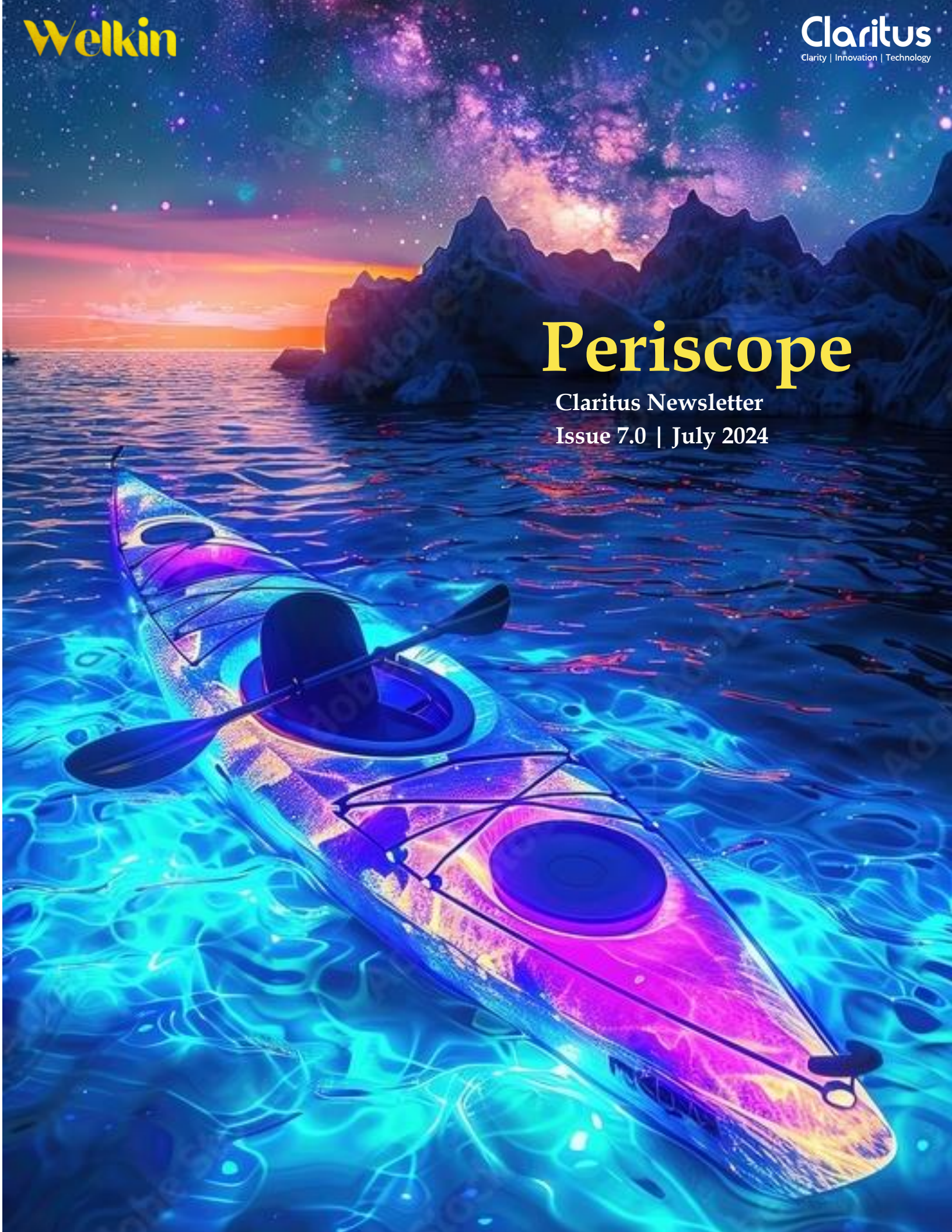



Periscope

Claritus Newsletter

Issue 7.0 | July 2024



A hand is shown holding a magnifying glass over a dark square. Inside the square, the text "What's Inside" is written in white. The background of the entire image is a bokeh of colorful lights in shades of blue, yellow, and purple.

