

# WIN

## PROCREO at WSAI 22

Amsterdam



[www.procreo.co](http://www.procreo.co)





## PROCREEO

A New way for value creation driven by AI and Machine Learning

## Value creation



Procreo's **AI powered platform** assists companies in creating value by **real time profit growth management**

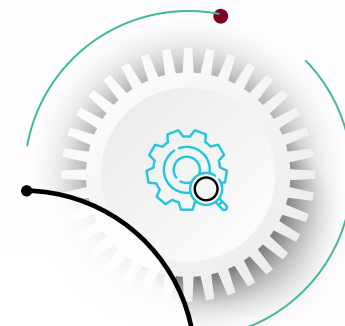
# CFO TOP 5 USE CASES - Impossible to achieve in real time and in tandem

Allowing full visibility on profit creation

**Cost allocation and P&L augmentation**



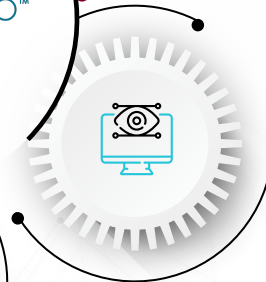
**Predictive Analysis**



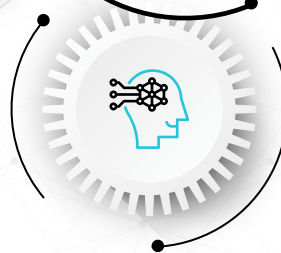
**Comparative trend analysis**



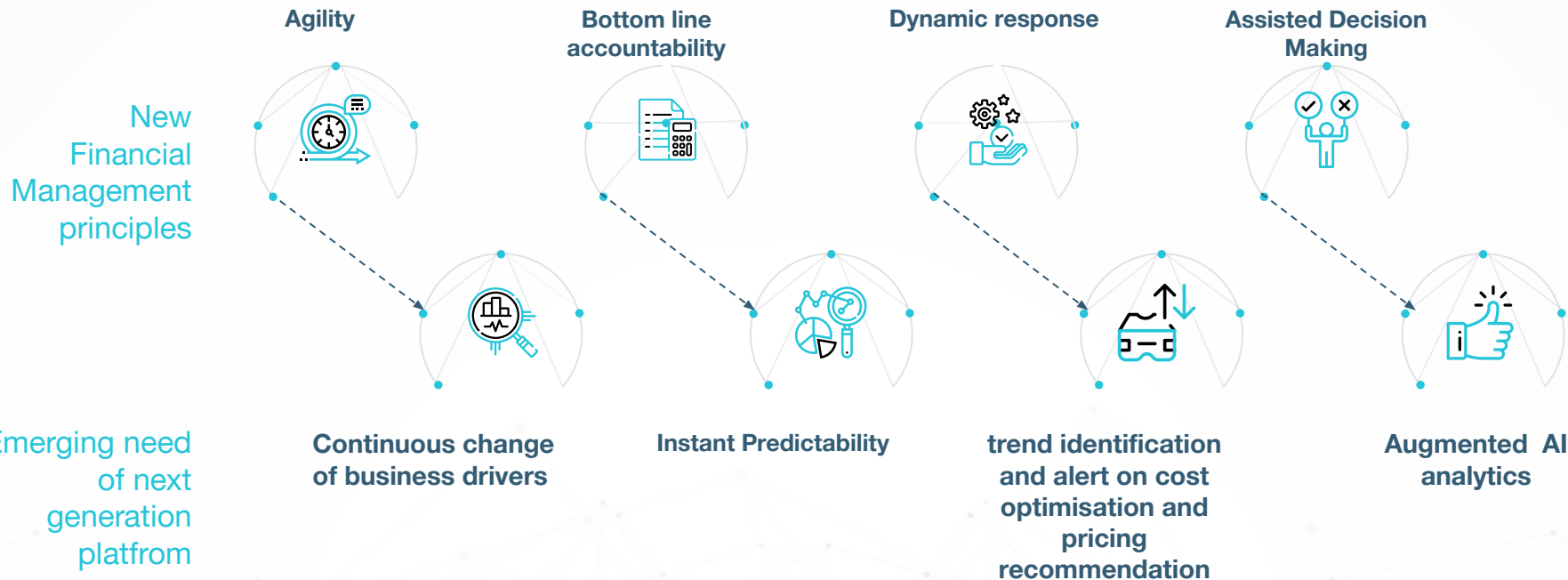
**Pricing gap recommendation**



**Value chain root cause analysis**



# Today, CFOs are becoming CVOs (Chief Value Officer) and the need to embrace and enforce resilient management principles is becoming eminent



