



**Transformation,
technology,
talent.**

**DATA
ANALYTICS & AI**



Altia

Digital Company with a global vision

Ofreciendo desde 1994, servicios de consultoría, desarrollos integrales y soluciones avanzadas de tecnología.



2.000+

People



800+

Global
Clients



26

Years of
experience



115'7

Mn€ / Income 2019

Altia + Noesis

Altia has been listed on the Mercado Alternativo Bursátil (MaB) in the growing companies segment since 2010.



20

Locations



3

Data
Centers



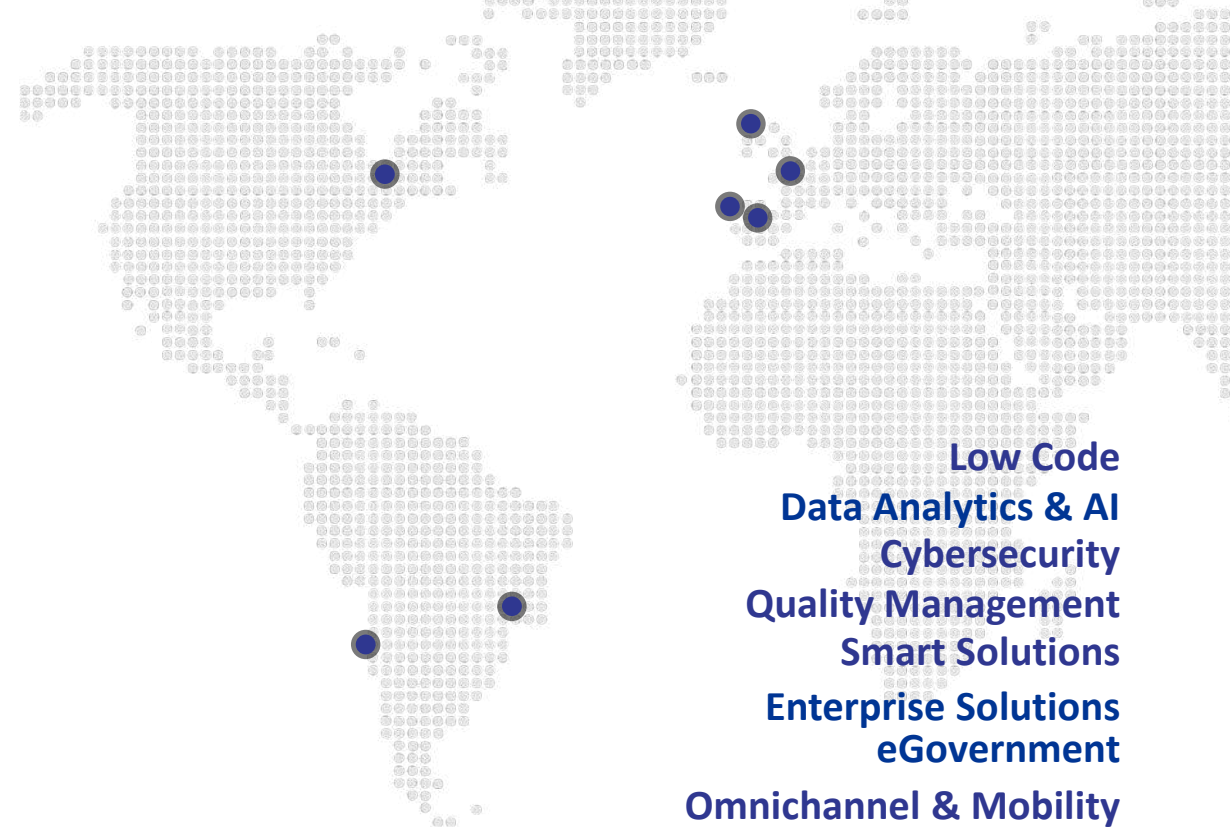
7

Countries

2019

Acquisition of **Noesis**
and its knowledge & experience

Strengthened portfolio



Low Code

Data Analytics & AI

Cybersecurity

Quality Management

Smart Solutions

Enterprise Solutions

eGovernment

Omnichannel & Mobility

eCommerce

Infrastructure Solutions

Datacenter & Cloud Services

Hardware & software

altia

Transformation,
technology,
talent.

