



Periscope

Claritus Newsletter

Issue 10.0 | October 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!

Let me begin by wishing you a prosperous and joyful Diwali filled with light, inspiration, and new possibilities!

It is with immense pride and joy that I present the **tenth edition** of **Periscope**, our distinguished newsletter designed to illuminate and inspire. As the Founder of Claritus, I am truly grateful for the incredible progress we've made in advancing technology and cloud solutions.

In this festive edition, we delve into two foundational elements of today's digital landscape: **AI - Copilot and Cloud Security**. Just as a seasoned navigator steers through unpredictable waters, our AI solutions serve as a guiding light, helping businesses navigate the intricacies of cloud management with unmatched precision and ease. To help your team fully experience the power of Copilot and Cloud Security, Claritus is delighted to offer demos on AI, Azure AI, and Copilot. Our mission is to equip you with the insights and tools to confidently safeguard your digital environment.

To our valued clients, thank you for entrusting us with your digital journey; your support drives our pursuit of excellence. To our incredible team, your dedication and expertise are the cornerstone of our success.

This season, I also encourage you to explore the offerings on our **Claritus Online Store** at www.claritus.store.

May the insights in Periscope spark ideas that lead to a brighter, safer, and more connected future for us all.
Warm 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



Copilot

Focus on what matters most
Harness the Power of AI



Watch the tutorial:

<https://bit.ly/49cUTTK>

Generative AI represents a massive market opportunity with potential to reshape the anatomy of business by delivering automation to remove repetitive and time-consuming tasks, allowing workers to focus more time on strategic work.

A whole new way to work

Copilot for Microsoft 365 works alongside you in the apps used every day delivering increased productivity and creativity as you are set free from repetitive tasks so you can focus on the work that matters most - like serving your customers and growing your business - all with the peace of mind coming from our commitment to security and responsible AI. It helps grow your business—with freedom from repetitive tasks and the peace of mind that comes with Microsoft's commitment to security and responsible AI. The transformational powers of AI are made possible by the Microsoft Cloud, which is unique in both the breadth and the depth of its cloud solutions. The Microsoft Cloud is one of the biggest differentiators for how AI drives innovation across your organization.



Supercharged productivity

Unlock faster access to data and knowledge across your organization.

Get up to speed and complete tasks in no time with integrated cross-app intelligence working across all your data.

Quickly pull together information from multiple sources.



Amplified Creativity

Amplify ingenuity and innovation with generative AI tools that can turn your ideas

Partner with Copilot in Microsoft Word to write, edit, and summarize content.

Create custom graphics right in your document with Microsoft Designer to build your brand.



Trusted Security

Count on responsible, secure AI with a partner you can trust, into masterpieces

You are always in control as Copilot inherits your security, compliance, and privacy policies

Your data never leaves its secure partition and is never used for training.

Adobe
FIREFLY



Drive business results with generative AI.

Generative AI and simple text prompts, bring your ideas to life. And now you can add reference images to get the style and structure you're looking for.

Watch the tutorial to use Adobe Firefly: <https://bit.ly/4av6XRn>

Try it to Believe it.



Text to Image

Generate images from a description. Guide style and structure with reference images.



Generative Fill

Use a brush to remove objects or paint in new ones.



Text Effects

Apply styles or textures to words and phrases.



Generative Recolor

Generate color variations of your vector artwork.



Text to Template

Generate editable templates from a detailed text description.



Text to Vector Graphic

Generate SVGs from a detailed text description.

Balancing AI Dreams with Cloud Reality



Rising cloud costs could be affecting AI business strategies

98% of data-driven enterprises are experiencing AI/ML project failures due to exorbitant cloud analytics costs and frequent compromises.

The rise of cloud computing and generative AI (genAI) have empowered data-driven enterprises with robust analytics and business insights. Cloud services provide essential infrastructure and tools that facilitate the development and deployment of genAI technologies. Additionally, the availability of pre-trained models and software packages over the cloud has accelerated the integration of genAI into data analytics processes. However, this progress has also led to a surge in data volumes and unsustainable cloud infrastructure costs.

A recent 2024 analytics report highlights the financial strain cloud analytics costs impose on data-driven enterprises. The study surveyed 300 senior data management professionals and found that 71 per cent frequently encounter unexpected high cloud analytics charges. Specifically, 5 per cent of companies experience cloud “bill shock” monthly, 25 per cent every two months, and 41 per cent quarterly.

Moreover, despite substantial budgets, a staggering 98 per cent of companies faced machine learning (ML) project failures in 2023 due to soaring cloud costs.

Bill shocks occur when data workflows are either too complex or too large for the existing cloud query engine. Due to scalable offerings of compute capacity for handling large datasets and complex algorithms, enterprise AI and data analytics tech stacks are now highly dependent on cloud platforms. With compute power requirements, the associated cloud costs rise.

