

Discover hidden opportunities within
your data with Altos Data Analytics
(Blendata)



Stephen Tukimin
Regional BDM

Our mission is to

Simplify Data-driven Success



Winner 2023
Thailand ICT Awards -
Business Services



Merit
2023 Asia Pacific ICT Awards -
Business Services

At A Glance

Founded

2015

Customers

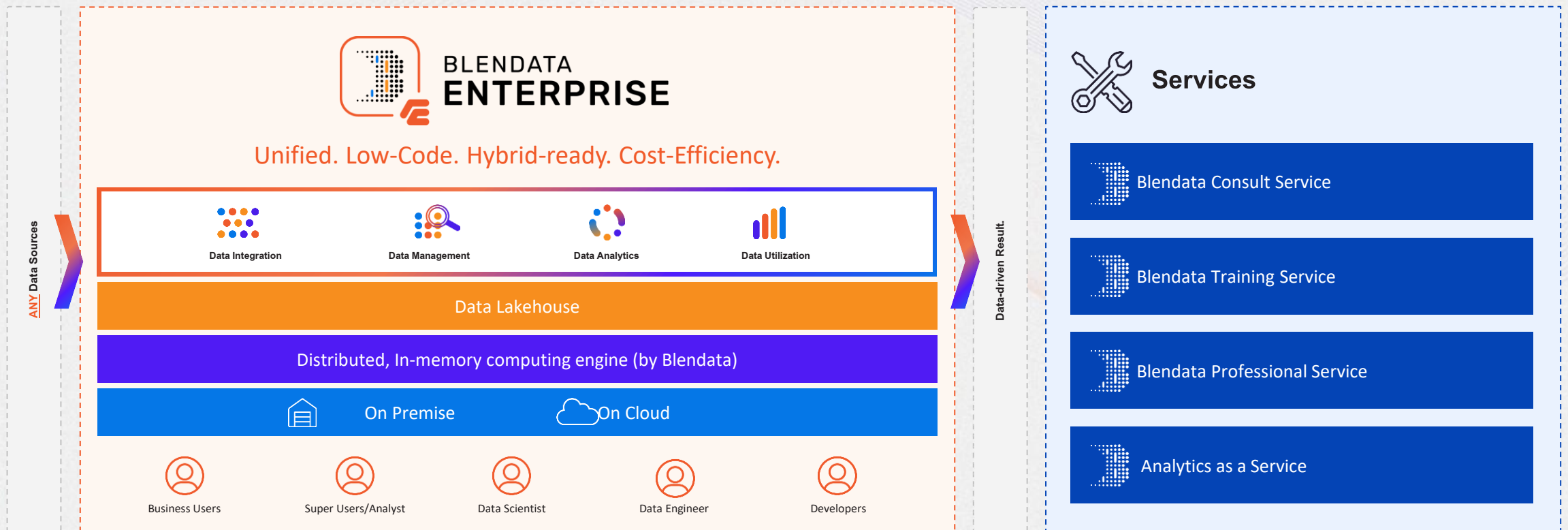
8 industries 50+ use cases

Faster time to market

3 times*

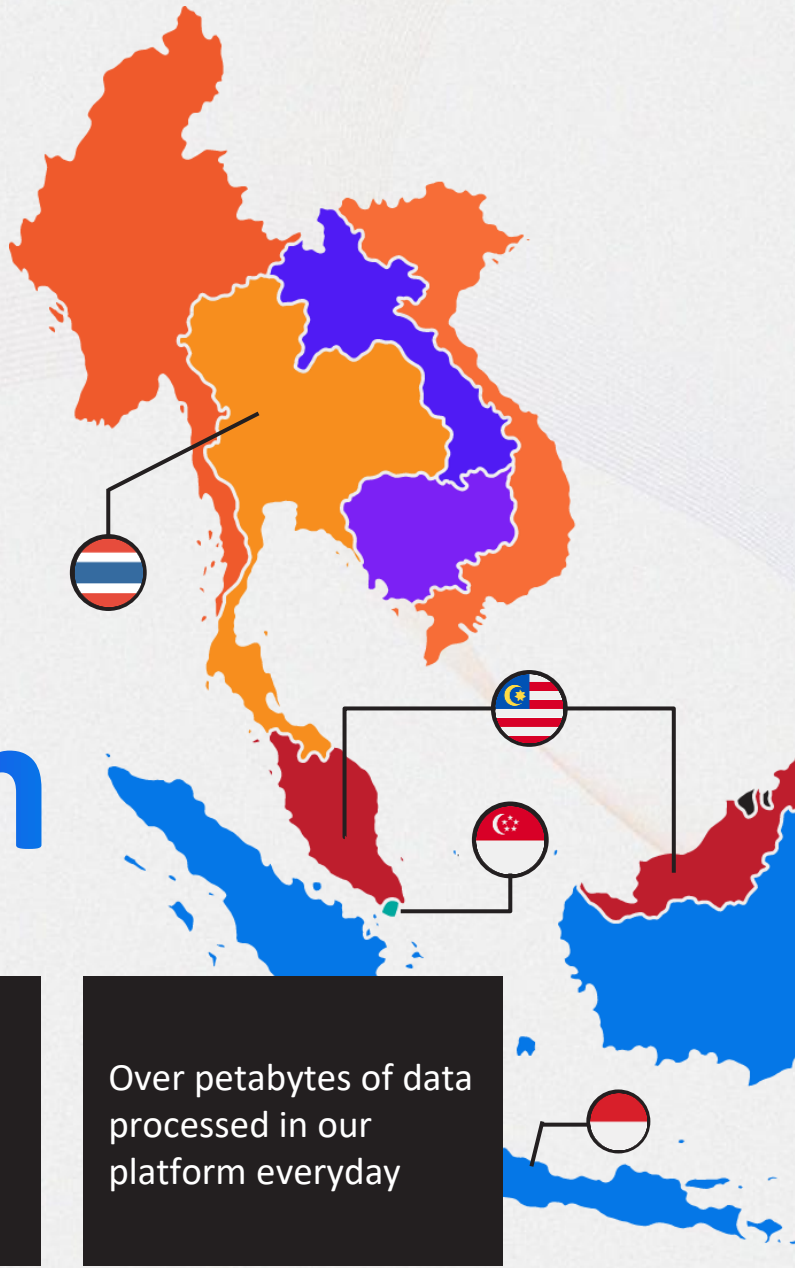
What we do

We offer **big data & AI technology, and professional services** to simplify your data-driven journey.