**How a multi-billion dollars business with a shear volume of transactions can be agile, dynamic in profit management ?**

# Hence Tracing profitability of customers, products and supply chain becomes a necessity

## But How a CFO can manage its short term profit growth



Deploying ML models to quantify costs at every level of the business



Utilizing unsupervised learning to segment a business into more understandable smaller chunks



Understanding the decomposition and inferring trends, opportunities and learnings



Conduct root cause analysis assisted with AI multidimensional drilldown

## ...Across all dimensions



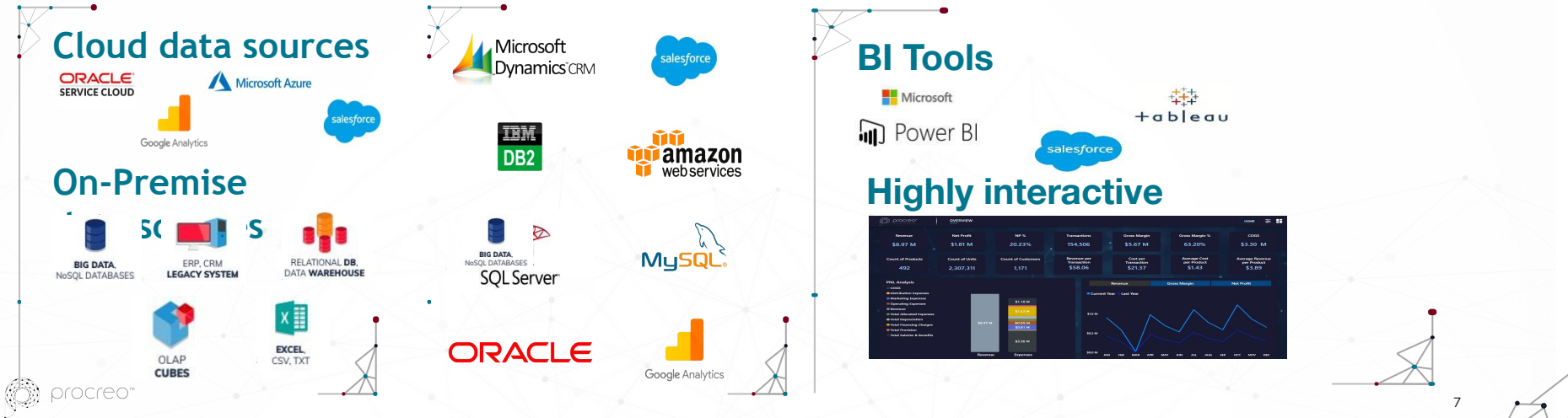
# Procreo™ can connect to on-premise, cloud connectors, and BI tools

## Procreo™ offers seamless connection to on-premises and cloud connectors

Procreo™'s Engine is designed to offer a connection to on-premise and cloud data systems in real-time, allowing companies to deliver enterprise analytics, planning and forecasting that fully leverage your existing software investments

## Procreo™ can connect to any BI tool

Procreo™ team can support in the creation of highly interactive dashboards and exploration of data through manipulation of chart images



# Channeling technology complexity through enjoyable and comprehensive user experience

OVERVIEW

INTRO FOR TRENDS

CROSS TREND ANALYSIS

PROFIT BOARD

DETAILED VIEW

COST BREAKDOWN

CUSTOMER DRILL DOWN

WHALE CURVE

TREND DRILL DOWN



THANK YOU

WHAT IS NEXT



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# Procreo platform, is low code and does not need data scientist, has a concise and swift onboarding journey



## EXPLORATION (business modeling)

- Identify major growth driver
- Gather cost allocation drivers
- Define synthetic micro entities (mix of data dimension allowing complex value chain analysis)

## IA/ ML PROCREO INSTANTIATION

- Generate initial instance of AI driven analysis
- Provide first set of result and recommendation
- Provide augmented P&L

