visible direction of travel

Decision Making: Data Led Decision Making



So how do you get to be able to simplify your decision making?

Data Led Decision making helps to enable the simple decision making process while making it lean and efficient.

It ensures you have the everything at your finger tips to make well informed accurate decisions and also allowing you to see how well those decisions have worked.

Every framework is different as it is specific to a business and the way they operate.

What is data led decision making?

Data led decision making is all about ensuring you have all the data and insights to use alongside your unique experiences to inform decisions. Your decisions are not solely based on your data but giving you everything you need to apply your unique experience

Using the data led decision making framework you focus on your business strategy, targets and goals ensuring you have all the data and insights that help you see how well you are doing against them. Seeing quickly and effectively how the status quo is now and how your decisions have impacted that.

Data Led Decision Making: Key Pillars



Now when it comes to Data Led Decision Making there are some key pillars to make it a success.

It's not just a matter of getting this tool or that tool and all your problems are solved. No, that's where many businesses fail in trying to become data led.

Countless businesses have tried it like that and failed in their pursuit of becoming truly data led.

So what are these pillars?

It starts with your strategy, goals and targets. Having an in-depth understanding of these sets you on the right path for this.

You then need the infrastructure and data that relates directly to your strategy, goals and targets. Now this can sound big and scary but it doesn't have to be. But it is a crucial pillar if you want to become data led as it sets you up for success and also sets you up to be able to scale as you grow no matter what speed.

Alongside the Infrastructure you need the right insights. So with the knowledge of your strategy and having the right infrastructure in place for your data you can easily get to the real-time data you need to create the insights that help to inform your decisions. But you also need to know the best way to visualise these insights as you don't want visuals that need you to look deeper into to get the insights.

The final two pillars are directly linked. First being taking action it's all good and well

getting these actionable insights but if you don't take action on them then what really is the point? But alongside this you need to enable your business to take action so there is a shift in culture for your business to enable all of your teams to take action. As they will all have the actionable insights at hand then you know they will be taking informed action so everyone will be able to see how they have impacted the business with their actions.

These 2 pillars have 2 effects in that you are taking action to progress the business against your strategy and goals. But it also shows all of your employees how they impact the business whether they are from the IT support team, the customer service operators or sales guys. Each one will be able to understand how their role impacts the different departments and the business as a whole. And so enabling a much more refined way to empower and motivate your teams.



You may have noticed that I haven't mentioned anything about AI yet.

And there is good reason for this.

You see AI is a tool that enables greater levels of efficiency and speed with our framework. AI on its own will not deliver what you need.

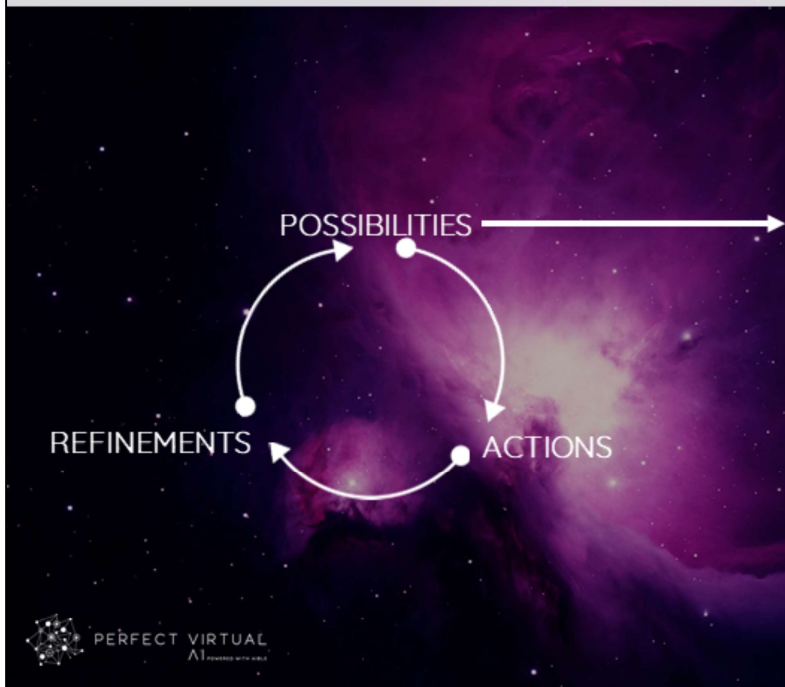
With our AI we have specifically targeted something that laser focuses on the businesses strategy, targets or goals and so optimises those targets and goals rather than focusing directly on accuracy and hence avoiding becoming too conservative.