Blendata Ecosystem



Rapidly expanding through local & regional partnerships

Supported by world-class technology partners

Over petabytes of data processed in our platform everyday

Partners



Technology Partners



Regional Partners



Blendata's Portfolio

Companies leverage Blendata for data-driven success

Interesting project include:

- Thailand's Civil Registration Data Analytics
- Largest Telecommunication Data Platform and Analytics
- Top 3 Banking Cybersecurity Data Lake and Analytics
- Largest Oil and Gas Company Data Platform and Analytics

Healthcare

Oil & Gas

Government

Telecommunications

Retail & Manufacturing

Financial Services

Education

Digital & Technology

Insurance

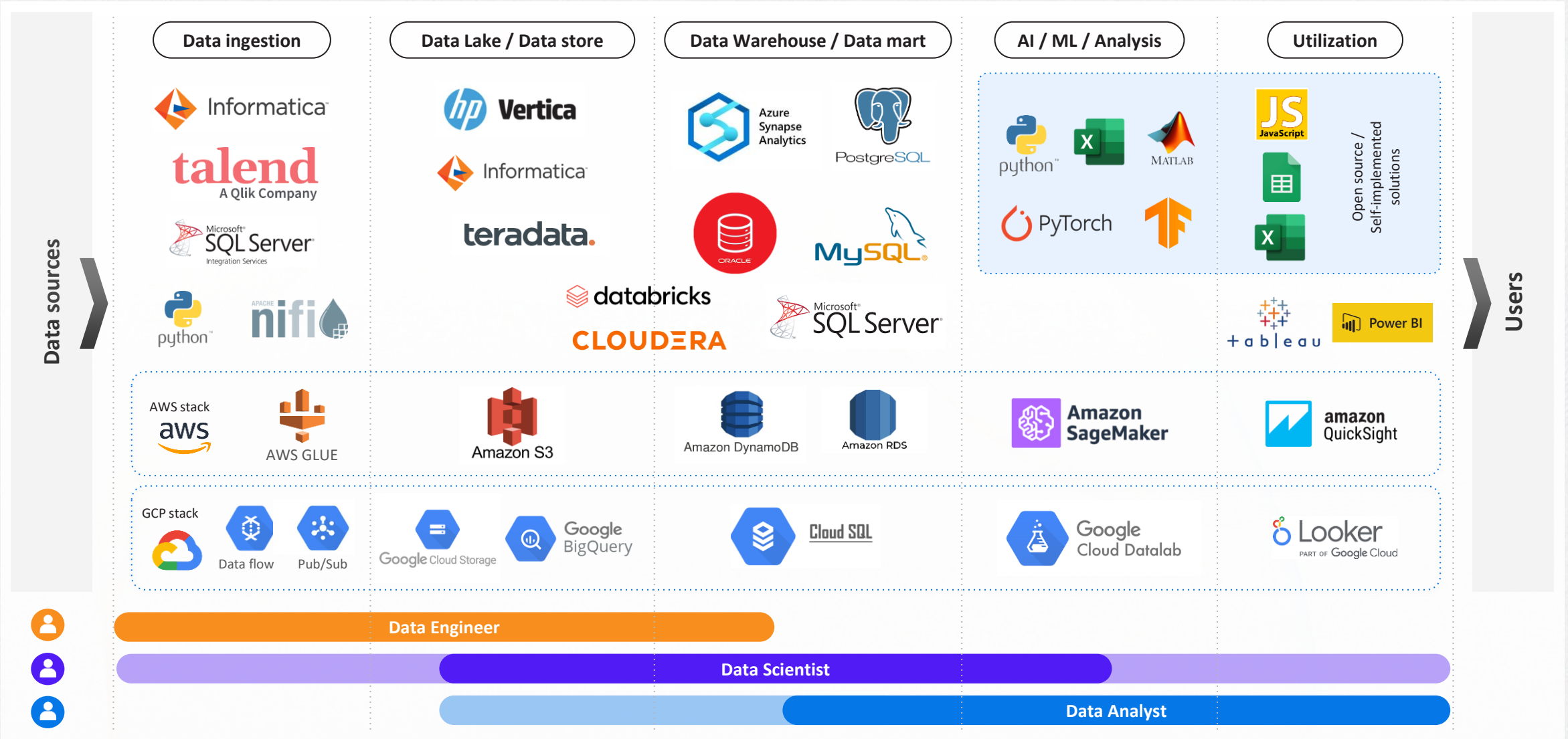


BLENDATA
ENTERPRISE

Simplified Big Data Platform

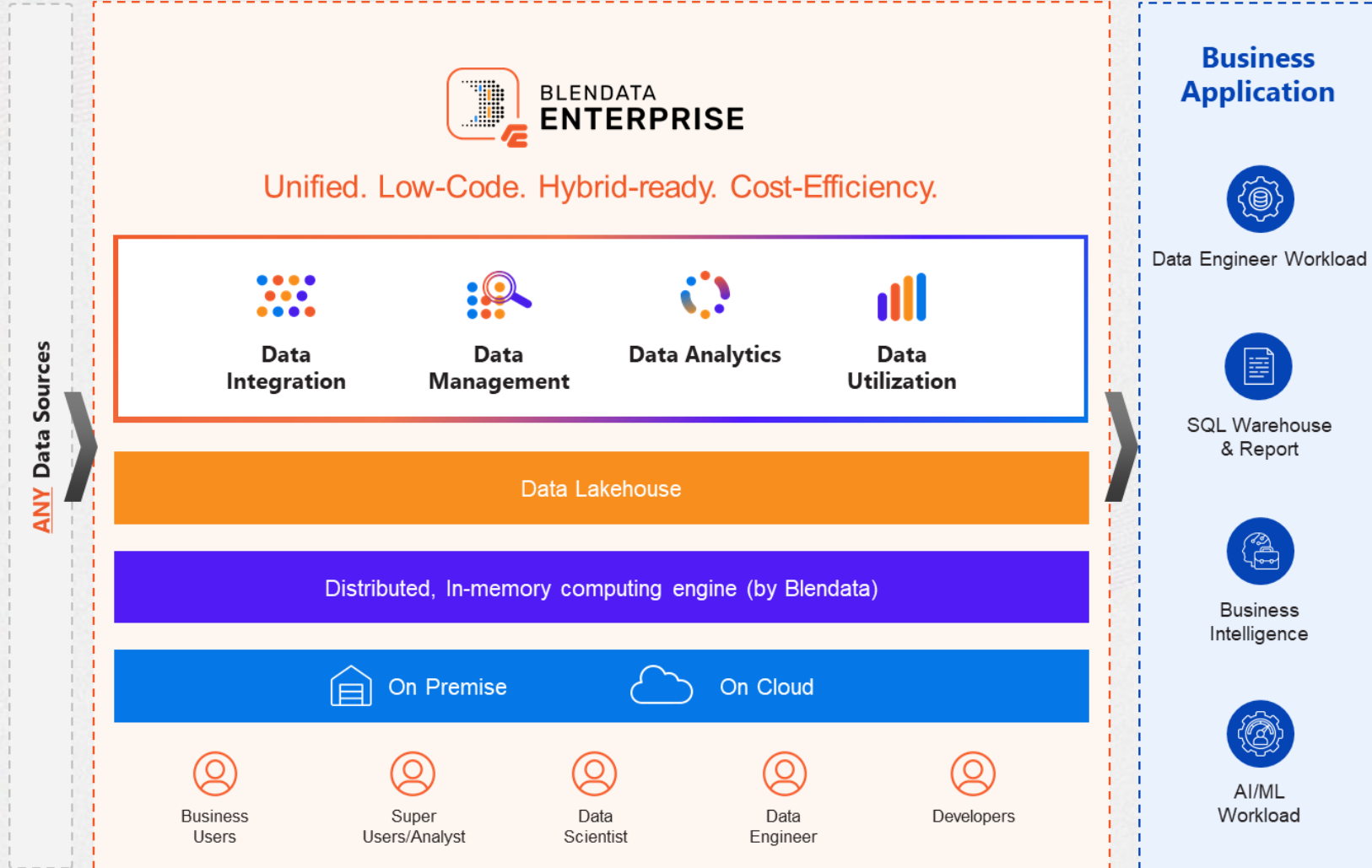
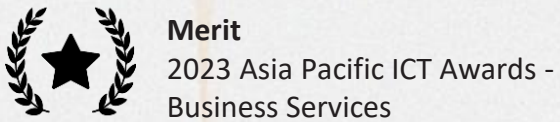
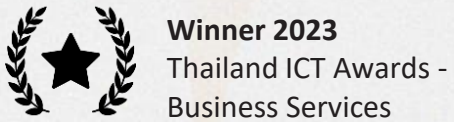
Optimize your data lakehouse with a unified platform that consolidates all functions in one place. Drive your data strategy and make a meaningful impact on your business.