SUMMARY

Data Analytics & AI

- Business Challenges
- Business Solutions
- #1 Data Partners
- Differentiated approach
- Clients & case studies



DATA ANALYTICS & AI



Business Challenges

Nowadays, organisations are feeling pressured to have new and diverse data sources, to **process big amounts of data in real time and analyse it directly by finding patterns and trends to respond to the market's needs**. Monetisation of data from and about products, customers, and markets is a core part of the enterprises' business strategy and a significant source of revenue and competitive strength.

Here are some data market predictions:

By **2018**, over **50% of Large Enterprises** will be generating **Data-as-a-Service (DaaS)** revenue from the sale of raw data, derived metrics, insights and recommendations

By **2019**, 35% of product providers will create specific teams to **directly address the consumer** and enhance their shopping experience with the long-term goal of reaching consumers

In **2020**, the investment will be focused on the use of ecosystem platforms and the **value of data**



By **2020**, 15% of basic decisions related with customer experience will be done by an algorithm and **50% of the clients will have already experienced customer support based on AI**

By **2021**, **50%+ of new applications will have built-in AI**, 50%+ of consumers will interact with some kind of bot, and 40%+ of digital transformation initiatives will involve AI resources in 2020

By **2021**, 25% of large enterprises will have supplemented internal and external data scientists with **data ethnographers** to provide contextual interpretations of data that uncover people's emotions, stories, and perceptions of their world

Source: IDC, Gartner, 2018

Extracting value from your data

According to your **data maturity**, we can implement a data strategy to **transform your complex data into clear and actionable insights**.

Your data may allow you to:



Monitor capital investments

Using big data to understand if your capital allocation is made in a consistent, transparent and optimal way across all assets and if they are aligned with your business's strategic goals.



Achieve optimal asset efficiency

By using your data insights, you can detect issues and their depth root by analysing failure, processes and assets trends and historical behaviour.



Predict what your target wants

With the amount of data that you gather every day, you can use data to understand the demand of content for a given age group on different given channels.



Schedule optimisation

By using insights from Big Data, you will be able to understand when customers are most likely to view content and what devices will be used.



Monetise content and develop new products

Big data can also help in additional revenue generation by revealing the true market value of the generated content.