## PUBLISHING and ViSUALISATION

- Publish datasets on the Procreo platform and access to all modules
- Develop based on client request BI dashboard (designed to meet business needs)



## ONBOARDING

- We agree on utmost granular revenue generic metric (in professional services daily rate)
- Identify the depth level P&L
- Identify micro entity (data dimension : Industry , practice, project, stream, team member)

## INPUT and CALIBRATION

- Provide data template/structure to input initial pilot data with clear Data schema structure

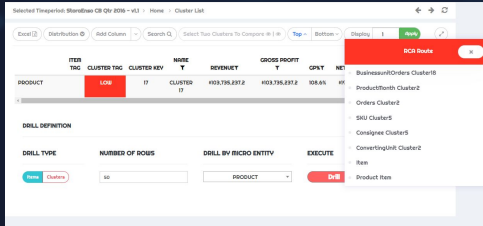
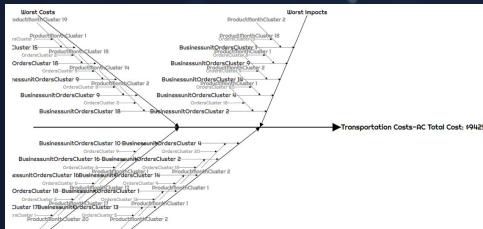
## VALIDATION

- Final validation
- Additional business rules incorporation (if need be)



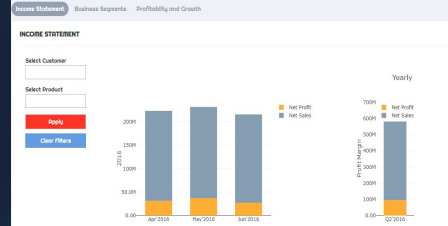
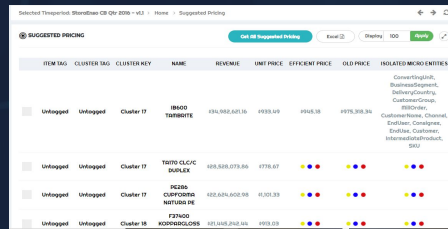
# ... and can be fully customized into any BI visualisation tool

## Snapshot from Procreo Platform



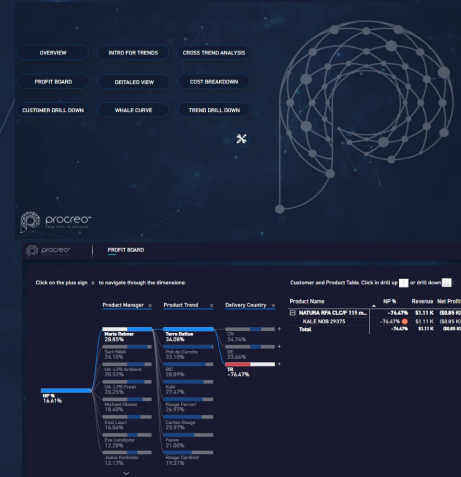
### VALUE CHAIN And ROOT CAUSE ANALYSIS

- AI assisted drill down to trace worst cost (magnitude) and worst impact (value0)



### PRICING GAP ANALYSIS

- Provide breakeven analysis and recommend efficient pricing



### ADVANCED BI VISUALIZATION

- Develop advanced use case for drill down, cross trend analysis, profit board and value chain analysis

# Procreo journey start form an easy to use navigation panel..

## Snapshot from Procreo Platform

**CURRENT POSITION** Corporate Dashboard

REVENUE USD 457,367,746.03 NET PROFIT USD 49,583,295.98 NP % 10.82% TRANSACTIONS UNIT 45,299

**NAVIGATOR**

Fiscal Period: Standard CR Qtr 2016 - v13

Micro Entity:

Product:

Format: Profit Board

**FILTER**

Micro Entity:

Product:

Apply

**MICRO ENTITIES DRIVING**

MICRO ENTITY	TARGET NP	CLUSTER COUNT	CLUSTER QUOTE
Customer	MLCS	8	8
DeliveryCountry	ITAS	6	11
Entity	MLVS	8	5

