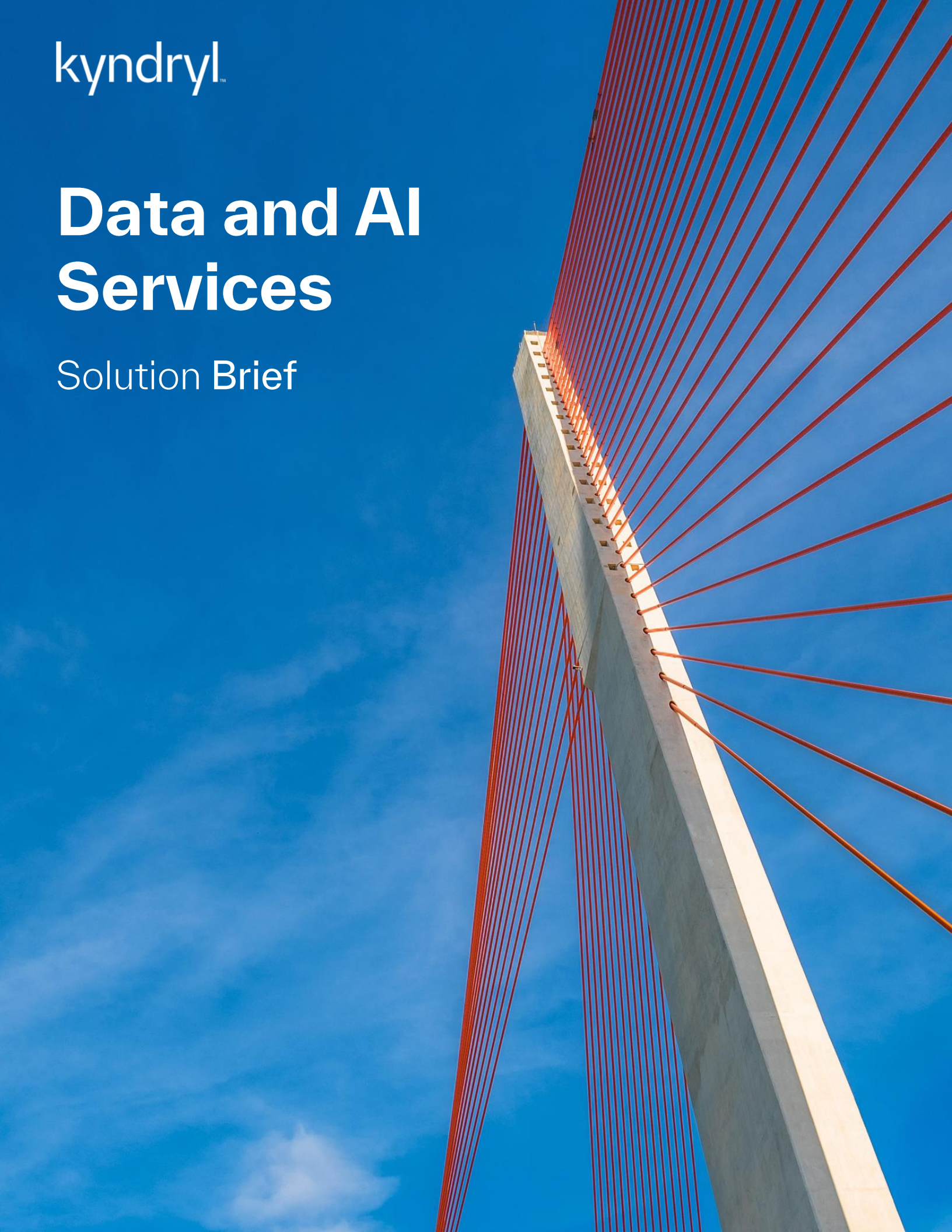




kyndryl™

Data and AI Services

Solution Brief

Data and AI driven disruption is changing the way businesses measure success

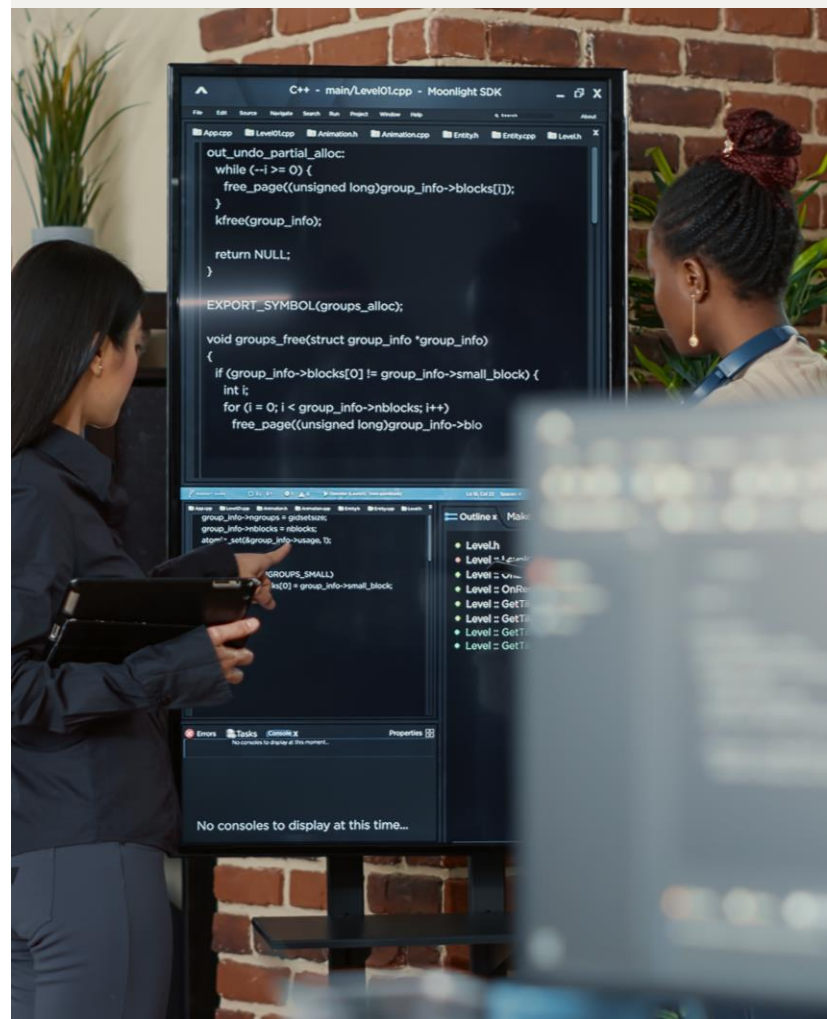
Data management and AI are critical for new age digital organization. Its not any more an investment to derive competitive advantage, rather it's a must have to stay relevant in dynamic market scenario. Thus, Digital organizations have recognized data as their most crucial asset and AI as the lever for business transformation.

Nature of business is also changing rapidly. In services industry from cost reduction and customer satisfaction competitive landscape is shifting towards lead time reduction and real time service delivery as winning differentiator. As an example, a traditional book seller can deliver a book in 1 to 3 days depending on warehouse location, but digital book delivery services deliver it within minutes post purchase if not sooner. Grocery delivery timings by digital grocery delivery services has already come down to an hour or less. In another industry, Digital health care providers now competing to improve efficiency, reducing time required for patients' clinical care by predicting interventions beforehand. Product industry is also not far behind, along with features and price, waiting period for a car in many markets affecting the buy no buy decision of car buyers.

This changing market dynamics can not be handled with traditional or an incremental approach, a real-time data driven continuous AI induced innovation in processes, production and customer experience at scale is the only way to win in this market. Worldwide companies are leveraging their data assets to create an integrated business operations to remain relevant. But that's not easy.