Data Analytics & AI

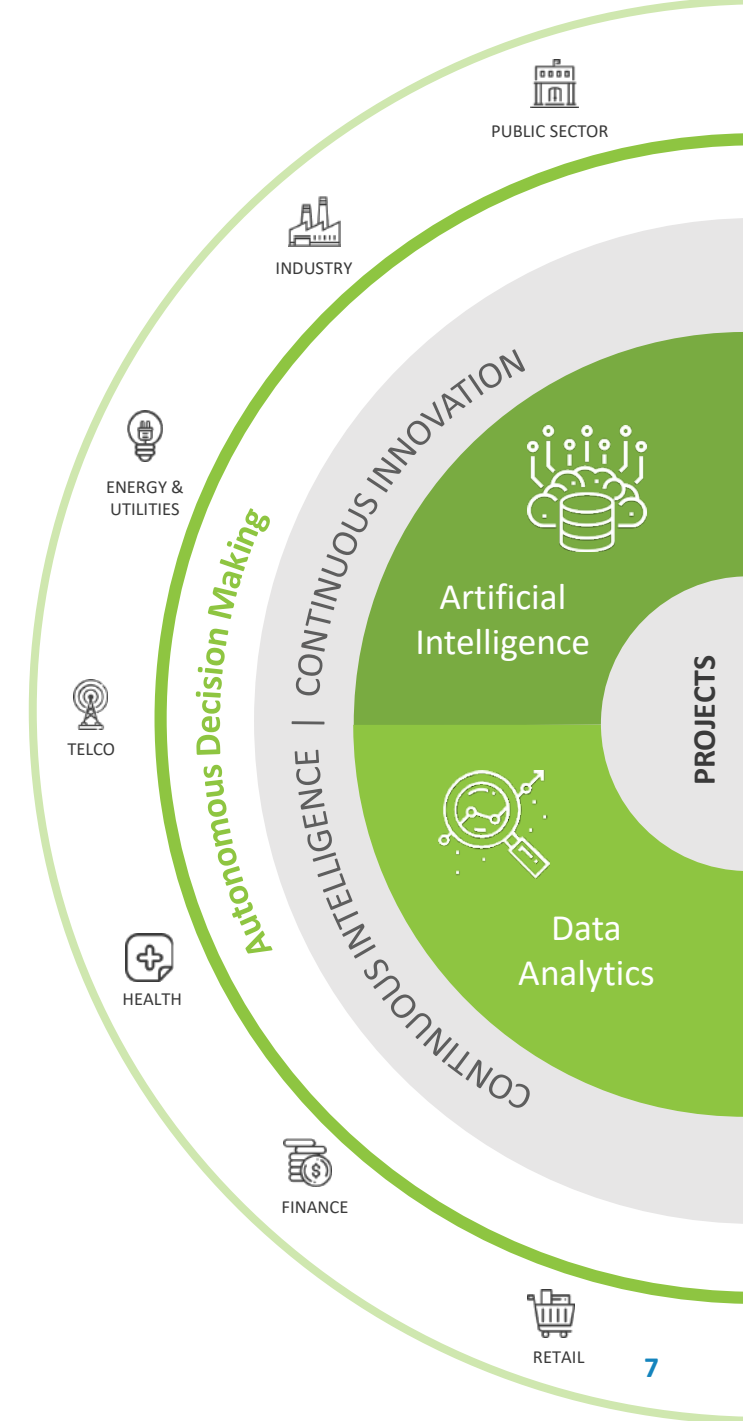
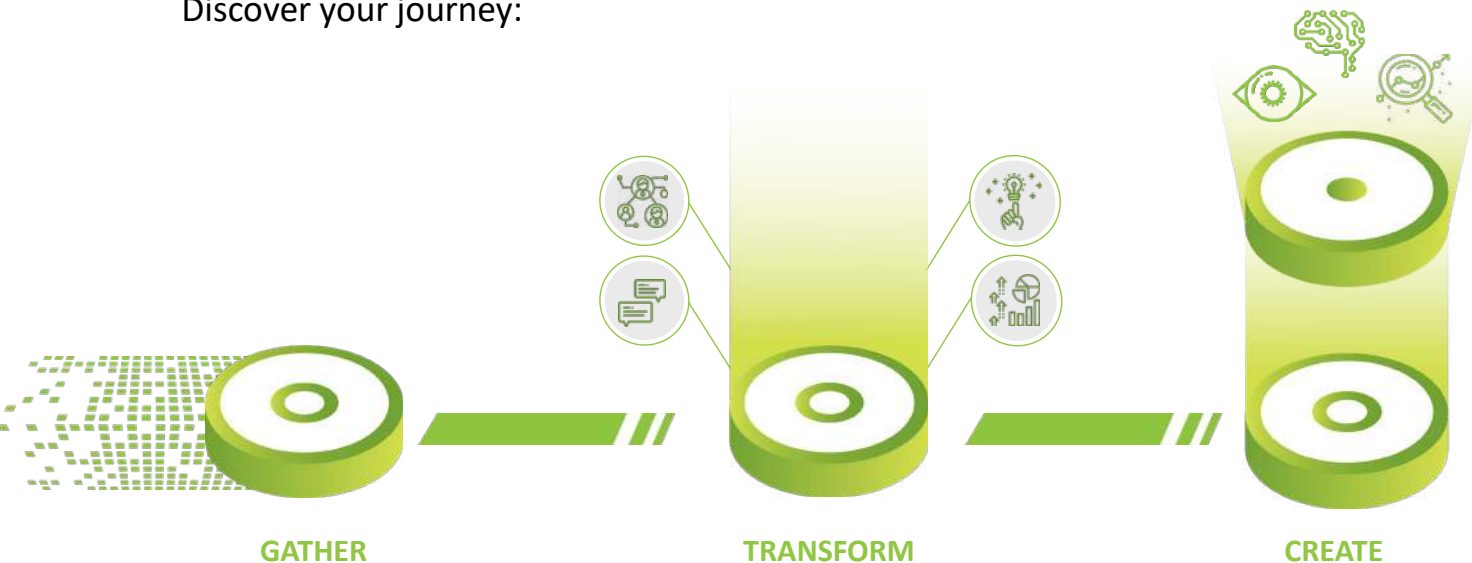
Transform your data into decisions

Data has become one of the most important organisational assets, and we want our clients to be prepared to face the market demands.

Every organisation has a **different data maturity** and Noesis makes an effort to rapidly build, train, and deploy machine learning models to create intelligence enterprises in partnership with our clients.

From **Advanced Analytics, Data Preparation, Data Discovery, Data Visualisation, Big Data Architecture or Machine Learning Models**, you can find hidden value in dark data.