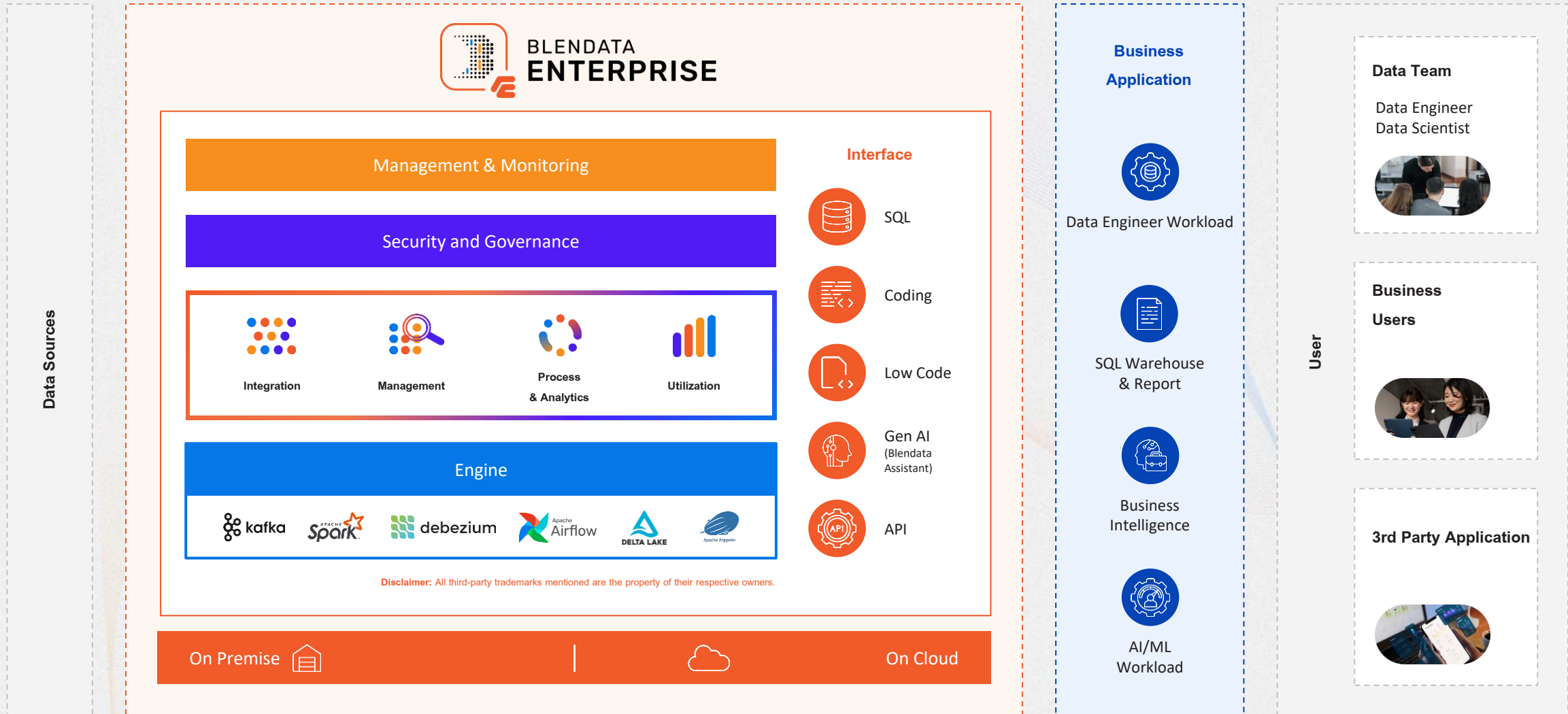
Traditional Big Data Platform





Simplified & Hybrid Big Data Platform





Blendata Enterprise Key Benefits

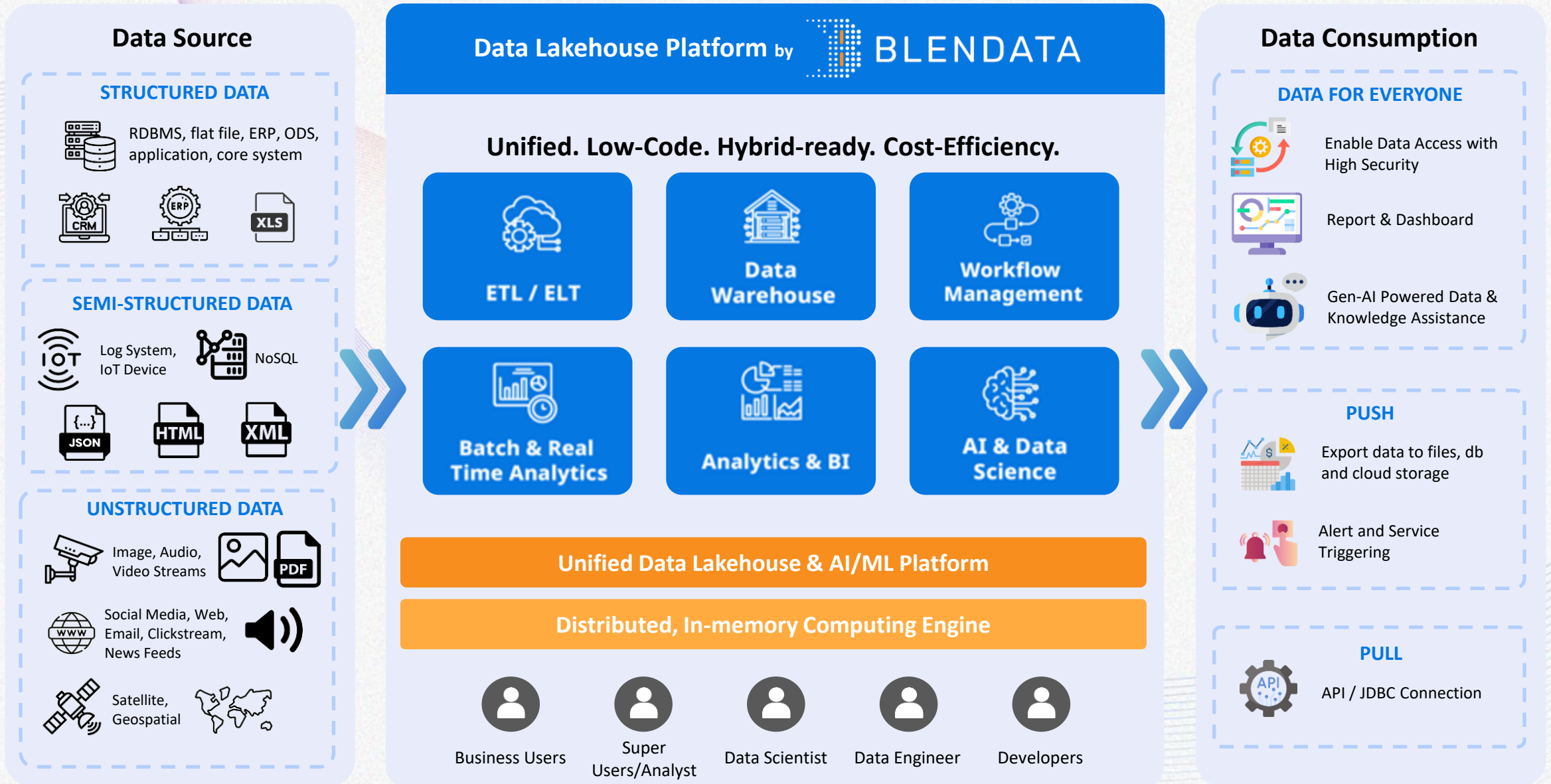


Hybrid Lakehouse

Simplicity

Open Platform
& Future + AI Ready

High Level Blendata Architectures



Blendata

Powering Banking Transformation with Hybrid Data Lakehouse



Hybrid Data Lakehouse

- Unified Data Visibility Across Cloud and On-Premise in a Single Interface
- One Platform for Any Workload handles analytics, machine learning, and real-time processing in one unified system.
- Modernizes data tech, replacing traditional methods
- Delivers performance better than or comparable to Hadoop
- Cuts Total Ownership Cost (TCO) by up to 700%

Next Best Offer

- Enhancing Customer 360 with a comprehensive view for tailored offer
- Predictive analytics for relevant recommendations
- Personalized strategies for improved campaign effectiveness

