

# Data Science-as-a-Service

Accelerating AI for Customer Value Management

**2-FOLD** INCREASE IN  
GO-TO-MARKET SPEED

**50%** DECREASE IN TOTAL COST  
OF OWNERSHIP PER MODEL

**>70** TELECOM MACHINE  
LEARNING MODELS AVAILABLE

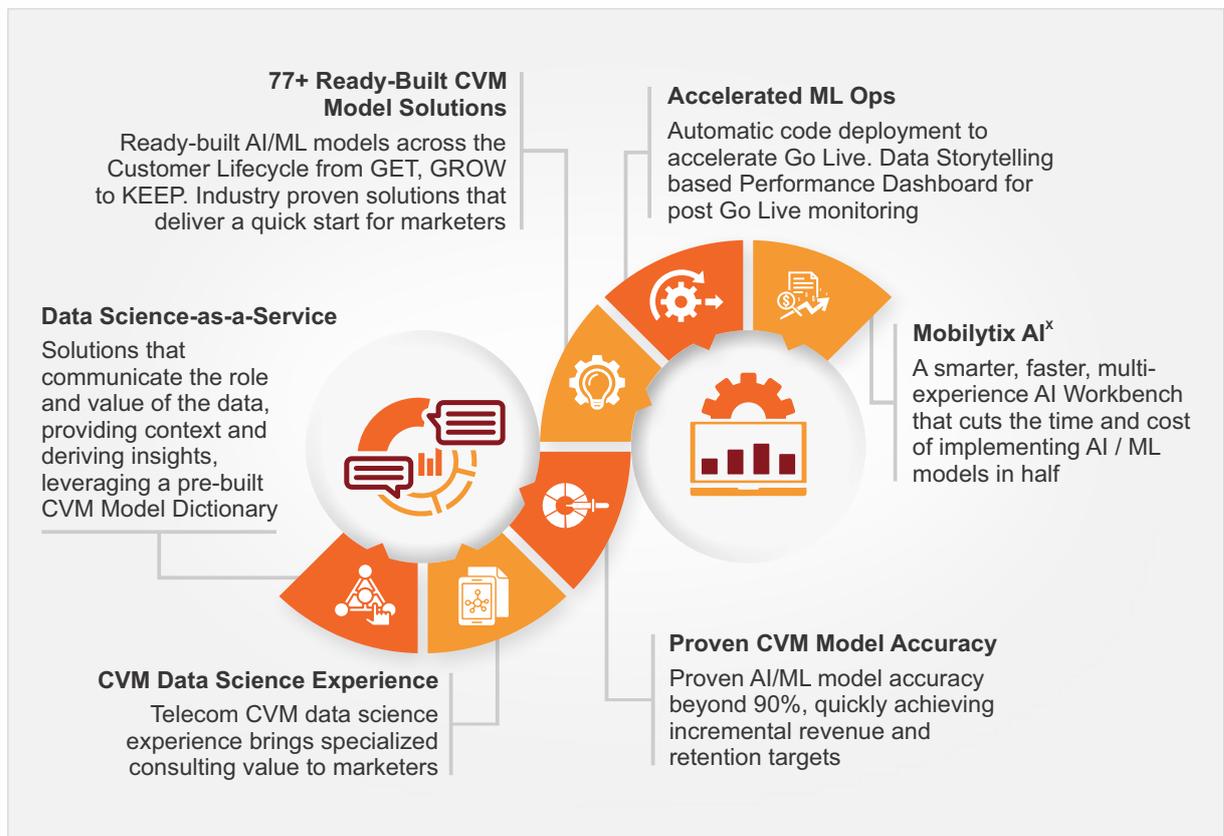
Communications Service Providers have large repositories of data that can be leveraged to uncover actionable insights. Obtaining value from this data is challenging but vital to ensure increased revenue, drive offer acceptance and reduce churn. Another challenge is the absence of proven Artificial Intelligence (AI) / Machine Learning (ML) models in the Customer Value Management (CVM) domain.

Comviva's Data Science-as-a-Service addresses these challenges by offering readybuilt customer lifecycle AI / ML models to drive CVM initiatives.

Utilizing the MobiLytx AI<sup>x</sup> workbench, our telco-specialist data scientists can deliver models with over 90% accuracy and reduce time-to-market.



