

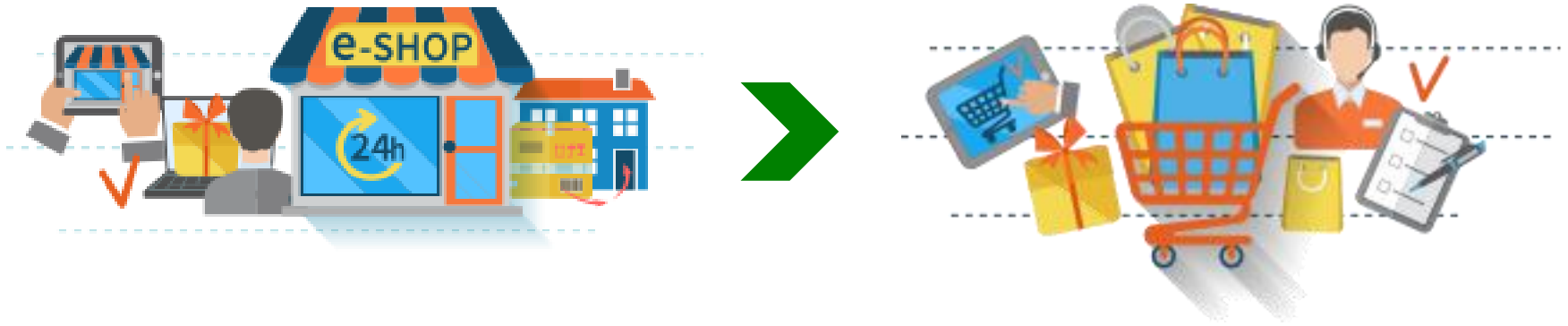


Experience Insights

Company Overview 2016

Driving Digital Excellence

Market Situation



A great online experience can make a difference between success and revenue short-comings.

Current day analytics are complex, and require expensive data analysts to manage. Identifying areas of improvement takes more than smart analytics.

Pain Points

- Companies whose digital marketing strategy drives having an e-commerce capability spend a lot of effort and money in trying to understand consumer digital experiences (DX) that inform them how to improve profitability and ROI. This impacts productivity because they must
 - grapple with high checkout abandonment rates
 - struggle with low conversion of consumers to customers
 - struggle with low customer retention and engagement and high customer support costs.
- Existing web analytics encourage subjective approaches to understanding consumer DX which lack the accuracy, consistency and objectivity to link the consumer DX to meaningful outcomes like profitability or ROI.

