WIN

PROCREO INTRODUCTION

2022 - Paris

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PROCREO

A New way for value creation driven by AI and Machine Learning

Value creation

Revenue growth

Profit growth

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Procreo's **AI powered platform** assists companies in creating value by **real time profit growth management**

In predictive value based management instant identification of micro trends and end-to-end traceability is key

Hence Procreo platform will enable the CFOs and Executive to..

...Across all dimensions

Identify profit and Loss trends by ML segmentation (group transactions of similar patterns)

Predict P&L to the utmost **granular transaction** (i.e. P&L per hour of a billed case, vs P&L per hour of unbilled case)

Augment P&L structure with advanced business drivers (i.e capacity and asset utilization, efficiency)

Conduct root cause analysis assisted with AI multidimensional drilldown

Customer

Operations

Products / Services

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PROCREO TOP 5 USE CASES
The right capabilities and resources to help overcome CFOs challenges

Cost allocation and P&L augmentation
Blend transaction and activity based costing to generate augmented P&L with business drivers

Comparative trend analysis
Identify transactions of similar cost allocation patterns, conduct comparative analysis to identify cost optimization levers
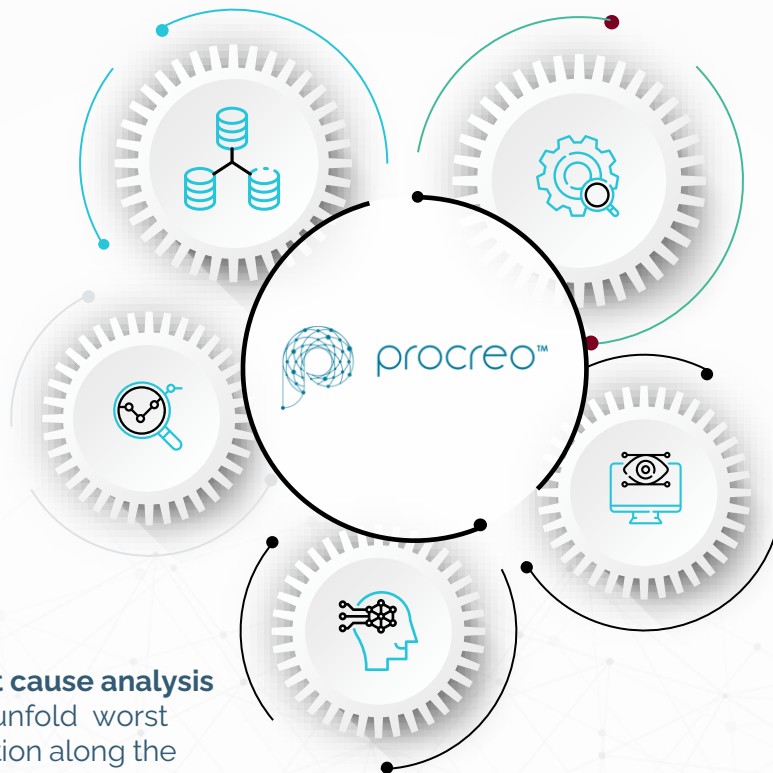
Value chain root cause analysis
Trace back and unfold worst impact combination along the value chain
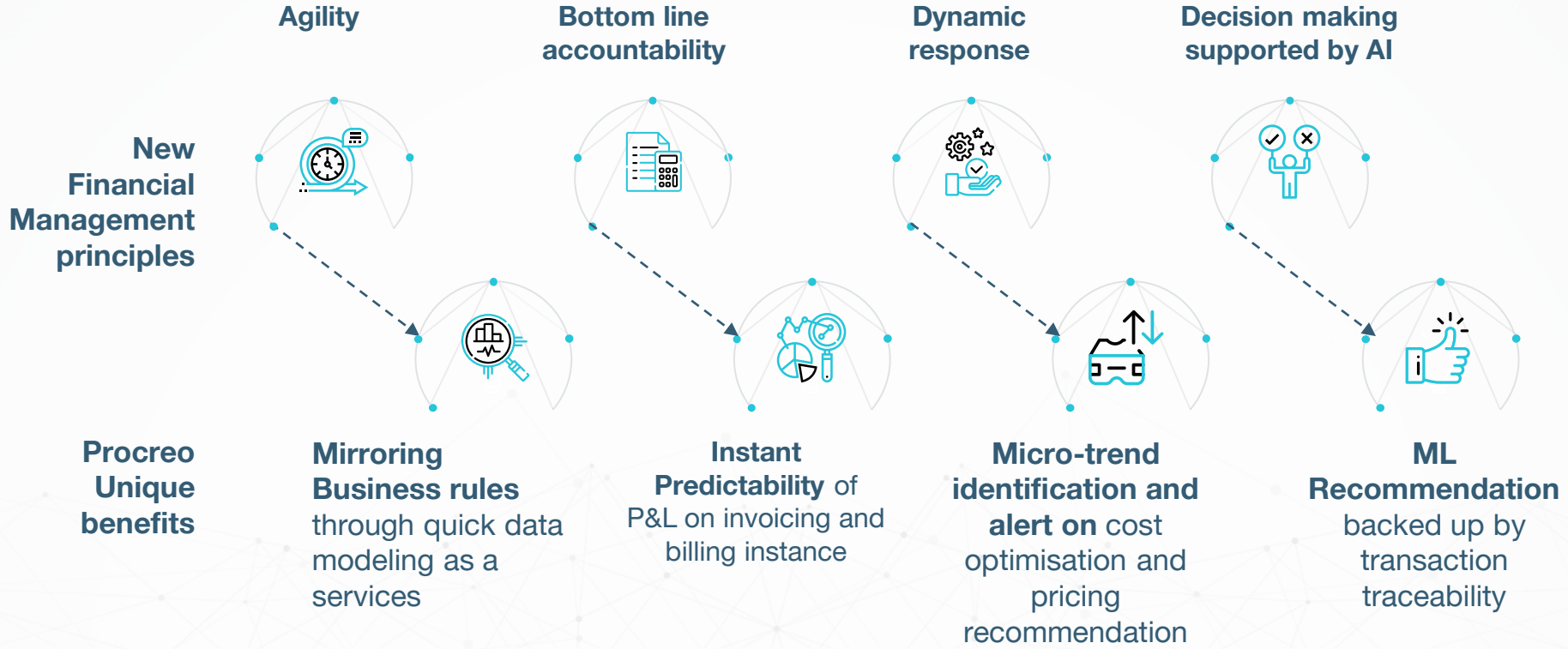
Predictive Analysis
Performance forecast and complex scenario modeling and analysis