What's Inside

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Director's Column

Mmaneesh Batra

Dear Readers!

With great anticipation, I unveil the seventh edition of Periscope, our revered newsletter.

In this edition, we embark on a captivating journey into the heart of Artificial Intelligence (AI) infrastructure – the bedrock upon which the future of innovation is being built.

Prepare to be enthralled as we delve into the cutting-edge tech trends shaping 2024. We'll explore how these trends are transforming industries and creating exciting new possibilities. Witness firsthand how AI integration is revolutionizing various sectors, unlocking unprecedented levels of efficiency and growth.

To showcase the transformative power of AI, read through the compelling case studies that epitomize Claritus's untiring commitment to excellence. These success stories – our achievements and the addition of esteemed new clients – are a testament to our expertise in crafting custom AI solutions that deliver tangible results.

Periscope #7 promises to be an exhilarating exploration of the future. As you turn the pages, immerse yourself in thought-provoking insights and discover how AI can empower your organization to soar to new heights.

I invite you to delve into this edition and unlock the potential of AI for your business.

With unwavering optimism.

Regards!



Who We Are

580+ Clients | 280+ Highly Skilled Team | Pan India Presence

Since 16+ years, Claritus has been creating solutions that not only solve problems but make long-term impacts on your business. We combine proven methodologies to create memorable experiences for our clients, across the globe. We are committed to delivering value through our cutting-edge solutions and outstanding customer service.

We strongly believe in

Clarity: strive for clarity in our strategy coupled with transparency in our execution

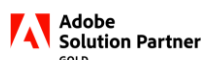
Innovation: Riding on the continuous evolution of technology

Technology: We live and breathe technology and 'think digital' is at the core of every solution we offer

Our Business Verticals

- ✚ Digital Transformation – Blockchain | Power Platform
- ✚ Welkin – Cloud | Licensing
- ✚ Upsurge – Talent Acquisition | Staff Augmentation
- ✚ Government - Licensing

Our Online Store: www.claritus.store





AI powered
'Generative Remove'
– The exciting edit
feature

Whether you're a hobbyist or a pro photographer, everyone wants to be able to quickly and easily edit their photos on the go.

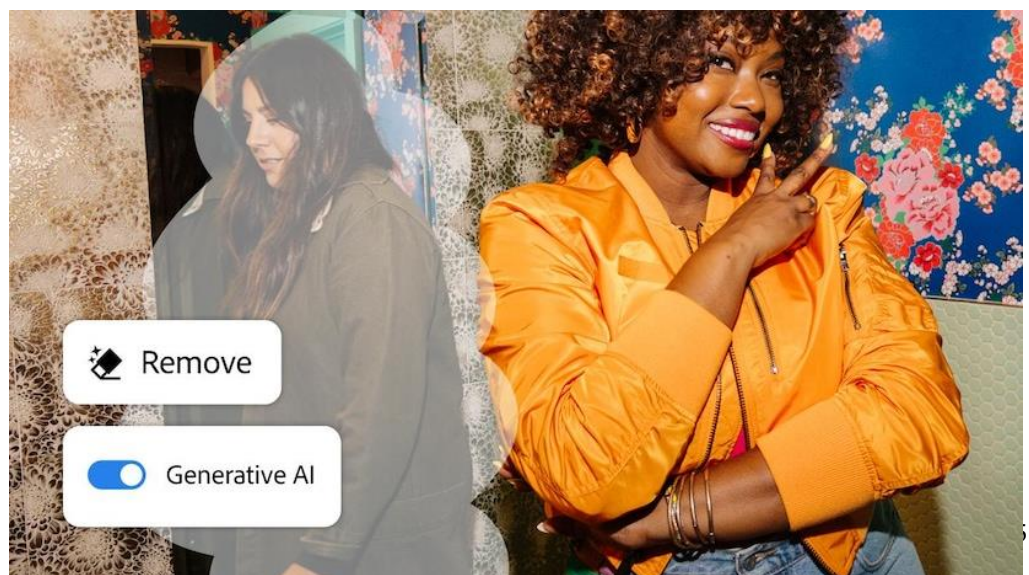
It is exciting to experience the magic of Firefly to Lightroom's millions of users – so you can live in the moment knowing you have the most powerful tools to edit, manage and share anywhere you are.