So with our Key pillars we enable you to get the most out of using the AI

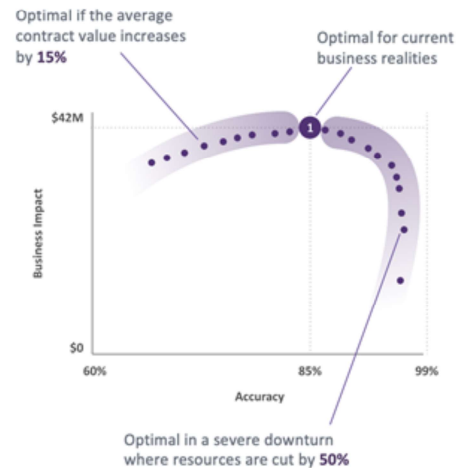
It means scaling your business becomes easier

But how does that work?

Navigating Uncertainty Rapidly & At Scale



Consider many possibilities to take decisions quickly



Through the use of Automatic machine learning our AI can look at a range of possibilities and pick the most optimal models to follow based on the constraints you may have in your business.

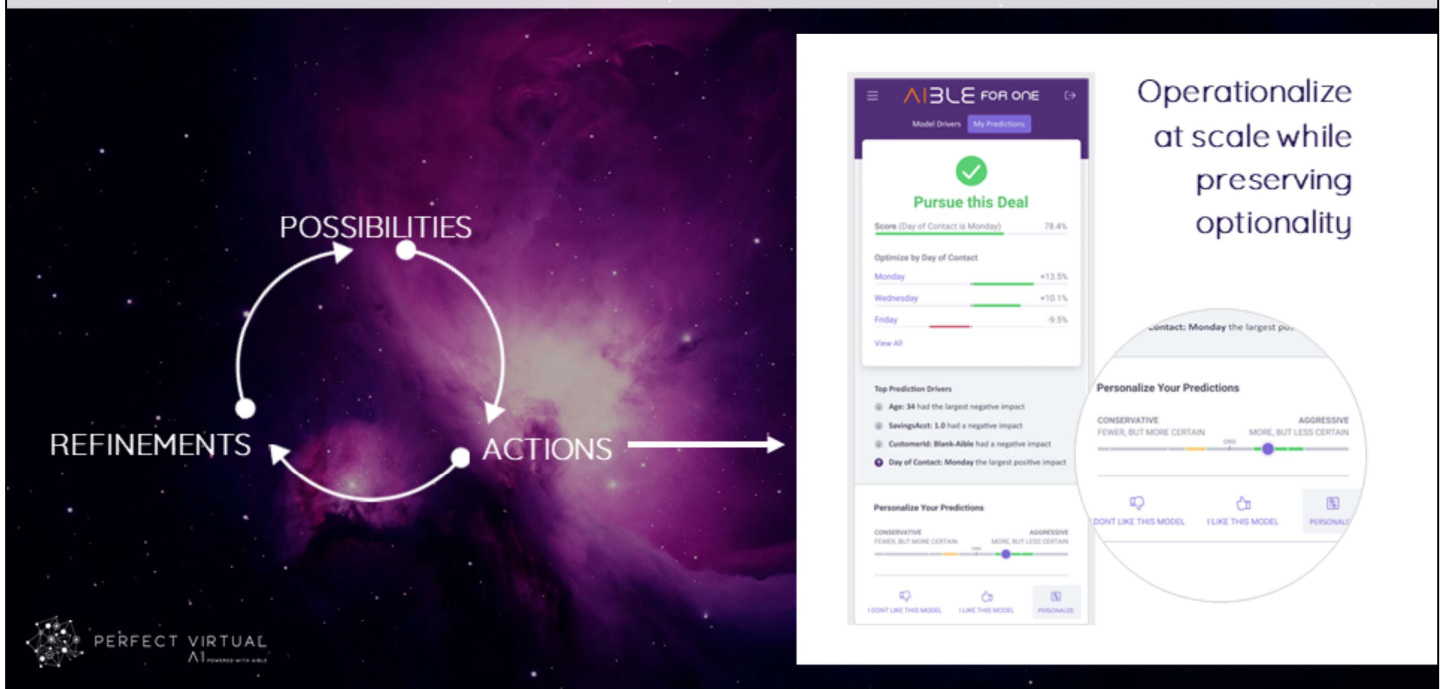
So considering the budgets you have, the resources you have and any other outside impacts say like a pandemic