Centralized Data Archiving

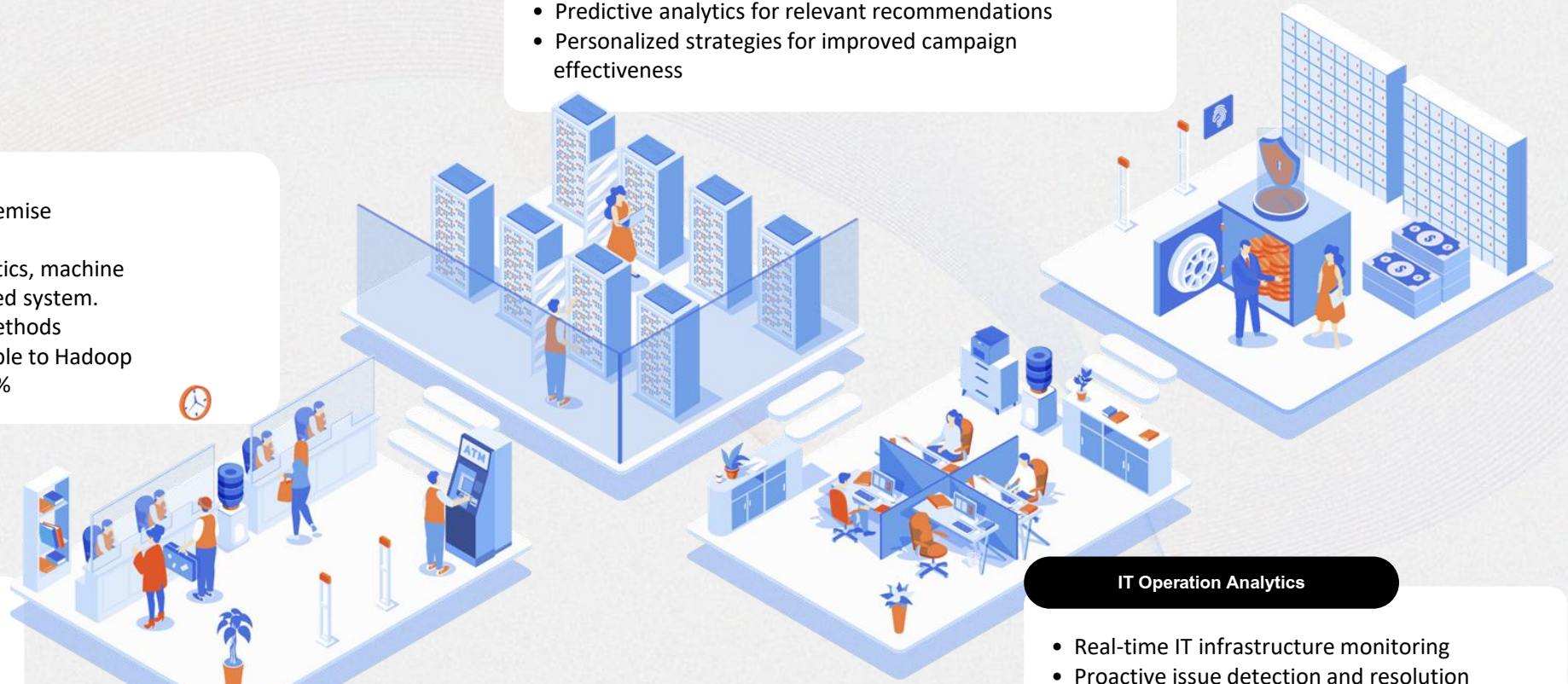
- Secure, long-term storage of historical data
- Efficient retrieval and management
- Cost-effective for reducing primary storage and optimizing retention

Cybersecurity Data Lake

- Centralized security data repository
- Enhanced threat detection through comprehensive analysis
- Improved incident response with real-time and historical insights

IT Operation Analytics

- Real-time IT infrastructure monitoring
- Proactive issue detection and resolution
- Data-driven insights for it resource optimization and efficiency



Blendata

Powering Manufacturing Transformation with Hybrid Data Lakehouse

Production Monitoring & Optimization

- High Data Quality for accurate insights
- Boosted Efficiency through real-time tracking
- Improved Decision-Making with actionable data

Demand & Supply Forecasting

- Optimized Inventory Management
- Enhanced Customer Satisfaction
- Insightful Planning

Preventive Maintenance

- Leverage advanced analytics to predict equipment failures
- Reducing downtime and increasing efficiency.

Anomaly Detection

- Early Quality Issue Detection
- Risk Prevention for Safety
- Reduced Downtime for Efficiency

Blendata

Powering Telecommunications Transformation with Hybrid Data Lakehouse



Hadoop Platform Replacement

- Reduced Costs via decoupled compute and storage
- Modernize data stack with Spark and Delta Lake
- Easy Migration through Hadoop-compatible usability
- On-premise Data Lakehouse proven in replacing 100+ Hadoop platforms

Service Monitoring and Root Cause

- Continuous monitoring across multiple data sources
- Fast detection and diagnosis of issues
- Root cause analysis to prevent recurrence

Next Best Offer

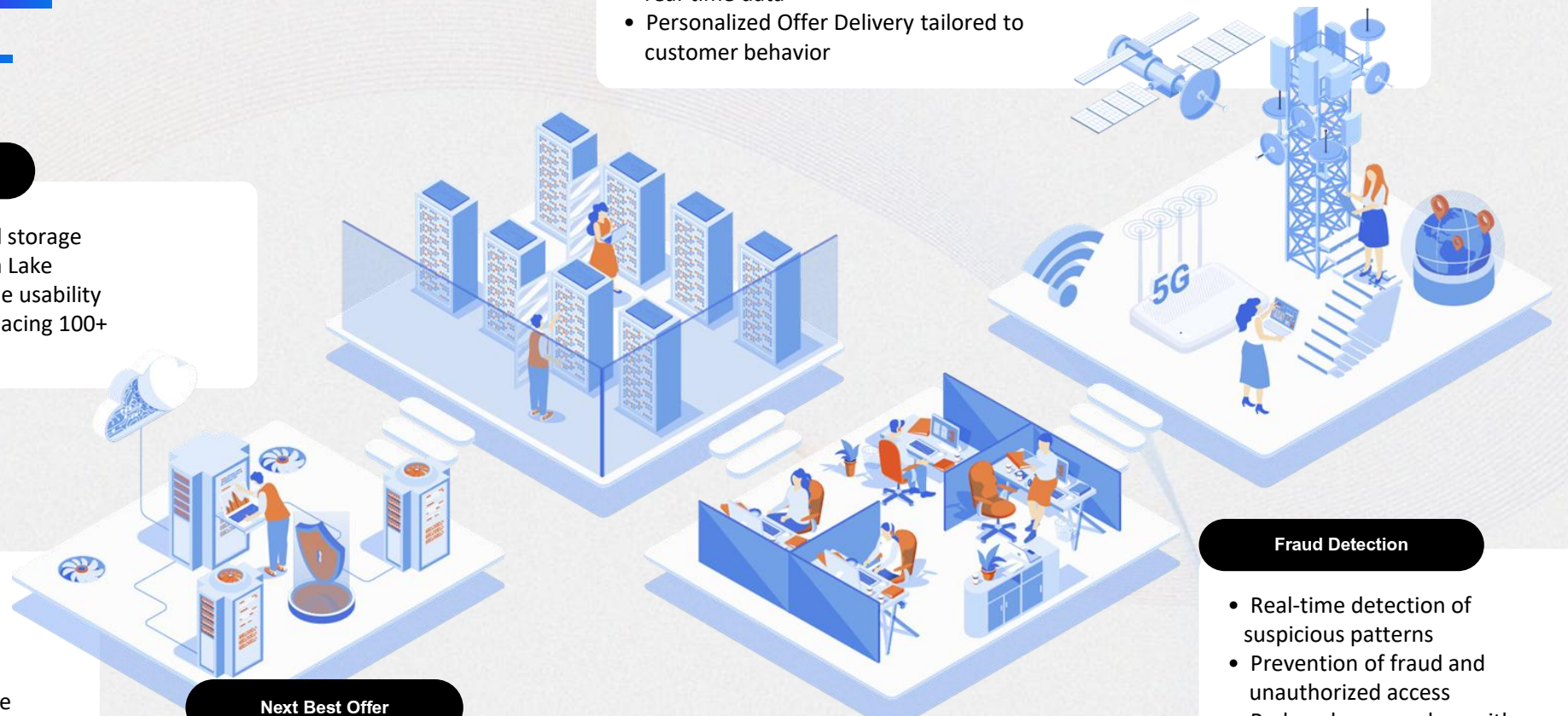
- Enhancing Customer 360 with a comprehensive view for tailored offers
- Predictive analytics for relevant recommendations
- Personalized strategies for improved campaign effectiveness