Unlocking value from Data and AI is not easy due to multiple challenges and complexities involved, including:

- Data stuck in Legacy systems
- Managing an E2E data processing and AI workflow on modern multi-platform infrastructure is complex, time consuming and fraught with process and technology challenges
- Unorganized Data Swamps and Tool Sprawl seriously impair Decision Automation and Decision Support
- Last mile delivery in data supply chain varies for each use case; poor quality of data leads to poor quality of AI
- Delivering sustained value through a mature AI lifecycle requires commitment by multiple teams across business and IT



Kyndryl's Data and AI offerings help customers design, simplify and execute their Enterprise data and AI Strategy at scale to achieve their business goals. To help customers to be successful in their journey to Data and AI, Kyndryl Data and AI offers:

Data Modernization:

- Data Lake/Data WH Transformation: **Public Cloud Data Platform**
- Legacy modernization: Platform, Integration and Data – On-premises
- On-prem-to-Cloud and Edge-to-Cloud
- Data architecture modernization
- On demand Modernization Services

Data Platform Management:

- Data Governance, privacy, and data security management
- Data catalog and observability
- Data Tools management and integration
- Data Lifecycle Management
- Proactive Problem and change management

Enterprise AI

- Standard visualization using BI Reporting tools
- Data storytelling – Advanced visualization
- Advanced Analytics
- E2E AI solution
- Model Ops / AI scaling

Enterprise AI Services Details

Kyndryl's Enterprise AI services are delivered in three phases; each phase can be delivered as a stand-alone module.