**CUSTOMER SUGGESTIONS DRIVING**

ACCOUNT NAME	SECQUANTITY	TARGET CLUSTER	CLUSTER	BIKID
Revenue	Entity	20	10	1
Gross Profit	Entity	20	10	2
Personal Expenses	Entity	20	10	3

**CRISIS**

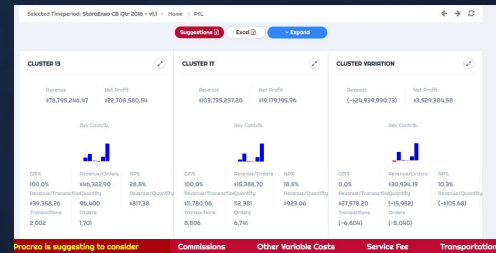
CASE NAME	NOTE
EX - problem in one entity	In 7 period accounts, we took account 100 for example, in the consolidated it all change but in one smaller the account produced by one smaller (journal entry)

My Cases

Transactions: 50 Quantity: 886

	AMOUNT	ITXN	REV CONTRIB
Revenue	4815,333.2	415,086,925	100%
COGS	0	40,000	0%
GrossMargin	4815,333.2	415,086,925	100%
Depreciation	416,223.4	438,306	2%
Depreciation -	1.0,000	1.0,000	0.0%
Depreciation -	439.89	40,586	0.0%
Depreciation	416,763.31	439,302	2.0%

Cost Drivers: Other Transaction, Equally Heavy TRS, Depreciation



### NAVIGATION PANEL

- Data set and scenario selection
- Infinite filter capabilities
- Analysis format selection
- Alert panel and profit targets
- Shared use cases

### AUGMENTED P&L

- Instant P&L prediction based on revenue realisation
- Drill down of P&L along different micro

### COMPARATIVE ANALYSIS

- Compare different trend of profitability to identify cost optimization lever
- Conduct drill down at a trend level
- Generate IRR analysis

# A comprehensive overview of the business, highlighting major KPIs that give key insight into performance and filter and drill down capabilities



# Embedded AI and ML analysis dynamically highlighting the profit- and loss-making trends across different perspective of the business


INTRO FOR TRENDS

HOME



### Customer Trend - [Shares of 100%]

Trend Name	Net Profit	Revenue	Gross Margin	Operation Cost	Transactions	Allocated Expenses	Units
Iceberg	16.15%	27.33%	27.34%	41.10%	34.06%	32.61%	27.79%
Pierre D'Azur	3.72%	24.47%	24.46%	30.20%	34.36%	34.23%	24.32%
Lagon	47.63%	23.75%	23.77%	11.78%	11.95%	12.54%	26.84%
Vert de Gris	0.14%	6.42%	6.42%	7.56%	8.93%	9.38%	5.68%
Grenouille Bleu	8.84%	6.16%	6.16%	3.82%	4.83%	4.89%	5.54%
Indigo	9.75%	5.58%	5.59%	3.02%	3.28%	3.63%	8.39%
Ague Marine	-1.77%	1.26%	1.26%	2.17%	2.57%	2.69%	1.44%
Bleu Canard	15.55%	5.03%	5.00%	0.35%	0.03%	0.03%	0.01%



Revenue Net Profit Compare

### Product Trend - [Shares of 100%]

Trend Name	Net Profit	Revenue	Gross Margin	Operation Cost	Transactions	Allocated Expenses	Units
Vert de Gris	-8.63%	12.03%	12.08%	19.21%	21.72%	21.85%	5.93%
Pierre D'Azur	35.94%	30.68%	30.66%	30.20%	27.63%	28.17%	29.06%
Lagon	17.79%	6.04%	5.99%	0.63%	0.41%	0.42%	1.38%
Indigo	15.49%	10.98%	10.99%	10.37%	8.63%	8.87%	16.12%
Grenouille Bleu	5.88%	24.42%	24.41%	31.50%	32.44%	33.16%	13.48%
Bleu Canard	33.25%	15.75%	15.76%	8.03%	9.14%	7.50%	34.02%