By looking at all the models in a manner of seconds the AI is able to give you the efficient frontier of opportunities while not becoming overly conservative to harm business outcomes.

So by having the 5 pillars in place adding the ability to identify opportunities in seconds ramps up your decision making to be even more efficient and lean.

And all while not needing a massive team of data scientists who don't quite understand how the business works or needs to work

Navigating Uncertainty Rapidly & At Scale



Having gone through all the models and the constraints you have its then all about taking action

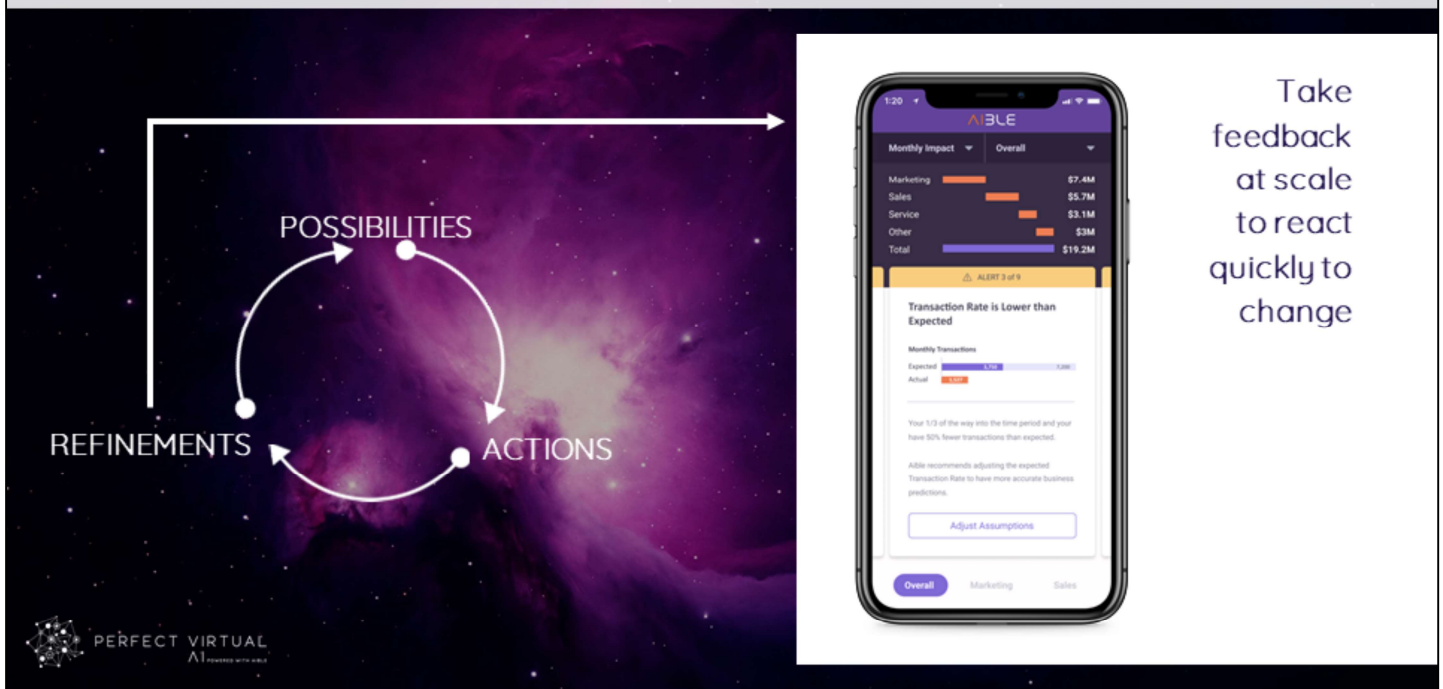
Due to the way it is setup we can easily surface the recommended actions for your team to take.