With generative remove, you will be able to remove unwanted objects from any photo. Moreover, the feature intelligently matches the removed area with "pixel perfect generations for high-quality, realistic and stunning results".

Lens Blur in Lightroom would allow you to change the look of any photo with instant blur effects, powered by AI. Lens Blur lets the Lightroom user highlight subjects for focus and blur out the rest.

Watch the tutorial:

<https://bit.ly/46jjzKj>





95% of organizations plan to expand their usage of AI.

The era of AI is upon us. You've heard about the latest advancements in our technology, the new AI solutions powered by Microsoft and Claritus, and the excitement is just beginning. To continue the pace of these innovations, companies need the best hardware that matches the workloads they are trying to run. This is what we call purpose-built infrastructure for AI—it's infrastructure that is customized to meet your business needs. Now, let's explore how Microsoft cloud infrastructure has evolved to support these emerging technologies.

Understanding the state of AI and demand for new infrastructure

2024 is shaping up to be an even more promising year for AI than its predecessor. Technological advancements are accelerating at a rapid pace, leading to an increasingly diverse and widespread AI infrastructure. From cloud to edge computing, and from CPUs and GPUs to application-specific integrated circuits (ASICs), the AI hardware and software landscape is expanding remarkably.

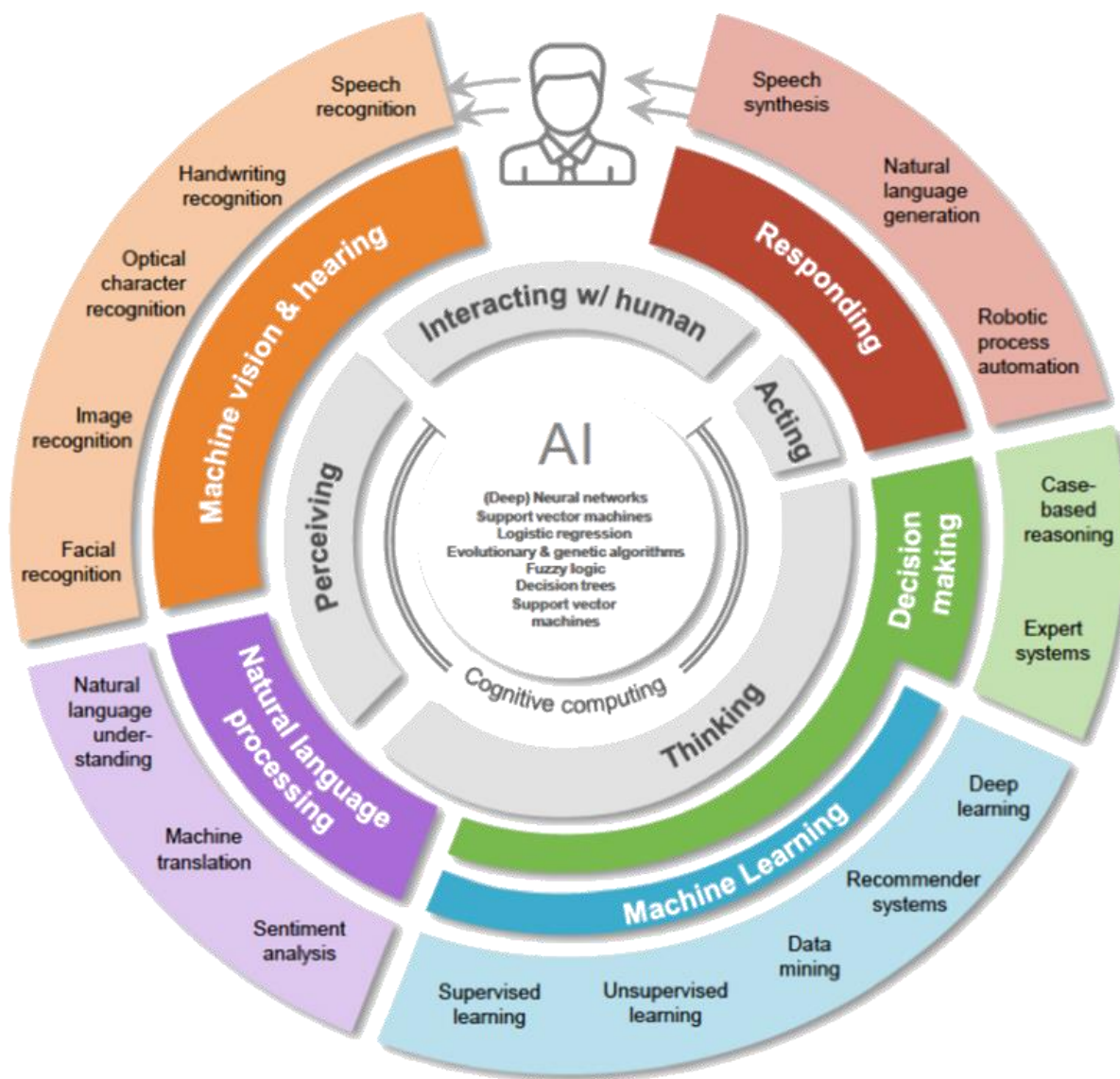
✚ **Using AI for organizational and personal advancement** - AI is revolutionizing the way businesses operate, with an overwhelming 95% of organizations planning to expand their usage in the next two years. Beyond mandates, individuals within these organizations recognize the value AI brings to their roles and the success of their companies. IT professionals are leading the AI charge! Not only are 68% using it to enhance their work, but a remarkable 66% are also incorporating AI into their daily routines.