Revenue Net Profit Compare

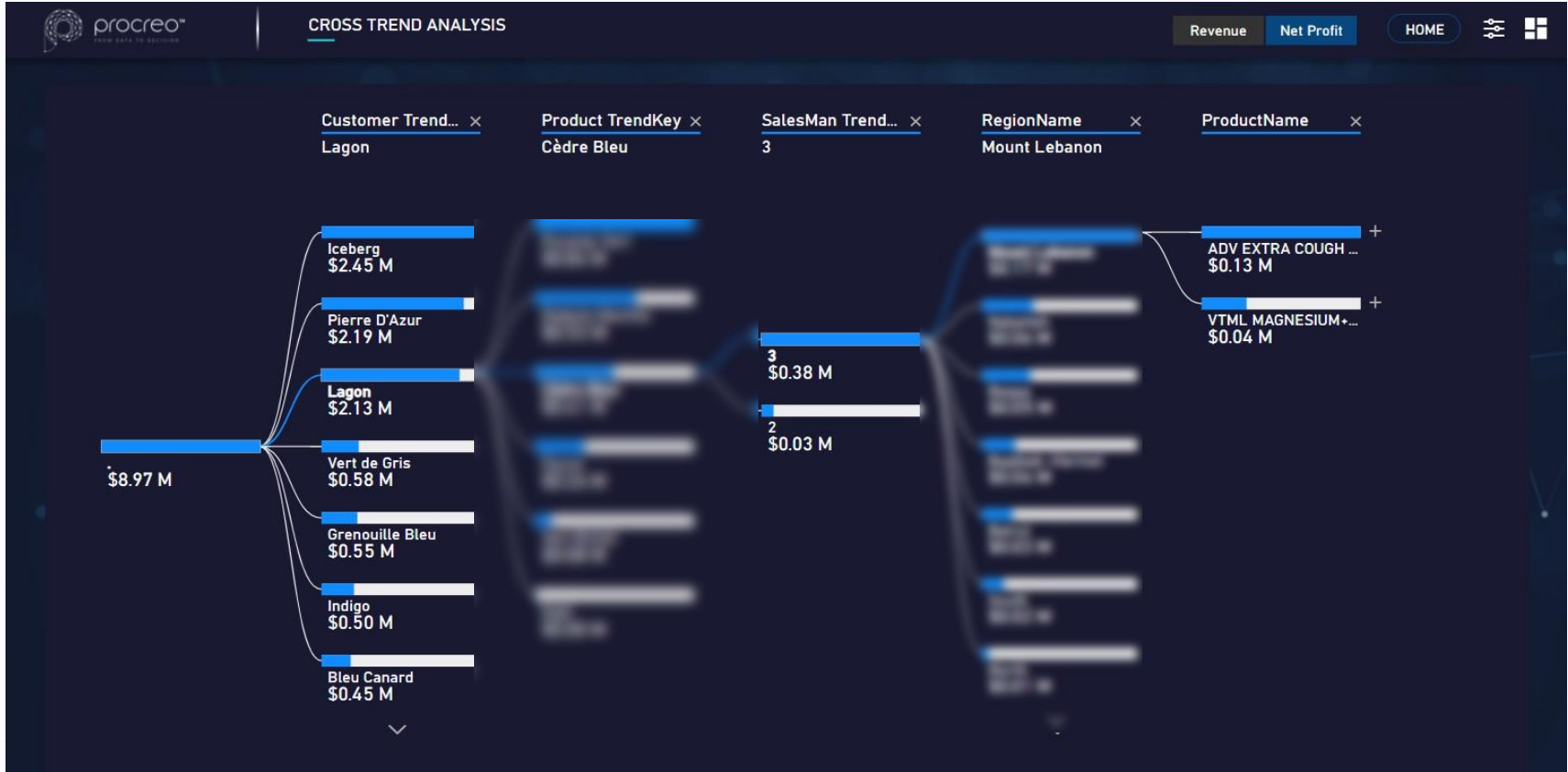
### Sales Trend - [Shares of 100%]

Trend Name	Net Profit	Revenue	Gross Margin	Operation Cost	Transactions	Allocated Expenses	Units
Eau de Parme	86.71%	70.72%	70.75%	67.15%	63.55%	63.24%	82.75%
Brun de Momie	-9.11%	14.22%	14.22%	20.98%	24.99%	25.21%	9.81%
Pourpre	22.40%	15.05%	15.02%	11.87%	11.46%	11.55%	7.45%