The DXI Overview

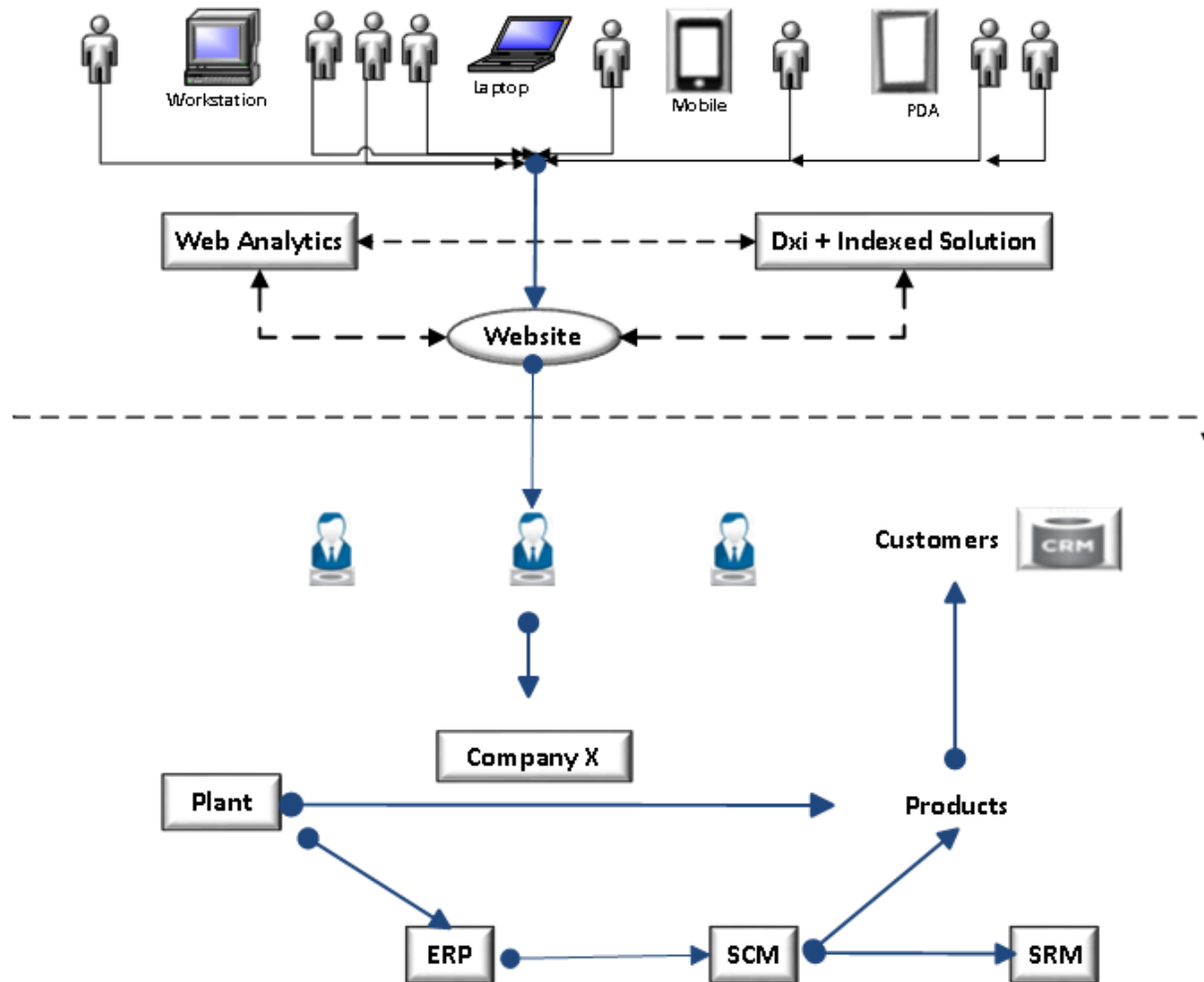


DXi is our digital marketing solution which creates a DX index (DXi); a GLOBAL Benchmark Index to quantify and enhance Consumer DX Satisfaction. This gives us the capability to provide consumer insights and business KPI's and provide recommendations to increase sales conversions, engagements, retentions and decrease costs.