✚ **Acknowledging challenges of building and maintaining AI infrastructure**

To fully leverage AI's potential, companies need to ensure they have a solid foundation to support their AI strategies and drive innovation. Like the transportation industry, a solid infrastructure to manage everyday congestion is crucial. However, AI infrastructure skilling remains the largest challenge, both within companies and in the job market.

✚ Navigating from AI exploration to implementation

The implementation of AI in businesses is still in its early stages, with one-third of companies exploring and planning their approach. However, a significant segment has progressed to pilot testing, experimenting with AI's capabilities in real-world scenarios. They're taking that next critical step towards full-scale implementation. This phase is crucial as it allows businesses to gauge the effectiveness of AI, tailor it to their specific needs, and identify any potential issues before a wider rollout. Because of this disparity in adoption, organizations have a unique opportunity to differentiate themselves and gain a competitive advantage by accelerating their AI initiatives.



✚ Leveraging the right partner to accelerate AI innovation

Strategic partnerships play a pivotal role in the AI journey of organizations. As companies delve deeper into AI, they often seek out solution providers with deep AI expertise and a track record of proven AI solutions. These partnerships are instrumental in accelerating AI production and addressing the complex challenges of AI infrastructure.

A skilled partner like Claritus would assist with a range of needs, including **infrastructure design, training, security, compliance, and strategic planning**. As businesses progress in their AI implementation, their priorities shift towards performance, optimization, and cloud provider integration.



AI integration revolutionizes industries: Enhancing creativity, efficiency and driving innovation

We are all celebrating the transformative impact of artificial intelligence across industries, particularly its integration into Indian enterprises. AI's pivotal role in streamlining business processes, enhancing efficiency, and driving innovation. Across, technology sector, companies are actively integrating AI into their offerings, revolutionizing how businesses manage data, optimize operations, and innovate in rapidly evolving digital landscape.

AI has played a crucial role in India's digitization journey. The Indian enterprise landscape is preparing itself for increased synergies between man and machine, driven by a vast amount of data. However, **97% of Indian organizations** face data management challenges even though majority of these organizations claim they are prepared for the **transformation** that **AI will bring in the next 5 years**.

For data to be truly effective, it must be near the applications and services that rely on it for efficient processing and analysis. AI integration across all levels of an organization will be essential to unlock the full potential of data, driving growth, optimizing productivity, enhancing experiences, and fostering innovation. By integrating AI at every stage, organizations can accelerate innovation more rapidly than ever.