Near Real-time Analytics Triggering Gateway Campaigns

- Dynamic Campaign Adjustments based on real-time data
- Personalized Offer Delivery tailored to customer behavior

Fraud Detection

- Real-time detection of suspicious patterns
- Prevention of fraud and unauthorized access
- Reduced revenue loss with early anomaly detection



Blendata

Powering Healthcare Transformation with Hybrid Data Lakehouse



Medical Record Dashboard

- Provides a real-time, holistic view of patient medical histories
- Streamlines access to critical health information for improved decision-making
- Integrates with Electronic Health Records (EHR) for seamless updates

Patient Segmentation & Patient 360

- Groups patients based on demographics, behavior, and medical history
- Enables personalized care plans with a 360-degree view of each patient
- Facilitates targeted communication for improved patient engagement

Healthcare Workforce Analytics

- Monitors staffing levels to optimize healthcare workforce management
- Identifies trends in workforce performance for resource allocation
- Uses predictive models to forecast staffing needs and reduce operational costs

Data Archiving

- Securely stores a decade of data with easy access and compliance.
- Uses high-performance storage with 2-15x compression.
- Enables quick data retrieval and future analysis.

Follow-up Likelihood Classification

- Predict the likelihood of check-up patients returning for a follow-up appointment
- Allow tracking to increase appointment turn-up rate

Forecasting Patient Volume (Predictive MA)

- Predicts patient inflows based on historical and seasonal trends
- Helps in optimizing resource allocation and bed management
- Improves planning for emergency and non-emergency patient care



Blendata

Powering Oil & Gas Transformation with Hybrid Data Lakehouse



Branch Performance Analysis

- Evaluates branch-level KPIs to measure overall performance
- Identifies high-performing branches and areas needing improvement
- Enables data-driven decisions to boost productivity and profitability

Anomaly Detection

- Identifies unusual patterns or deviations in data in every aspects
- Improves security, quality control, and operational integrity

Production Optimization

- Enhances production processes by analyzing operational data
- Identifies bottlenecks and inefficiencies to improve output
- Supports continuous improvement with real-time performance tracking

Predictive Equipment Maintenance

- Anticipates maintenance needs to reduce downtime and repair costs
- Uses IoT and sensors to monitor equipment health in real-time
- Extends equipment lifespan through preventive care strategies

End-to-end Operations Analytics

- Provides a unified view of the entire operational workflow
- Helps in tracking performance across multiple stages and departments
- Enables data-driven insights for strategic planning and process improvement

Replacing Traditional Data Platform

- Migrates legacy systems to modern data platforms for enhanced scalability
- Improves data processing speed and reduces system complexity
- Facilitates real-time data access and analytics for better decision-making



Blendata

Powering Retail Transformation with Hybrid Data Lakehouse



Fraud Detection

- Monitors transactions in real-time to identify suspicious behavior
- Uses machine learning algorithms to detect patterns of fraud
- Minimizes financial losses and protects customer data

Personalize Marketing

- Launches new data-driven campaigns for targeted impact
- Optimizes existing campaigns with actionable insights
- Determines the best timing and channels for effective delivery

Inventory Predictions (Demand Forecasting)

- Uses historical sales and market trends to predict future inventory needs
- Reduces overstock and stockouts, optimizing inventory levels
- Improves supply chain efficiency with accurate demand forecasting