Pricing gap recommendation
Real time efficient pricing (cost to serve for negative NP and most affordable for positive NP)

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Procreo platform unique benefits are designed to unlock the full potential new financial management principles

Agility

Bottom line accountability

Dynamic response

Decision making supported by AI

New Financial Management principles

Procreo Unique benefits

Mirroring Business rules through quick data modeling as a services

Instant Predictability of P&L on invoicing and billing instance

Micro-trend identification and alert on cost optimisation and pricing recommendation

ML Recommendation backed up by transaction traceability

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Procreo platform, is low code and does not need data scientist, has a concise and swift onboarding journey

EXPLORATION (business modeling)
- ➤ Identify major growth driver
- ➤ Gather cost allocation drivers
- ➤ Define synthetic micro entities (mix of data dimension allowing complex value chain analysis)

IA/ ML PROCREO INSTANTIATION
- ➤ Generate initial instance of AI driven analysis
- ➤ Provide first set of result and recommendation
- ➤ Provide augmented P&L

PUBLISHING and ViSUALISATION
- ➤ Publish datasets on the Procreo platform and access to all modules
- ➤ Develop based on client request BI dashboard (designed to meet business needs)

ONBOARDING
- ➤ We agree on utmost granular revenue generic metric (in professional services daily rate)
- ➤ Identify the depth level P&L
- ➤ Identify micro entity (data dimension : Industry , practice, project, stream, team member)

INPUT and CALIBRATION
- ➤ Provide data template/structure to input initial pilot data with clear Data schema structure

VALIDATION
- ➤ Final validation
- ➤ Additional business rules incorporation (if need be)

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Procreo journey start form an easy to use navigation panel..