01

AI Garage

- **AI use case discovery**
- **AI strategy and roadmap**
- **AI Data & Tech assessment** to determine technical feasibility
- **Exploratory Data Analytics (EDA)** to finalize technical approach for pilot/POC
- **AI Pilot development: Proof of concept**

02

AI MVP & AI X-OPS

- **AI MVP**
 - **End to end AI solution:** Build and deployment on production grade platform
 - **Hot trials:** Incorporating AI provided insights into actual business processes
- **AI X-OPS set up**
 - Design and establishment of AI X-Ops (Data OPS & Model OPS)

03

Industrialized AI

- **AI scaling**
 - **AI scaling strategy and design**
 - **Scalable AI platform implementation**
 - **AI driven transformation:** Implementation of multiple AI use cases, composite-AI, graphs, NLP, conversational AI, transfer learning approaches
- **AI X-OPS managed service**
 - Long term AI X-OPS support & change management
 - Staff augmentation

Assets and IP

Data and Analytics Console

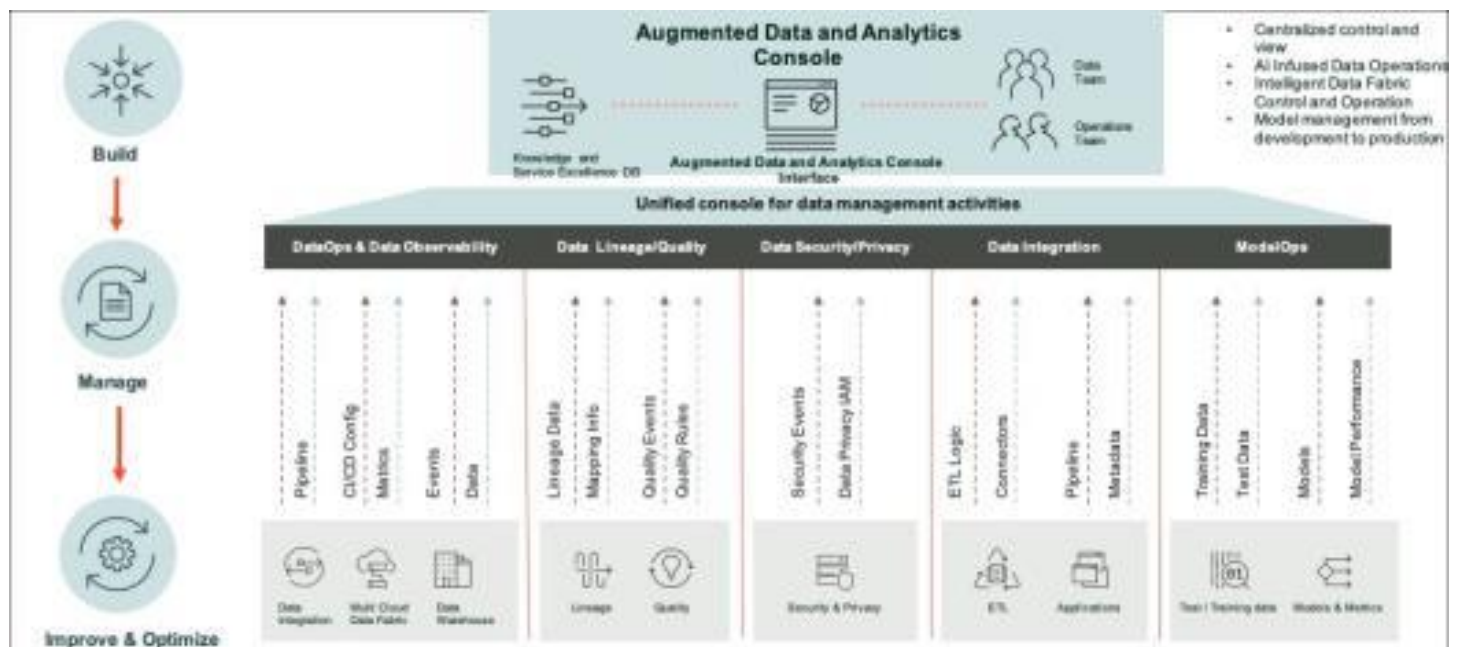
Kyndryl's Augmented Data and Analytics Console solution, provides a single, unified console to enable ease of use, consolidated control & monitoring, and improved reliability.