The Cloud-AI paradox strains enterprise analytics budget

The cost of running data and AI technologies over the cloud has been a significant deterrent. Cloud cost inflation is set to persist in 2024, necessitating cost-cutting measures within enterprises that intensified last year.

Nearly half of the enterprises (48 per cent) admitted to reducing the complexity of queries to manage analytics costs, particularly concerning cloud resources and compute loads. Meanwhile, 46 per cent are limiting AI-powered projects due to cost.

The advent of AI-powered coding assistants such as GitHub Co-pilot will add a new dimension to developer productivity i.e. developer innovation. As much of the mundane coding is done by these assistants, developers can focus on the creative and innovative aspects of software development like creating intuitive features and user experiences.

Cost is a major factor in project failures because expenses often escalate during experimentation. It's not that machine learning architecture fails, rather management chooses to halt investment when costs spiral. Time to value is crucial, and experimenting often leads to high costs due to the size and complexity of modern data

Embracing New Methods to Mitigate Cloud Costs

As companies navigate market disruptions caused by generative AI and the rise of large language models (LLMs), the explosion in data volume and complexity makes ML technologies essential for market competitiveness. Limiting data queries for AI systems to manage costs results in superficial insights, leading to premature project termination. **Ninety-two percent** of companies are actively working to “rightsize” their cloud spending on analytics to better align with their budgets.

Solutions like **GPU-based big data platform acceleration**, despite perceptions of high expense, can reduce costs significantly while speeding up processing. The solution provides benefits of the cloud with right-sized parallel processing resources and a flexible pay-as-you-go pricing option for agility and simplified management of the cloud.

Companies must think proactively and push the boundaries of what's possible. The rapid evolution of generative AI highlights that current data strategies may not be sufficient. It is predicted that the next two years would bring dramatic changes within the IT sector.



Cloud Computing shaping the Digital Landscape

Cloud computing is speedily altering the digital sphere in India, extending exceptional prospects for companies and individuals alike. As **India strives to develop into a \$1 trillion digital economy by 2026**, cloud computing has the ability to change the Indian economy technologically and make it more flexible and comprehensive.

As we embrace the age of the digital revolution, cloud technologies are performing an essential function in redesigning how establishments manage and provide services. With an expanding market and an intensifying inclination for modern solutions, India is observing a substantial shift in the direction of cloud adoption throughout diverse segments.

In addition, core tech as a forte has stayed comparatively steady in the course of the past 3 years, upholding a workforce varying between 2.5-2.6 million specialists. This firmness is credited to the development of core tech roles.

In line with workforce management, proceeds are anticipated to display a yearly growth rate (compound annual growth rate 2024-2028) of **16.54%**, **bringing about a market size of \$17,010.00 million by 2028**. Further, the influence of cloud computing on Indian industries is similar to inserting turbo boosters into their processes. With the cloud, trades in India can either level up or knock down their sources at the snap of a finger, without the difficulty of dealing with physical (tangible) servers.

By embracing cloud technology, industries in India are not limiting their scope to only diminishing their information technology (IT) budgets but are also focused on strengthening their productivity.

Corporations in India are slowly understanding the ability of cloud services and are hopping on board to stay economical in the digital sphere.

However Indian organisations are confronting challenges in implementing cloud technologies--apprehensions around data security, compliance concerns, and the difficulty of transferring current systems to the cloud in accordance with the pre-defined government norms.

And to sweeten the deal, incentives are waiting for cloud service providers in India. These incentives are like a golden ticket, encouraging more providers to offer top-notch cloud services in the country. It's a win-win situation for businesses and providers.

Cloud computing is brewing up a storm in India. Leading the charge are some powerhouse players like Amazon Web Services (AWS), Microsoft Azure, and Google Cloud Platform. In turn, **by 2047, India is expected to be an economic superpower with an estimated gross domestic product (GDP) of \$ 26 trillion.** These tech titans are not just making waves; they are creating innovations that are reshaping the digital landscape of the nation.

From Artificial Intelligence (AI) powered chatbots to blockchain solutions, India is embracing cutting-edge technologies faster.

The future of cloud computing in India is brighter. **Cloud technology will account for 8% of India's GDP by 2026.** It has the potential to **boost the country's GDP by \$310-380 billion by 2026**, while also producing 14 million employment. A concentrated all-around effort can result in a continuous 25-30% increase in cloud investment over the next five years (2024 onwards) to reach \$18.5 billion, assisting India in realising the full potential of the cloud market.

Our Wins



AI-Powered Shopping, Simplified.



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.

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.



Our New Acquisitions



Contact Us



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Clarity | Innovation | Technology



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