Customer 360

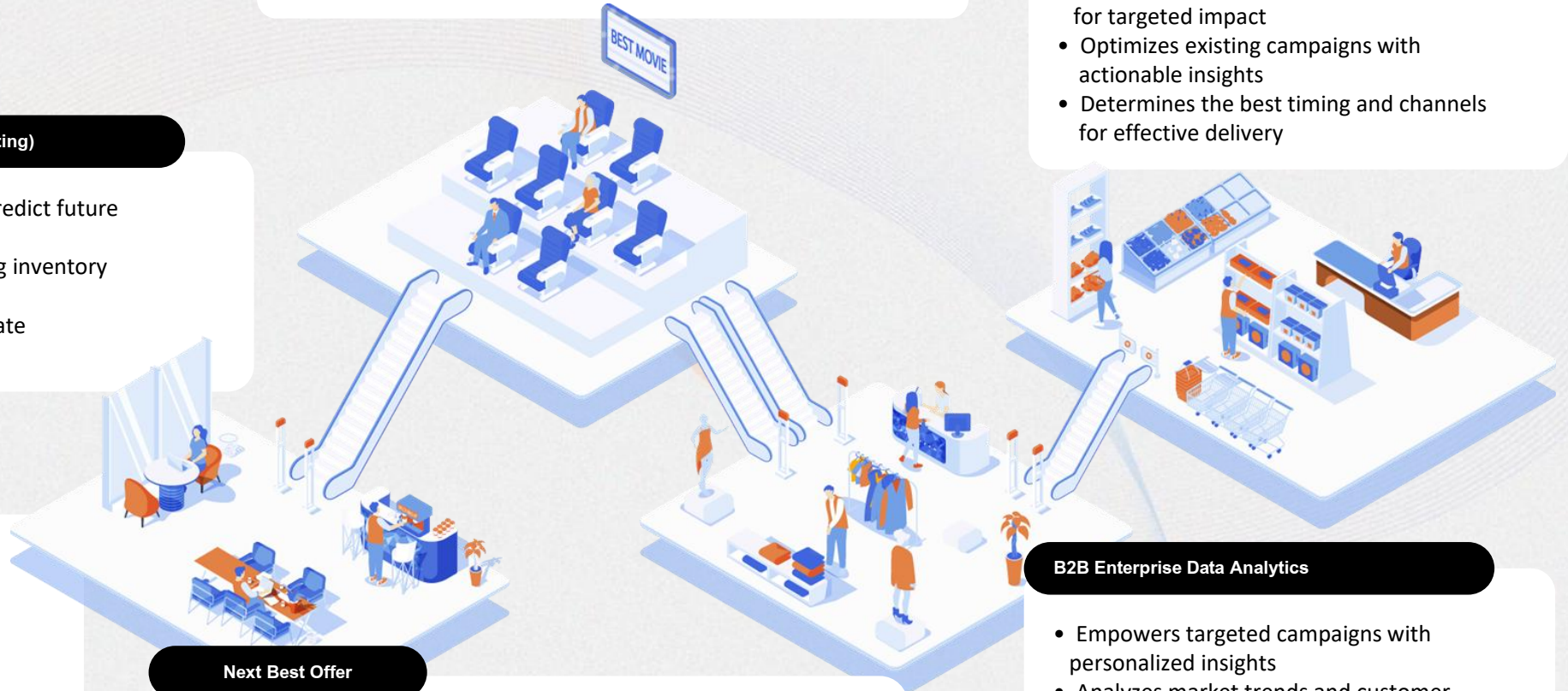
- Creates a comprehensive view of customers by integrating data from multiple touchpoints
- Enhances customer understanding for personalized engagement
- Drives customer loyalty with targeted marketing and product recommendations

Next Best Offer

- Enhances Customer 360 with a comprehensive view for tailored offers
- Utilizes predictive analytics for relevant recommendations
- Develops personalized strategies to improve campaign effectiveness

B2B Enterprise Data Analytics

- Empowers targeted campaigns with personalized insights
- Analyzes market trends and customer behavior for strategic insights
- Enhances brand performance with data-driven metrics



Blendata

Powering Insurance Transformation with Hybrid Data Lakehouse



Customer Profiling and Segmentation

- Divides customers into specific segments based on behavior and demographics
- Enables personalized marketing strategies for each segment
- Improves customer engagement and retention through tailored communications

Centralized Data Archiving

- Securely stores a decade of data with easy access and compliance.
- Uses high-performance storage with 2-15x compression.
- Enables quick data retrieval and future analysis.

Lead Qualification

- Ranks leads based on their likelihood to convert
- Uses predictive scoring to prioritize high-value prospects
- Improves sales efficiency by focusing on qualified leads

Product Recommendation: Upsell, Cross-Sell

- Analyzes customer behavior to suggest relevant products
- Boosts revenue by identifying upsell and cross-sell opportunities
- Increases customer satisfaction by providing relevant product offerings

Churn Score

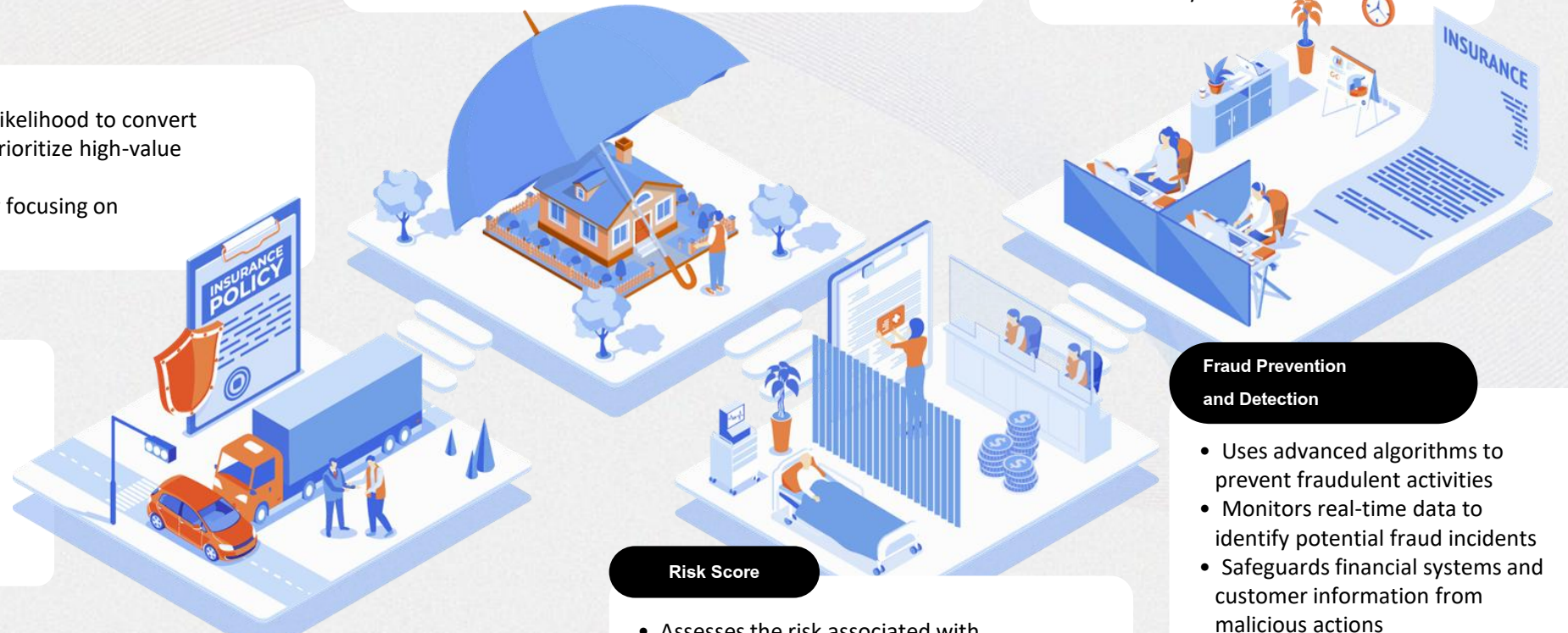
- Predicts the likelihood of customer churn based on behavior and engagement
- Helps in developing retention strategies for at-risk customers
- Reduces customer attrition and improves lifetime value