Salient features:

- Centralized control and view
- AI Infused Data Operations
- Intelligent Data Fabric Control and Operation
- Model management from development to production

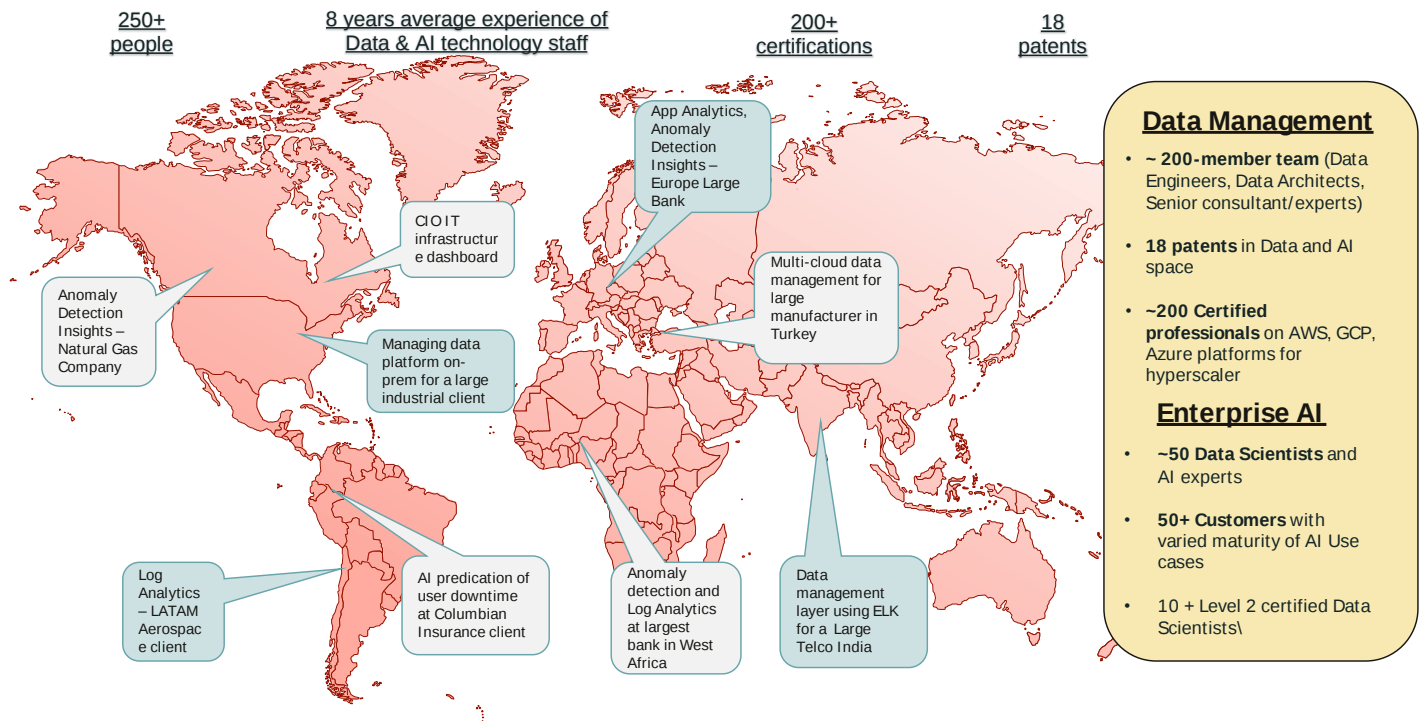
Value Proposition

- IP in areas like Data governance and AI
- Global presence in all major markets
- Secure, elastic scaling and real-time analytics capable data platform
- Comprehensive ready-to-consume services from data modernization to data platform management for enterprises' AI journey
- Data Fabric framework that serves all Personas of new-age businesses across business analysts, data citizens, data scientist, etc
- Self-service capable unified console to consume, manage and optimize the data as a Service with ease
- Secure and regulation compliant data for data-driven business requirement at speed
- Global Delivery model for offshore, near shore and in country support to meet both cost and regulatory requirements



Use cases

Kyndryl can solve complex data management & AI problems and un-lock significant value. We have best in class talent with knowledge in multiple technologies and industries.