Access to models and technologies can drive global progress and problem-solving, developing an 'innovation engine' that fuels a holistic growth including individual developers, startups, public sector entities, and enterprises alike. Open ecosystems democratize access across the tech landscape, fostering new AI breakthroughs and providing businesses with enhanced innovation and flexibility. This will enable growth in a secure, scalable, and innovative environment.



At Claritus Management Consulting, we underscore the importance of AI as an industry game-changer which will bring a plethora of opportunities to Indian businesses. To seize the competitive advantage of AI, companies will first need to apply AI to their own private data. To do this they need secure, full-stack solutions: Ad-hoc solutions may not work at scale for AI and GenAI. By **partnering with Claritus**, businesses can confidently advance their GenAI initiatives, knowing they have our support every step of the way. Our expertise in GenAI and its underlying software is extensive. We provide the largest suite of full-stack solutions to support the entire lifecycle, along with services for strategy, implementation, adoption, and scaling Generative AI solutions across the organization.

Let's talk: www.claritusconsulting.com

Compose a masterpiece of Insights: The Azure and Power BI data symphony



Power BI and Microsoft Azure are better together - Turn your data into a competitive advantage, they connect, combine, and analyze your entire data estate.

Power BI is a unified self-service and enterprise analytics solution. It lets you visualize your data and share insights across your organization and embed them in your app or website. Azure Analytics and Power BI together provide insights at scale, allowing you to develop the data-driven culture needed to thrive in a fast-paced, competitive environment.

Importance of integrating Power BI with Azure

By connecting Power BI to Azure, you can access and analyze data stored in Azure's robust infrastructure, perform real-time data analysis, and seamlessly integrate data from various sources.

There are all sorts of scenarios where Azure and Power BI can be combined. The possibilities and opportunities are as unique as your business.



Let us understand the benefits of connecting Power BI to Azure

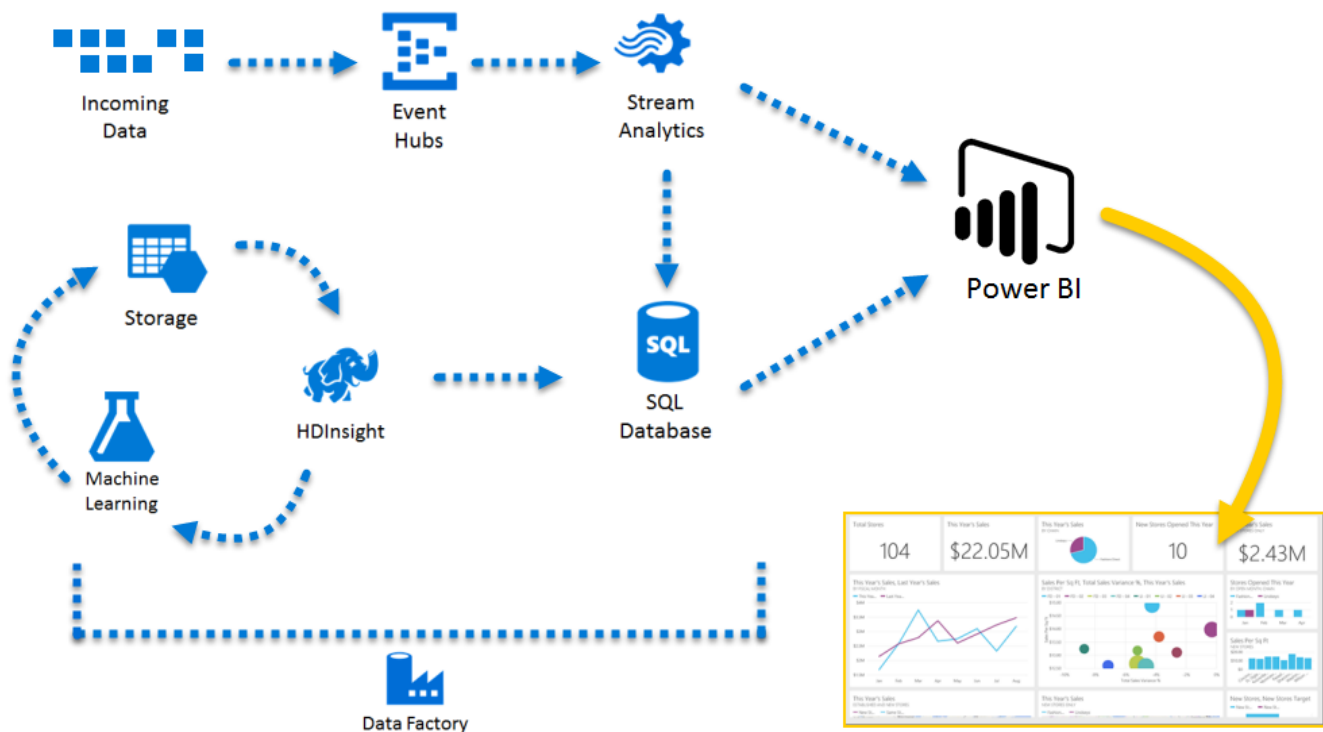
- ✚ Enhanced data scalability and storage capabilities
- ✚ Real-time data analysis and insights
- ✚ Seamless data integration from various sources