For instance if you are looking to optimise the leads your team focuses on the model will take into account the resources you have, learning what type of client is going to convert and picking the best selection of leads to focus on to optimise the amount of revenue made.

Through the API we are then able to showcase to the team which ones they should each focus on. But understanding each team member may have a preferred way of operating. Some may like more calls others may be really good at converting the big fish. And so they are able to adjust it to their own preferences. Lets be more risk averse and do way more smaller leads or lets be risky and just focus on those big fish.

Optimising the way you operate is not a one size fit all method. The way your teams work is unique and each individual has a way that works best for them. So take advantage of that but give them everything they need to be well informed and be able to achieve the results you want from them.

Navigating Uncertainty Rapidly & At Scale



And now one of the most important steps of all when it comes to the decision making process.

Understanding how well the model has worked.

Let us use the example of the Sales team again

Now the understanding happens in 2 ways

First when a lead is converted or not converted the infrastructure you have in place will be able to have that data to be reintroduced to the model to again learn the outcomes

However the individual also can provide feedback direct to the model to state how well it has worked for them and so the AI can learn in two ways

So the AI becomes smarter and smarter as time goes on.

As your business grows so do the models in learning what your business needs, as your resources increase or decrease or shocks to the market happen learning all the time from your data and your people

AI FABRIC FOR MANUFACTURING

Manufacturers have long embraced automation to reduce cost, improve productivity, and deliver high-quality products and services. Artificial intelligence is rapidly being adopted by manufacturers as the next evolution of automation and is already opening up new opportunities. Manufacturing leaders and early adopters are already applying AI to build and grow customer relationships, improve operational efficiency, and reduce fraud, resulting in increased revenue, reduced cost, and mitigated risk.

Key use cases include material expedites, fraud detection, fleet management, and predictive maintenance. Our AI goes beyond static predictions by empowering manufacturers to optimize their limited resources and anticipate change across headquarters, production plants, distribution centers, and stores to maximize the bottom line and deploy optimal strategies in turbulent times. Our AI delivers sustained impact by balancing the cost-benefit tradeoffs and resourcing constraints unique to the business, enabling manufacturers to prepare for multiple business scenarios.



AI FABRIC FOR MANUFACTURING



HEADQUARTERS

INVENTORY EXPEDITES

Decide when to expedite inventory shipments in order to balance carrying costs vs revenue opportunities

CHURN REDUCTION

Determine which customers are likely to churn and target them with the right tactics to maximize lifetime value at the lowest possible cost

OPTIMIZING MARKETING PROMOTIONS

Gauge propensity to purchase and target customers or prospects with offers to maximize profit across acquisition, renewals and upsell

LEAD OPTIMIZATION

Allocate leads to inside sales teams that are rapidly expanding in size due to COVID, across different product lines and sales groups, such that they maximize profits

OPTIMIZE ASSET UTILIZATION

Boost productivity by optimizing costs and usage across software and hardware assets

PREDICT LATE PAYMENT

Predict which outstanding payments will be paid late by customers

WARRANTY FRAUD

Predict which warranty claims are most likely fraudulent based on claim characteristics



PRODUCTION PLANTS

PRODUCT DEFECTS

Predict which manufactured parts would fail quality control

PARTS SHORTAGE

Predict part shortages or late shipments in a supply chain network so that businesses can prepare for foreseeable delays and take data-driven corrective action

PREDICTIVE MAINTENANCE

Using equipment sensor data, train a model to identify signals associated with an impending equipment failure so that preventative action can be taken



DISTRIBUTION CENTERS

FLEET MANAGEMENT

Predict TCO with breakdown across cost per mile and preventative maintenance

WAREHOUSE STAFFING OPTIMIZATION

Predict appropriate staffing levels to adequately service demand and OTIF



STORES

REDUCE AVOIDABLE RETURNS

Predict which products will be returned and conduct a root cause analysis to prevent avoidable returns