Telecom

Challenge: Massive storage cost for IT logs, delay in log processing and failure to comply to TRAI (telecom regulatory body) data requests in time

Solution: Hadoop based storage and log reporting solution

Benefits:

- Storage cost was 60% cheaper compared to the solution client had earlier and could handle long term data growth
- Reduction of log reporting time from 1 week to 2 days
- Full compliance to regulatory data requests

Banking

Challenge: On competitive market, a European bank wanted to disrupt the market by providing credit card for free. To reduce origination and operations cost, they needed a “chatbot with AI” to provide new services online, like unblock or block credit card.

Solution: Big Data as a Service (BDaaS)

Benefit: Bank was able to provide the innovative chatbot which offers intelligent services with a new and more direct customer relationship.

Use cases

Manufacturing

Challenge: Complex data platform required for Industry 4.0 use cases

Solution: Hybrid data and AI platform based on Kyndryl's Data Fabric architecture

Key benefits expected:

- 35% TCO reduction in Kyndryl proposed solution
- 15% Increase in machine availability & over 10% reduction in maintenance expenditure
- Over 40% reduction in quality defects through sensory, audio & video analytics
- 2-5% higher production yield due to proactive maintenance
- 10% improvement in cost of labor per unit of production

Mining

Challenge: High cost of port operations of large coal mining company

Solution: AI-enabled Port traffic optimization (Demo solution)

Benefits expected: Lower cost of port operations per unit time by increasing in throughput of coal handled by port

Logistics

Challenge: Repeated misses on on-time delivery (76%)

Solution: AI-enabled optimization solution to:

- Create density Profile, Point to Point Optimization
- Reduced number of PDOs
- No changes to operational conditions like parts, personnel availability

Benefits: 300% improvement in delivery time for 19 locations (achieved 80% on time delivery compared to 24% on time delivery prior to AI project)

Retail

Challenge: Vast geographical expanse and managing large number of campaigns proved challenging

Solution: Provided insights to:

- Identify Redundant Promo activities
- Estimate and Segment sales channels based on promo effectiveness – short and long term
- Estimate ROI on all promotional channels
- Take an informed decision regarding promotion and product pricing

Benefits: 23% savings in marketing campaign costs





© Copyright Kyndryl Corporation 2021

Kyndryl Corporation
New Orchard Road
Armonk, NY 10504

Kyndryl, the Kyndryl logo, Kyndryl.com, Kyndryl Cloud, and Kyndryl Services are trademarks of International Business Machines Corp., registered in many jurisdictions worldwide. Other product and service names might be trademarks of Kyndryl or other companies. A current list of Kyndryl trademarks is available on the web at "Copyright and trademark information" at www.Kyndryl.com/legal/copytrade.shtml.

This document is current as of the initial date of publication and may be changed by Kyndryl at any time. Not all offerings are available in every country in which Kyndryl operates.

THE INFORMATION IN THIS DOCUMENT IS PROVIDED "AS IS" WITHOUT ANY WARRANTY, EXPRESS OR IMPLIED, INCLUDING WITHOUT ANY WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE AND ANY WARRANTY OR CONDITION OF NON-INFRINGEMENT. Kyndryl products are warranted according to the terms and conditions of the agreements under which they are provided.

Statement of Good Security Practices: IT system security involves protecting systems and information through prevention, detection and response to improper access from within and outside your enterprise. Improper access can result in information being altered, destroyed, misappropriated or misused or can result in damage to or misuse of your systems, including for use in attacks on others. No IT system or product should be considered completely secure and no single product, service or security measure can be completely effective in preventing improper use or access. Kyndryl systems, products and services are designed to be part of a lawful, comprehensive security approach, which will necessarily involve additional operational procedures, and may require other systems, products or services to be most effective. Kyndryl DOES NOT WARRANT THAT ANY SYSTEMS, PRODUCTS OR SERVICES ARE IMMUNE FROM, OR WILL MAKE YOUR ENTERPRISE IMMUNE FROM, THE MALICIOUS OR ILLEGAL CONDUCT OF ANY PARTY.² Gartner press release.

WXZGPA3G