

## OUR VISION

Be a global benchmark provider of Innovative machine-learning based products and solutions that improve consumer digital experience (DX).

## OUR MISSION

Efficiently deliver machine learning based products that help consumer digital led companies improve their customer digital experience, competitive advantage, market share and profitability through adoption and implementation of Digital Experience Index (DXi), its predictions and recommendations.

## THE PROBLEMS

- **Consumer digital led companies-i.e. E-commerce:** high shopping cart abandonment rates; **E-tailers:** low sales conversion rates; **Hospitality:** poor customer retention and engagement; **ALL:** high customer support costs
- Poor user Digital Experience (DX) is the root cause to the issues
- Capturing DX user satisfaction via surveys has a very poor response rate, and the responses are highly skewed/biased
- Current Web analytics encourage additional subjectivity to decide how to improve a user's DX
- Lack of a benchmark user DXi (without surveys), to correlate to business metrics-i.e. online visits, conversion rates, sales, and ROI

## OUR SOLUTION: DXi

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

## DXi FRAMEWORK

- Web based SaaS model eliminates need for costly software implementations and maintenance
- Our easy-to-install plugin seamlessly tracks online individual user behavior using predefined parameters and categories
- Our ready-to-use API integrates 3<sup>rd</sup> party analytics data directly into the DXi algorithms
- Our file load tool is ideally suited for large businesses with voluminous data and allows user-defined parameters and categories. It can support multiple file formats with speed and ease


## OUR COMPETITIVE ADVANTAGE

- Simplification and summarization of voluminous data/analytics into an easy to understand index (DXi)
- Accurate and actionable metrics, predictions and recommendations based on statistical and ML algorithms
- Ability to track individual as well as aggregate user experience information to gain deep insights into digital behavior.
- Self-Learning, clustering and classification techniques enhance the model's predictive capabilities and make recommendations more reliable over time.

## DXi DASHBOARDS



## COMPARATIVE ADVANTAGES

	Google Analytics	Gauges/ Clicky/ Reinvolvate	Piwik	Foresee	Foxmetrics/ Kissmetrics/ Woopra	Predixion	MixPanel	
Individual & Aggregate Data	A	●	●		●		●	✓
Configurable Plug In	●	●	●		●		●	✓
Customizable with API	●	●	●		●	●	●	✓
Digital Experience Index				●				✓
Survey Based				YES				NO
Machine Learning Alg.				●		●		✓
Predictions						●		✓
Prescriptions / Recommendations				●		●		✓
Decision Trees				●		●		✓
Goal Tracking	●		●					✓
Hidden Markov Model Based User Intentions								✓
Index tied to sales, # of visits								✓

## OUR TEAM

### Senior Management

- Srinivas Kilambi, PhD: Founder & CEO
- Founder, Sriya Innovations (Renmatix)
  - Chief Knowledge Officer, Tata Chemicals, CEO, Reliance Industries
- Ray Killebrew, CMO/CXO,
- Founder, BrandRAVE, Inc, BrandSCAN, Inc.
- Seetharam Mukkavilli
- Chief Operating Officer
- Harry E. Sloan, Jr
- VP, Sales
- Frank L Harper Jr, PhD, CGEIT
- VP, Business Development
- Suresh Mahadevan
- VP, Technology

### Board of Advisors

- Strategic Advisor:
- Jeffrey Strickland, PhD, CMSP
- David Dodds, PhD: Co-Founder,
- Research Director, Schering-Plough, Bristol-Myers Squibb

### Business Advisors

- Anil Batra, Vice President, Web analytics company, Seattle

### Technology Advisors

- Sudhir Agarwal, COO, SIMSAM LLC.
- Prof. Inderjit Dhillon, PhD, U.T Austin
- Prof. Le Song, PhD, Georgia Tech
- Srinadh Bhojanapalli, PhD, U.T Austin