TOP USE CASES



Sales Optimization



Marketing Optimization



Supply Chain Optimization



Some of the top use cases used at the moment are:

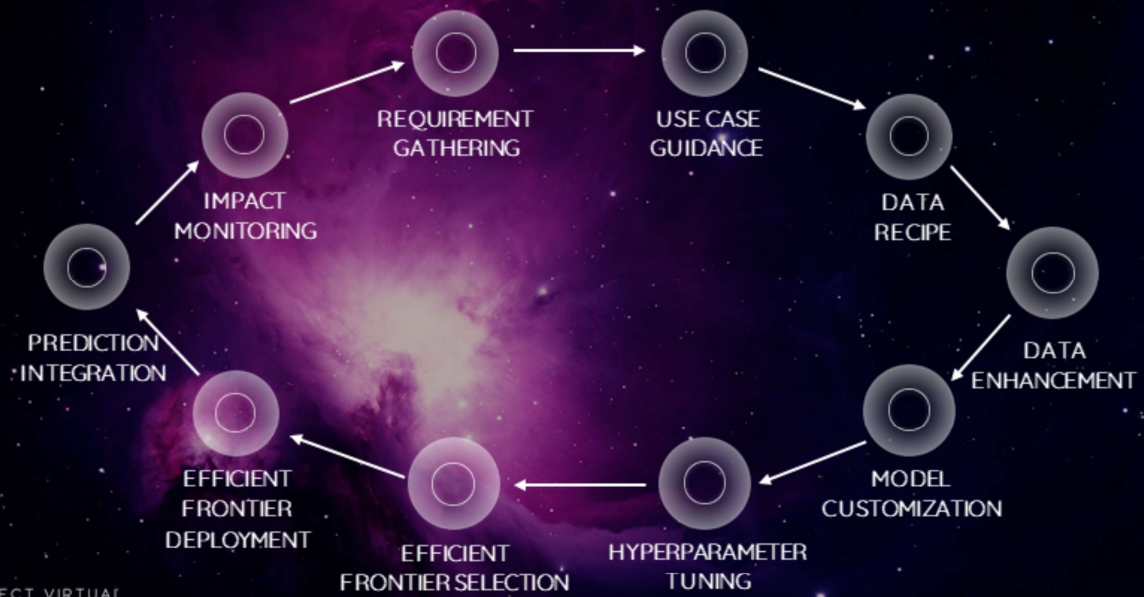
Sales Optimisation – making the most out of your sales resources to bring in the most amount of Revenue as possible

Marketing Optimisation – optimising the amount of lead you have coming into the business and ensuring they are “good” leads

Supply Chain Optimisation – Identify issues in the supply chain before they happen, make sure you have the resources you need for production so you don’t have any lag in production.

Automating AI End-to-End

From Requirements to Impact Monitoring



Take the Challenge: Our Engagement Process



We work differently to most consultancies

As every business is different we want to ensure what we provide is bespoke and matches exactly what you need

Because of that we can't just say we will spend x amount of days with you as that would be disingenuous.

As such our engagement process is first a "proof of value" phase.

We will assess your full business requirements, prove to you the value and make sure we completely understand your business inside and out from your operations all the way to your tech infrastructure.

And once we have done this we will provide you with how we can move forward with our engagement

Our Engagement Process

Long Term Engagement



Our Proof of Value Phase is usually a 2 month period where we determine exactly what your business requirements are:

- What your strategy, targets and goals are
- How you make decisions at all levels of your business right now
- What infrastructure you have in place right now
- What insights you have and where the data is to link to your strategy, targets and goals
- How often your data is updated

This is only a subset of all the requirements gathering we do so that we can ensure we can provide you with a full bespoke scope of work for you.

We want to make sure you are self reliant once we leave our business model is not about embedding ourselves within your business its empowering you as a business to grow and scale through our data led framework.