Exploring Data Interpretation and Visualization with Power BI and Azure

When it comes to interpreting and visualizing data, Power BI and Azure make a formidable duo. With Power BI, you have a powerful tool for creating and customizing visualizations that bring your data to life. From basic bar charts to interactive dashboards, Power BI provides an array of options to effectively communicate insights.

But what sets Power BI and Azure apart is the integration with Azure's AI and machine learning capabilities. By leveraging Azure's advanced analytical tools, you can uncover patterns, trends, and correlations in your data that might otherwise go unnoticed. Imagine being able to predict customer behaviour, detect anomalies, or optimize business processes with just a few clicks.

And let's not forget about Power BI's natural language querying feature, which allows you to ask questions about your data in plain English. With the ability to turn simple questions into sophisticated queries, you can quickly gain insights without being a data expert. It's like having your own personal data analyst at your fingertips.



This powerful connection of Power BI with Azure can enable your organization to harness the combined power of data visualization and cloud computing.

Let Claritus help you leverage the advanced analytics capabilities of this duo to gain valuable insights and make data-driven decisions with confidence.

Our Wins



The Future Retail: AI in your Aisle



"Effortless Shopping, Elevated Experience with Azure AI"

Our client, a **leading retail company with a global presence**. They offer a wide range of products from electronics to home goods. Despite their success, Client faced challenges in managing customer service inquiries due to the volume and diversity of customer interactions across multiple channels. Our objective was to enhance customer service efficiency and improve customer satisfaction by implementing an AI-driven solution using Microsoft Azure AI.

The Perfect Blend of Solutions: Electronics, Home Goods, and Azure AI

The project aimed to enhance Client's customer service operations by utilizing Azure AI technologies, such as Azure Cognitive Services, Azure Bot Services, and Azure Machine Learning. The project comprised five phases, each with its own deliverables and milestones:

- ✚ **Preliminary Analysis and Strategy:** We identified the current challenges and goals of Client's support team and established key performance metrics. We also designed a high-level architecture and a roadmap for the AI system.
- ✚ **Data Handling and Algorithm Training:** We prepared and processed historical customer service data and configured linguistic models for routing customer queries. We also trained and validated machine learning algorithms for generating personalized and relevant responses.
- ✚ **Bot Creation and Integration:** We developed custom bots and integrated them with the existing service infrastructure, using Azure Cognitive Services for language and sentiment analysis, translation, and speech recognition, and Azure ML for predictive analytics. We also ensured the security and compliance of the AI system, using Azure Active Directory and Azure Key Vault.

- ✚ **Evaluation and Implementation:** We tested the AI system in a non-production environment and initiated a phased rollout, starting with a single location before expanding globally. We also collected and analyzed feedback from customers and agents, using Azure Monitor and Application Insights.
- ✚ **Oversight and Enhancement:** We monitored and optimized the AI system, using Azure Monitor and Application Insights for detailed feedback and improvement. We also provided ongoing support and maintenance, using Azure DevOps and Azure Service Fabric.