Discover your journey:



Data Analytics & AI

The #1 partners for data transformation

Noesis, an Altia company, offers objective and sustainable solutions for specific problems, adapting to real-world industries.

With the drive of **expanding our client's data value**, Noesis develops solutions based on leader platforms as:



40+
Specialised Consultants



Qlik Luminary
Expertise



60
Current Clients

FORRESTER®

Leader in Big Data Hadoop
Distributions Report
QlikQ

Gartner®

Leader in Business Intelligence for
the 9th consecutive year
QlikQ

Use information to unlock your growth

Noesis' Data Analytics & AI area believes data can improve society and organizational processes and decision efficiency. Looking into the near future, the way we interact, communicate and make purchases will change immensely – some changes are visible already, so organisations need to be prepared.



Scaling content at speed

Modernise your architecture to **take advantage of a schema-less data-lake approach** that rapidly adjusts to changing business requirements.

Capitalise your team with the ability to capture, process and deliver the amount of data generated in a second that allows **for real-time analysis and interactions**.

Client Journey

Build a Big Data Architecture

Gather events ingestion



GATHER



Predictive Maintenance



Blue Collar Analytics



Segmentation & Data Integration



Advanced Data Analytics



TRANSFORM

OPTIMISATION



Supply Chain Optimisation



Customer 360°



Data driven products

EFFECTS

Logistics

Targeted Marketing

User Satisfaction

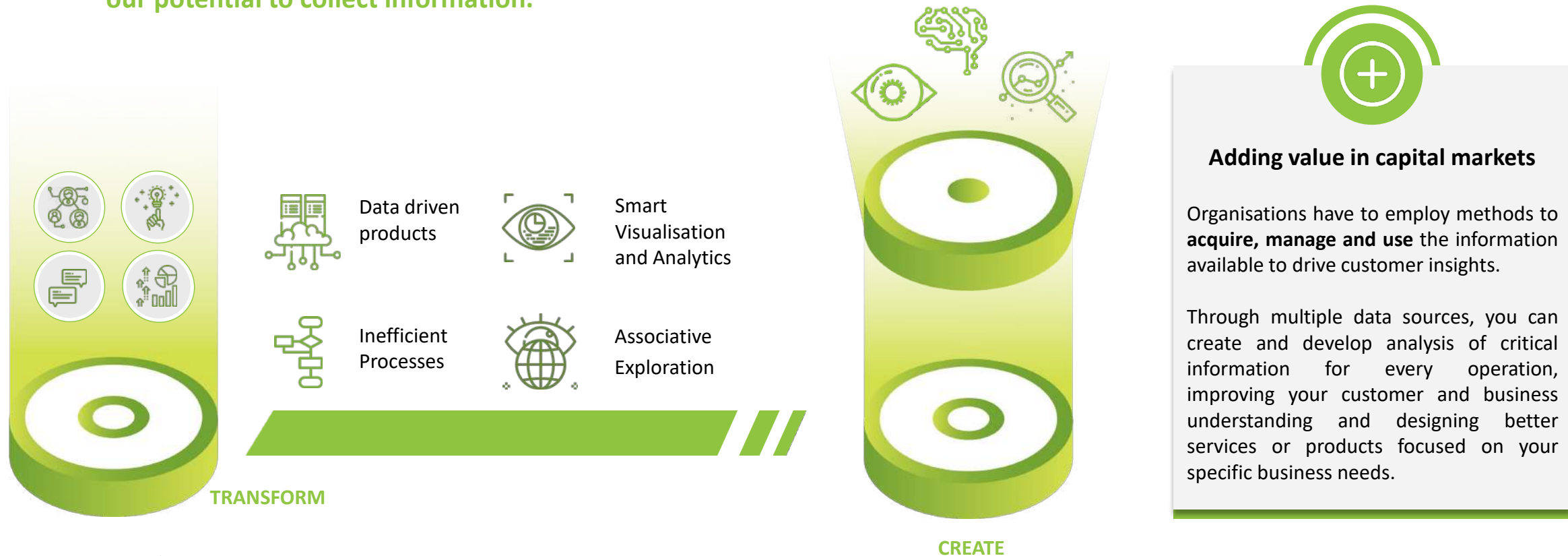