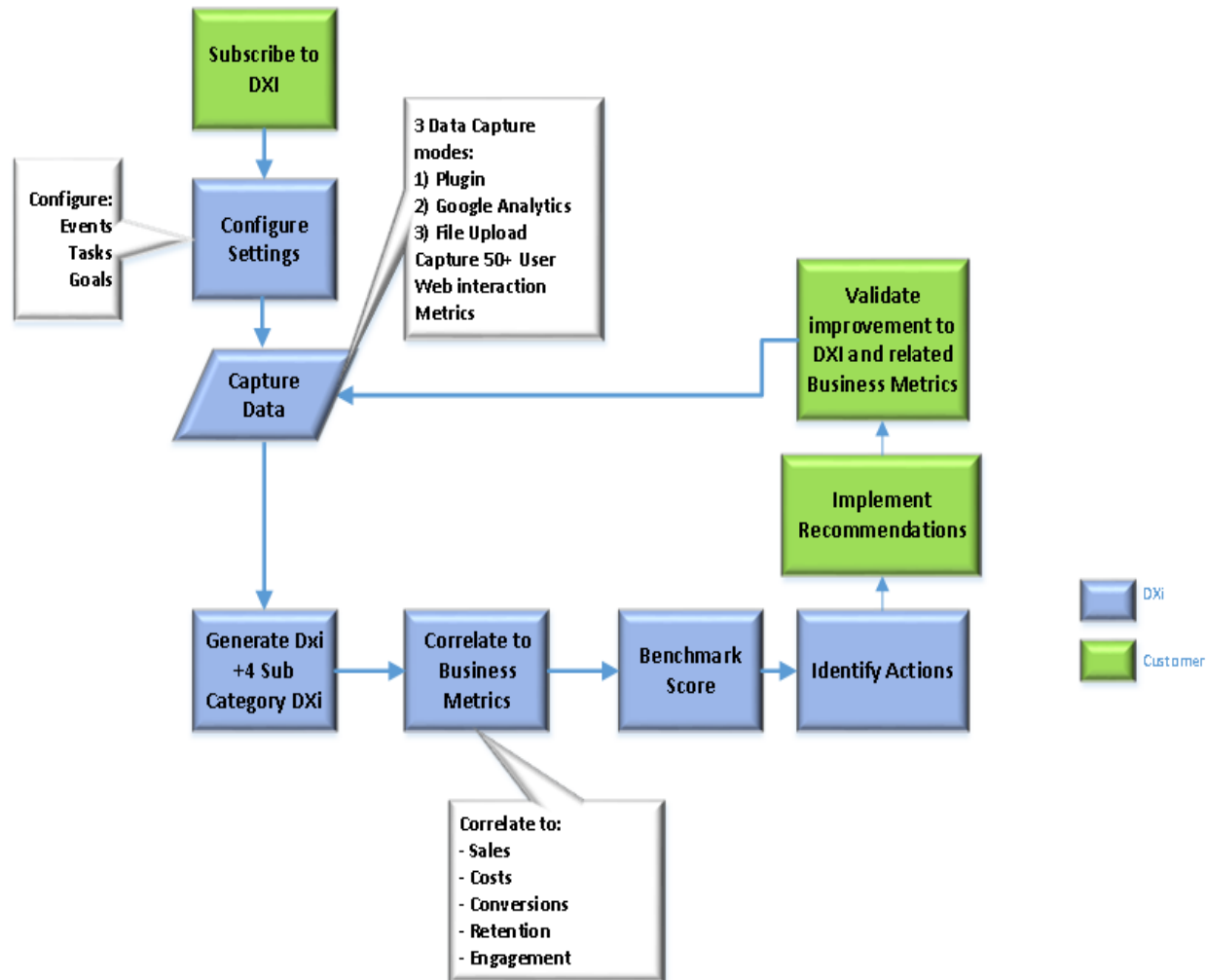
The DXI Solution

- Measuring and quantifying a consumer's DX satisfaction as a benchmark index/score and a set of sub indices
- Creating this index without the need of a survey or analytics eliminating adoption rates, and highly skewed/biased analysis
- Correlating the index to business metrics and decision trees providing recommendations to improving consumer's DX
- Going beyond current analytics through machine learning to generate advanced indices (DXI+), with corresponding predictions and prescriptions to drive digital excellence