The Outcome

- ✚ **Enhanced Customer Service Efficiency:** Automated handling of routine inquiries reduced the workload on human agents, allowing them to focus on more complex issues. We also helped them reduce their average response time from 24 hours to under 5 minutes for automated inquiries.
- ✚ **Improved Customer Satisfaction:** Sentiment analysis enabled prioritized handling of dissatisfied customers, leading to quicker resolution of their issues. Customer satisfaction scores improved by 20% within the first six months of implementation.
- ✚ **Cost Savings:** Significant reduction in operational costs due to the automation of repetitive tasks. Improved resource allocation and reduced need for overtime and additional staffing during peak periods.

Contact Us: www.claritusconsulting.com





Elevate your career, one course at a time

Our Client is a leading provider of professional development courses, offering a wide range of training programs across various domains such as IT, management, healthcare, and finance. The client aims to assist individuals in enhancing their skills and advancing their careers.

The Challenge

- ✚ The client encountered difficulties in assisting students with choosing the appropriate professional courses that align with their academic achievements, competencies, and vocational goals.
- ✚ The conventional approach to course selection was largely dependent on face-to-face counseling, which proved inefficient and was unable to keep pace with the increasing student population.
- ✚ The client aimed to utilize cutting-edge technology to streamline and customize the course selection mechanism, guaranteeing personalized recommendations that corresponded to individual student profiles.

Our Custom Tailored Solution

In response to the clients needs, we opted to deploy a predictive analytics solution utilizing Azure Machine Learning Studio. The goal was to devise a model capable of scrutinizing a student's credentials, abilities, and interests to suggest the most appropriate courses from the client's catalogue.

Data Collection and Preparation

- ✚ **Data Gathering:** Historical student data was amassed, encompassing their qualifications, skills, aspirations, and course enrollment history.
- ✚ **Data Cleansing:** Undertook processing of the data to eliminate irregularities, fill in missing entries, and discard extraneous details.
- ✚ **Feature Extraction:** Derived pertinent attributes such as academic history, prior job experiences, skill profiles, and course results.

Model Formulation

- ✚ **Algorithm Selection:** Various machine learning strategies were examined, including decision trees, random forests, and gradient boosting, to identify the optimal model for prediction purposes.
- ✚ **Model Training:** Utilized Azure ML Studio's easy-to-navigate interface and pre-configured components for training models with different algorithms and fine-tuning hyperparameters.
- ✚ **Model Assessment:** The models' efficacy was judged using metrics such as accuracy, precision, recall, and F1 score, leading to the selection of the highest-performing model for course suitability predictions.

Deployment & Integration

- ✚ **Model Launch:** The final model was deployed as an online service within Azure, facilitating instantaneous predictions and straightforward integration with the client's systems.
- ✚ **API Development:** An API was crafted to connect the client's web application with the Azure ML model, enabling the exchange of student data for customized course suggestions.

Ongoing Enhancement

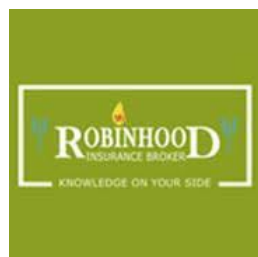
- ✚ **Feedback Mechanism:** A system was established to gather feedback on the pertinence and precision of the advice provided, allowing for perpetual refinement and augmentation of the model.

The Outcome

- ✚ **Personalized Recommendations:** The Azure ML-based system provided highly personalized course recommendations, enhancing the student experience and satisfaction.
- ✚ **Increased Enrollment:** The targeted suggestions led to a significant increase in course enrollment rates, as students felt more confident in their choices.
- ✚ **Scalability:** The automated system could handle a large number of students simultaneously, making it scalable and efficient compared to manual counseling.
- ✚ **Data-Driven Insights:** Client gained valuable insights into student preferences and trends, helping them optimize their course offerings and marketing strategies.



We create solutions that make our clients' smiles shine!





Contact Us



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