## Under the Hood

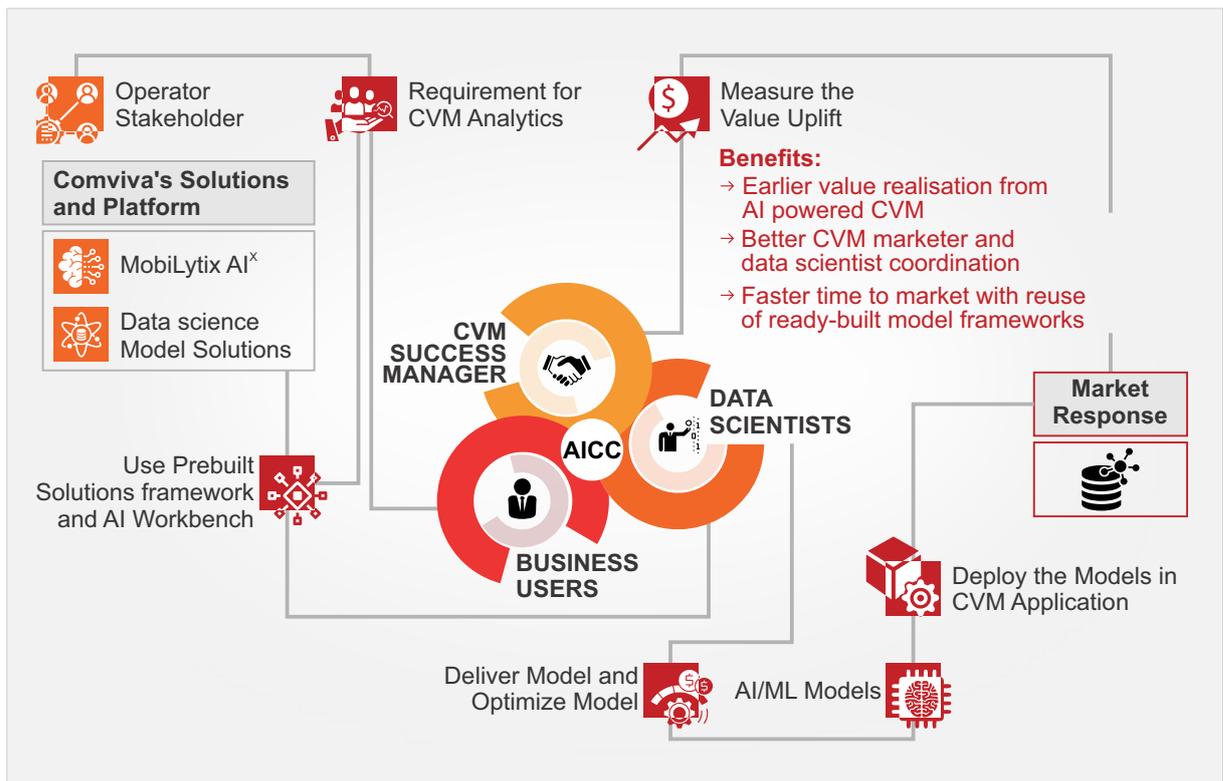




## Data Science-as-a-Service

Driven by AI Competency Centre Approach

We deliver Data Science-as-a-Service in collaboration with our clients using our AI Competency Centre (AICC) methodology. Our AICC approach utilizes ready built data science model solutions and MobiLytiX AI<sup>x</sup> to accelerate time to market.



## Key Strengths

Proven capability to deliver data science solutions for CVM, alone or in combination with MobiLytiX AI<sup>x</sup>.



**2X** increase in Speed to Market\*\*

**50%** decrease in Total Cost of Ownership per model\*\*

**User friendly** GUI based workbench with auto exploration, model creation features

Parallel creation of **4** **multi algorithm models** at the same time

**Easy Integration** with 3rd party systems using batch file API

Multi User Environment **3+** users can concurrently work on any module

Ready Built Catalogue of **77+** ML Models

\*\* Subject to conditions





## Reasons to Choose

Proven capability to deliver data science solutions for CVM, alone or in combination with MobiLytix AI<sup>x</sup>

Up to **50% reduction** in time-to-market



**Cuts the cost of models in half**

Up to **50% reduction** in the cost entailed in deployment of AI/ML models (Accelerated ML/Ops)



In-built dashboards offering holistic **Data Storytelling** on performance



A **two-fold** increase in the productivity of data science teams

## About Comviva

Comviva is the global leader of mobility solutions and a part of the \$21 billion Mahindra Group. With customer centricity, innovation and ethical corporate governance at its core, the company's offerings are broadly divided into three categories-Financial Solutions, Digital Systems and Growth Marketing. Its extensive portfolio of solutions spans digital financial services, customer value management, messaging and broadband solution and digital lifestyle services. The company strives to enable service providers to enhance customer experience, resolve real, on-ground challenges and leverage technology to transform the lives of customers. Comviva's solutions are deployed by over 130 mobile service providers and financial institutions in over 95 countries and enrich the lives of over two billion people to deliver a better future.

For more information, please visit [www.comviva.com](http://www.comviva.com)

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