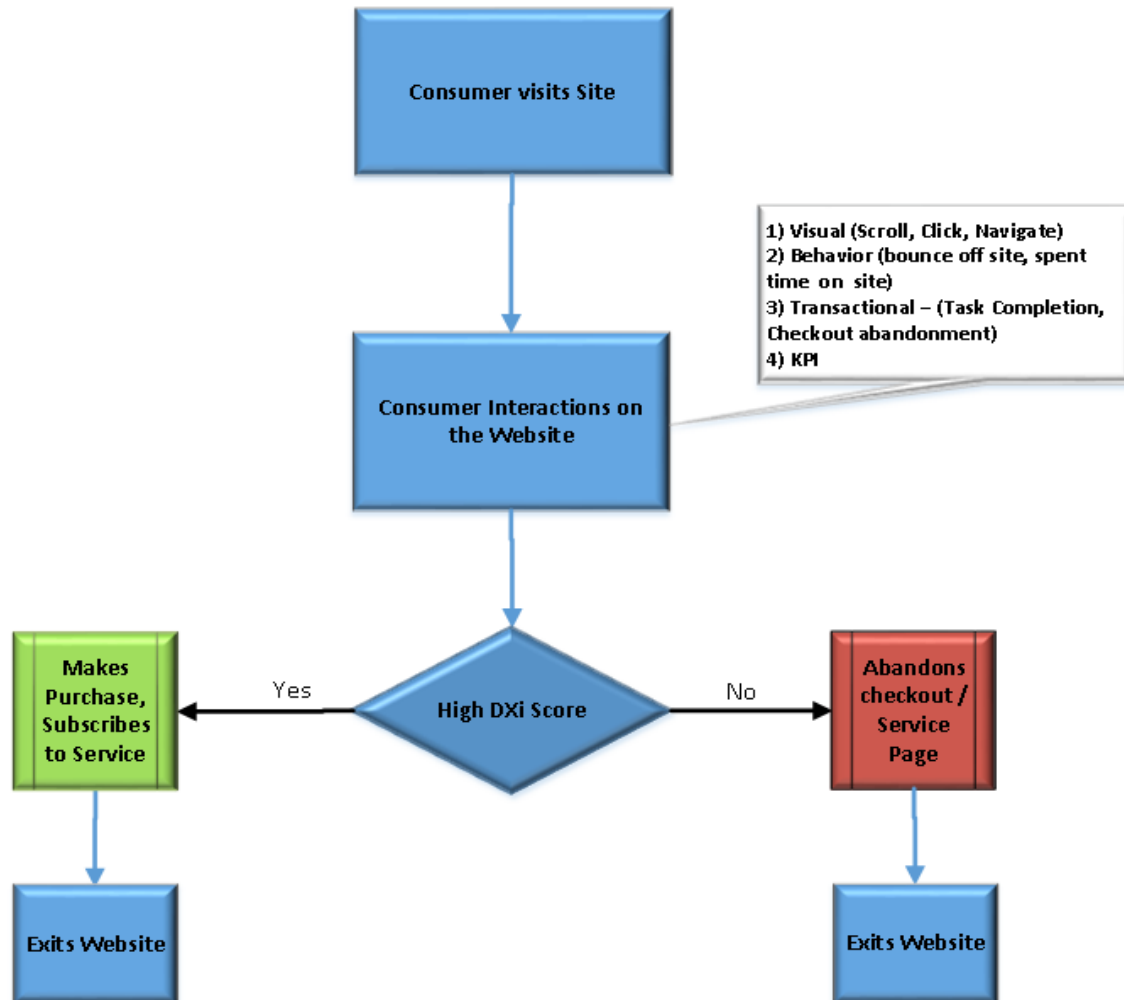
The DXI Ecosystem



DXI Client Experience



Web Consumer Experience



Competitive Advantage

	Google Analytics	Gauges/ Clicky/ Rein vigorate	Piwik	Foresee	Foxmetrics/ Kissmetrics/ Woopra	Predixion	Mix Panel	DXi / DXi+
Individual & Aggregate Data	A	✓	✓		✓		✓	✓
Configurable Plug In	✓	✓	✓		✓		✓	✓
Customizable with API	✓	✓	✓		✓	✓	✓	✓
Digital Experience Index				✓				✓
Survey Dependent				YES				NO
Machine Learning Alg.				✓		✓		✓
Predictions						✓		✓
Prescriptions/Recommendations				✓		✓		✓
Decision Trees				✓		✓		✓
Goal Tracking	✓		✓					✓
HMM Based User Intentions								✓
Index tied to sales, # of visits								✓

Leadership

SENIOR MANAGEMENT

SRINIVAS KILAMBI, PhD: FOUNDER & CEO

- Founder, Sriya Innovations (Renmatix)
- Chief Knowledge Officer, Tata Chemicals,
- CEO, Reliance Industries

DAVID DODDS, PhD: CO-FOUNDER,

- Research Director, Schering-Plough, Bristol-Myers

SEETHARAM MUKKAVILLI: COO

- Chief Operating Officer

RAY KILLEBREW

- Chief Marketing Officer

FRANK HARPER PhD, VICE PRESIDENT

- Business Development & Branding

SURESH MAHADEVAN: VICE PRESIDENT

- Technology

BOARD OF ADVISORS

PROF. LE SONG, PHD

- Comp. Sci., GA Tech

PROF. INDERJIT DHILLION, PHD

- U.T. Austin

ANIL BATRA

- Vice President, web analytics company,

JEFF STRICKLAND, PhD:

- Predictive Analytics, Guru

SRINAD B.: DIRECTOR, MACHINE LEARNING

- PhD student, Univ. Texas, Austin



Thank You!

Enroll now to qualify for a free trial



678.401.5740



SriyaDXi Highly Confidential

info@sriyamli.com

Case Studies Observations

- SRS Booking (*online travel booking site; installed our SDK*)
- iMilap (*online matrimonial site, connected to GA Data through API*)
- SFO Airport (*Big Data/File Upload of 2009 and 2011 surveys*)
- **Findings**
 - DX week on week growth trends quantified as simple % (+ or -)
 - Provided decision tree based 4 good paths to follow and 4 paths to avoid
 - Showed 98% correlation of DX to # of visits and its correlation to sales
 - 80% + target achievable with suggested action items
 - Showed which browser, device, OS, location or a combo to focus for high DX
 - “Non Obvious Results”: “Bounce rate inversely proportional to visits/time on page”
 - Matched top 25% DX profiles to predict which customer set will be good sales targets