Revenue Net Profit Compare

# Cross trend analysis will allow to unfold the profit making and losing value chain

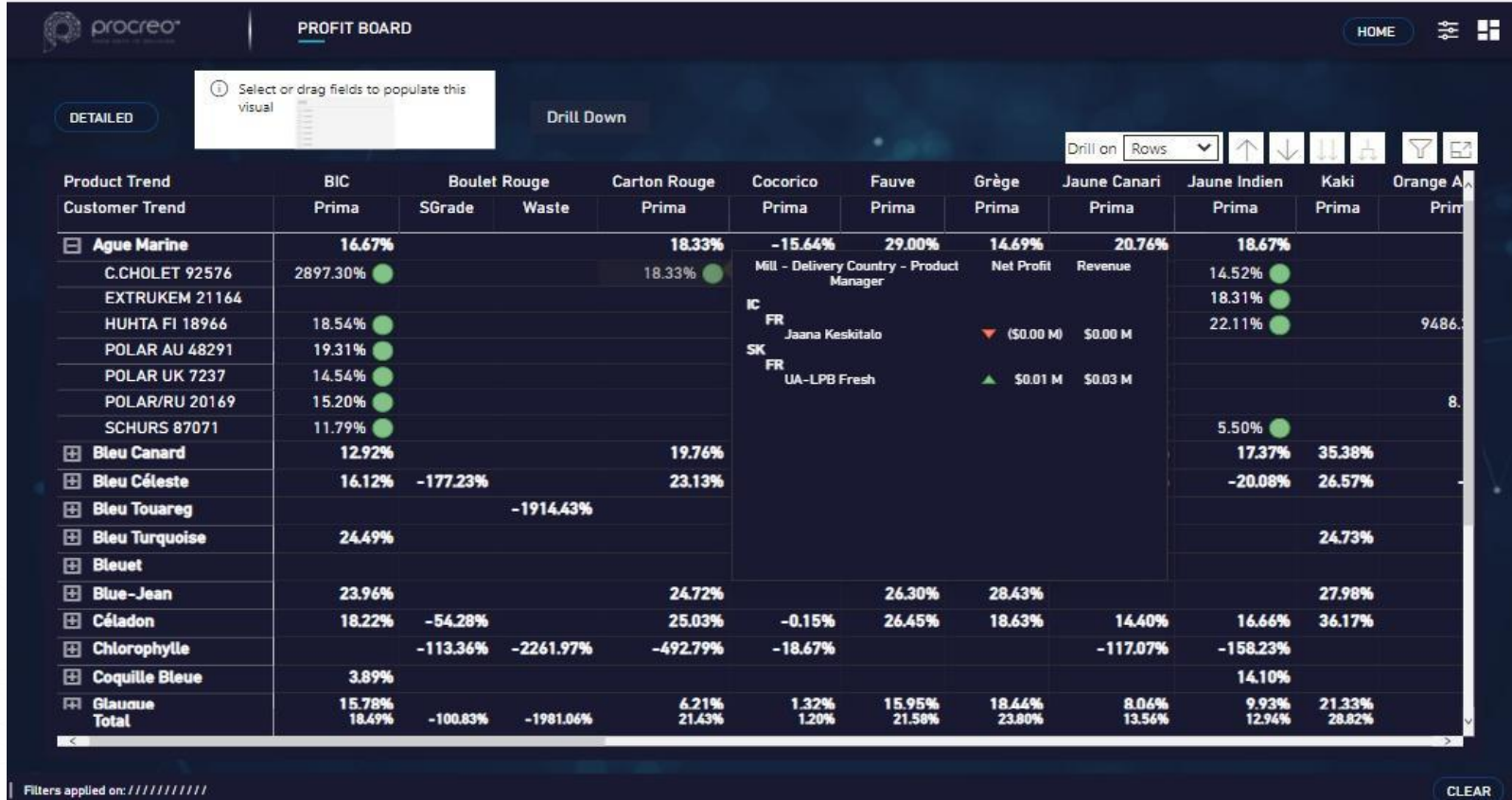


# A unique drill down capabilities per trend to analysis revenue and profit generation streams





# Profit Board is Procreo™ Pinnacle that will allow simultaneous multidimensional profit analysis and root cause analysis



# Cost Breakdown analysis of the various products and customers and operation trends