Recommendation systems

Performance

User Experience

Increase your speed of thought by drawing real value from your data

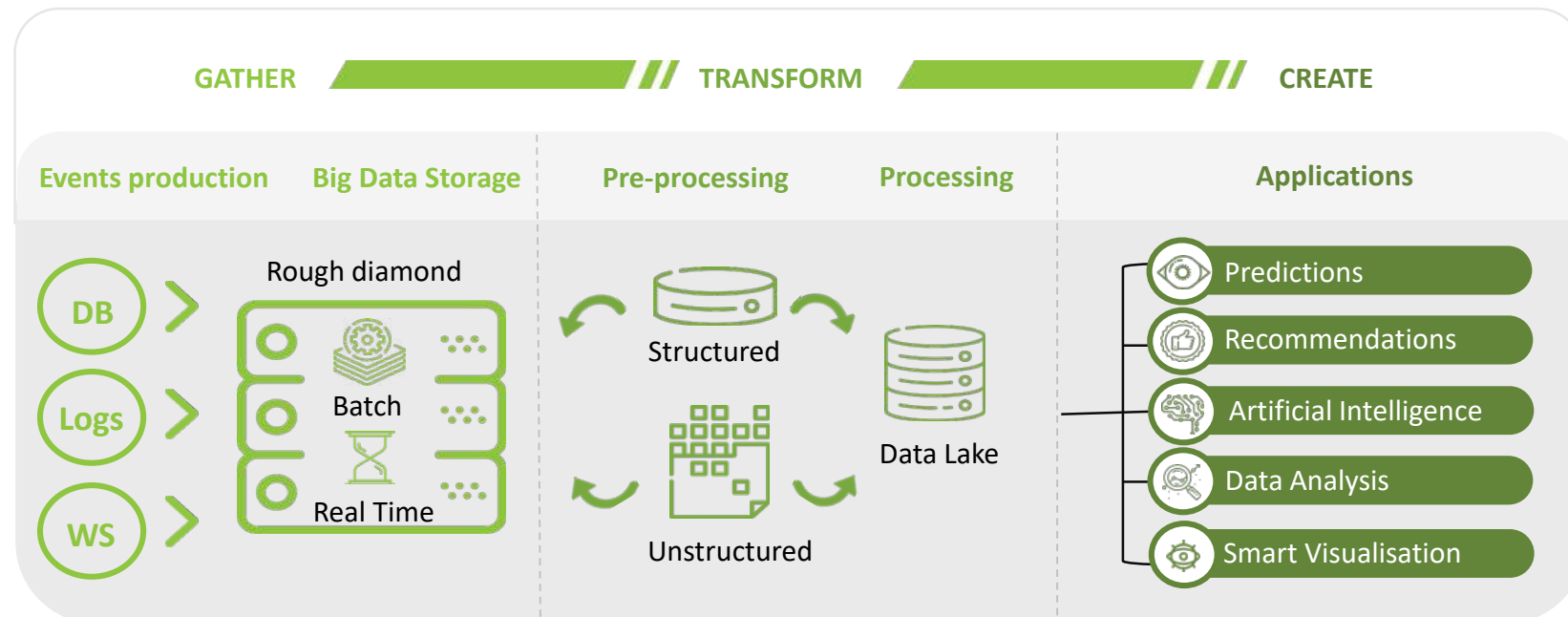
Everything we do generates millions of pieces of data: from using our smartphones or computers, to access the internet, to walking on the street and having images captured. As big an amount as it may seem, **we are only using 5 to 10% of our potential to collect information.**



Create your own data journey

Organisations need to storage and process large sets of structured and unstructured data and target their use for each business area: from predicting sales to identifying equipment anomalies. With cost effective methodologies, you can make **your data useful and profitable**. Adding a powerful visualization to democratise the access to information and decision making, relying on user experience and powerful data analysis capabilities.

You can **create your own data journey** and set your investment according to your business goals:



We develop solutions for an integrated view of information

The combination of three dimensions: **solution**, **methodologies** and **skills** has driven our team to develop solutions with a **time to market** of weeks.

Integration, **monitoring**, **speed** and a better **user experience** are a few of the benefits that our insights product catalogue offers:



insightsHR
SOLUTIONS BY NOESIS

insightsSAPB1
SOLUTIONS BY NOESIS

insightsPMV
SOLUTIONS BY NOESIS

insightsTELCO
SOLUTIONS BY NOESIS

insightsNAV
SOLUTIONS BY NOESIS

insightsCASH
SOLUTIONS BY NOESIS



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