Risk Score

- Assesses the risk associated with customers or transactions
- Uses predictive models to identify potential financial or operational risks
- Helps in mitigating risks through proactive management strategies

Fraud Prevention and Detection

- Uses advanced algorithms to prevent fraudulent activities
- Monitors real-time data to identify potential fraud incidents
- Safeguards financial systems and customer information from malicious actions



Blendata

Powering Airline Industry Transformation with Hybrid Data Lakehouse



Predictive Maintenance & Fleet Optimization

- Ingest and process sensor data from aircraft engines, components, and historical maintenance records to predict potential failures before they happen.
- Optimize schedules to reduce downtime and improve availability.

Fraud Detection & Risk Management

- Detect fraud via transaction history and booking patterns.
- Real-time alerts to prevent revenue leakage.

Revenue Management & Demand Forecasting

- Integrate market trends, competitor pricing, booking data, and seasonal travel demand into a unified data lakehouse.
- AI-driven demand predictions for dynamic pricing.

Dynamic Pricing & Personalized Promotions

- AI enhances airline dynamic pricing by analyzing real-time data and individual customer behavior, enabling more precise, adaptive, and personalized fare adjustments than traditional rule-based models.
- Deliver personalized offers via loyalty and booking data.

Dynamic Aircraft Allocation

- Optimize aircraft selection based on passenger demand, replacing larger planes with smaller, more fuel-efficient models when necessary.

Fuel Optimization & Route Planning

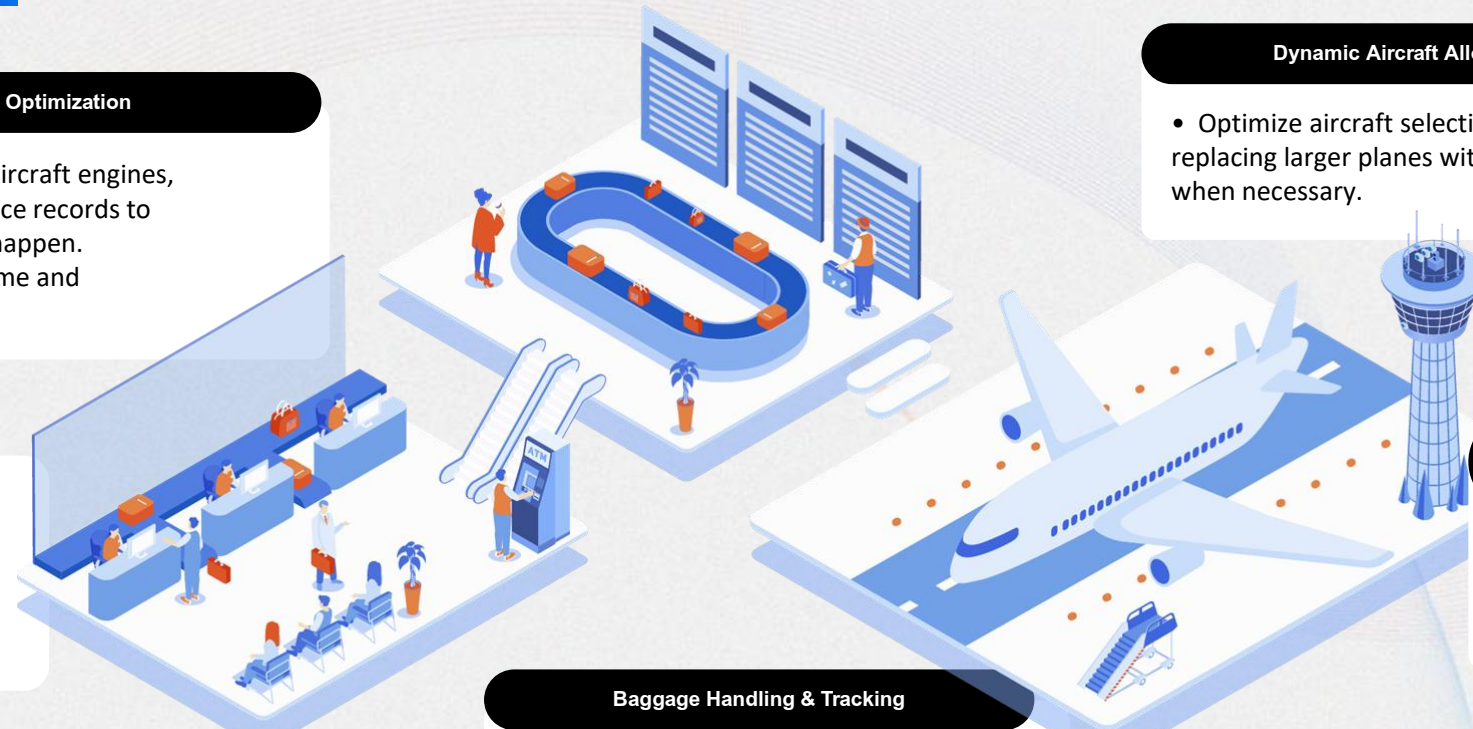
- AI predicts fuel needs and optimizes routes using real-time data.

Baggage Handling & Tracking

- Use RFID and barcode data to track baggage.
- Improve lost luggage recovery and status updates.

Customer 360 & Personalized Experience

- Consolidate ticketing, purchases, loyalty, and feedback into one view.
- AI-driven travel recommendations, upgrades, and rewards.





BLENDATA

Thank You