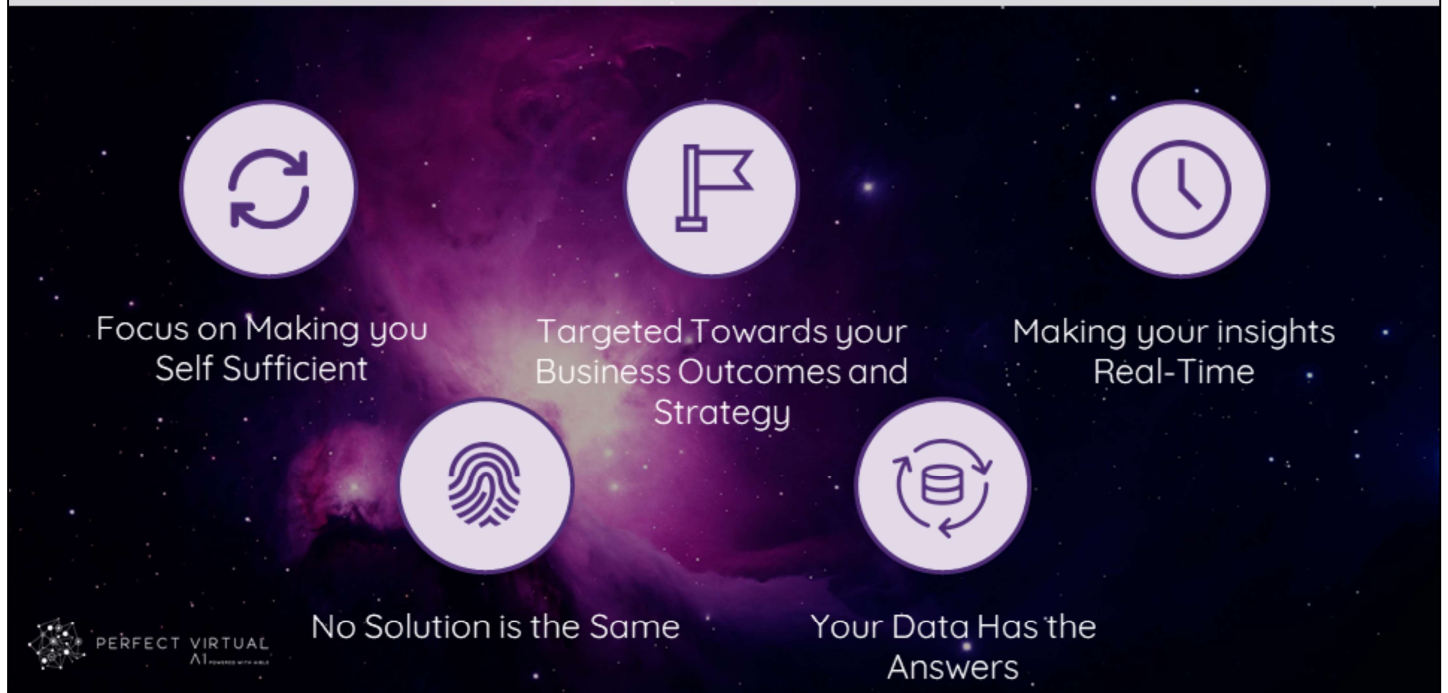
Alongside our requirements gathering we will also be able to deliver 1 specific use case with the AI to showcase what value it can bring to your business in conjunction with our framework.

At the end of our proof of value phase we will be able to show you what value we can bring to your business

We will then bring to you our long term engagement plan where you will have the option of either choosing:

- a full implementation where we embed the framework and AI into your business
- Our Service model where we manage the insights and AI models for you so you don't need to build our a data science and insight team

OUR BESPOKE APPROACH



With our bespoke approach we ensure the solution we provide is exactly what you need.

This is not some new tech product or tool that is here to replace your current tech stack and its not here to make decisions for you.

You expertise in your business is still what makes you already a success

Our approach puts you firmly in control of the decision making process without having the pain of things like sitting through hour long steering committees with little to no action

We get some people say they don't have their data ready to be doing what we are doing here

But this is what we do it doesn't matter where you are on your journey with data we laser focus you and your business making sure you have the data and insights in realtime working with you to set it up right the first time rather than storing problems for the future and letting your competitors get ahead.

Giving you:

- the right infrastructure for you
- The right tools for you
- The right insights for you
- And the right models for you



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