Snapshot from Procreo Platform

NAVIGATION PANEL
- ➤ Data set and scenario selection
- ➤ Infinite filter capabilities
- ➤ Analysis format selection
- ➤ Alert patel and profit targets
- ➤ Shared use cases

AUGMENTED P&L
- ➤ Instant P&L prediction based on revenue realisation
- ➤ Drill down of P&L along different micro

COMPARATIVE ANALYSIS
- ➤ Compare different trend of profitability to identify cost optimization lever
- ➤ Conduct drill down at a trend level
- ➤ Generate IRR analysis

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... and can be fully customized into any BI visualisation tool
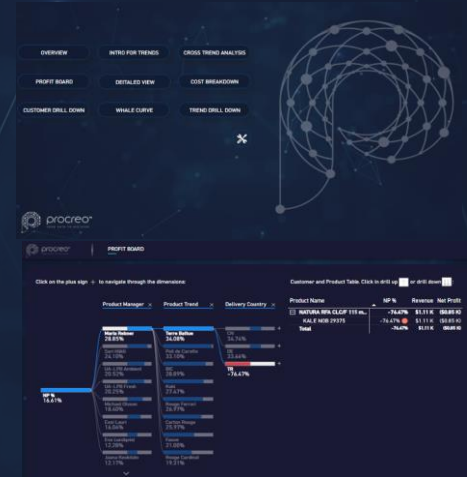
Snapshot from Procreo Platform
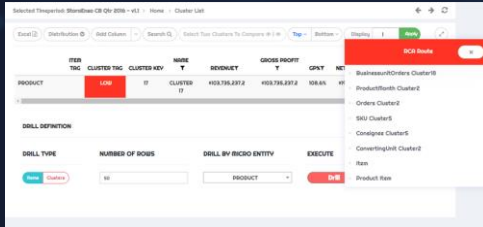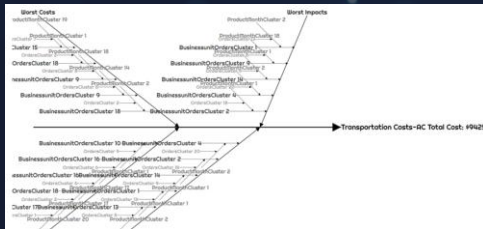
VALUE CHAIN And ROOT CAUSE ANALYSIS
➢ AI assisted drill down to trace worst cost (magnitude) and worst impact (value0
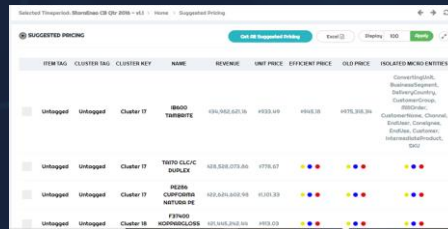
PRICING GAP ANALYSIS
➢ Provide breakeven analysis and recommend efficient pricing

ADVANCED BI VISUALIZATION
➢ Develop advanced use case for drill down, cross trend analysis, profit board and value chain analysis

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On-cloud / Platform as a Service

- Targeting medium to large companies looking for fast implementation

- The delivery of on demand computer system resources, requiring no active management and usually includes applications such as storage and processing power

- With a Cloud-based subscription model, there is no need to purchase any additional infrastructure or licenses

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Procreo™ is offered On-Cloud to ensure quick and easy implementation
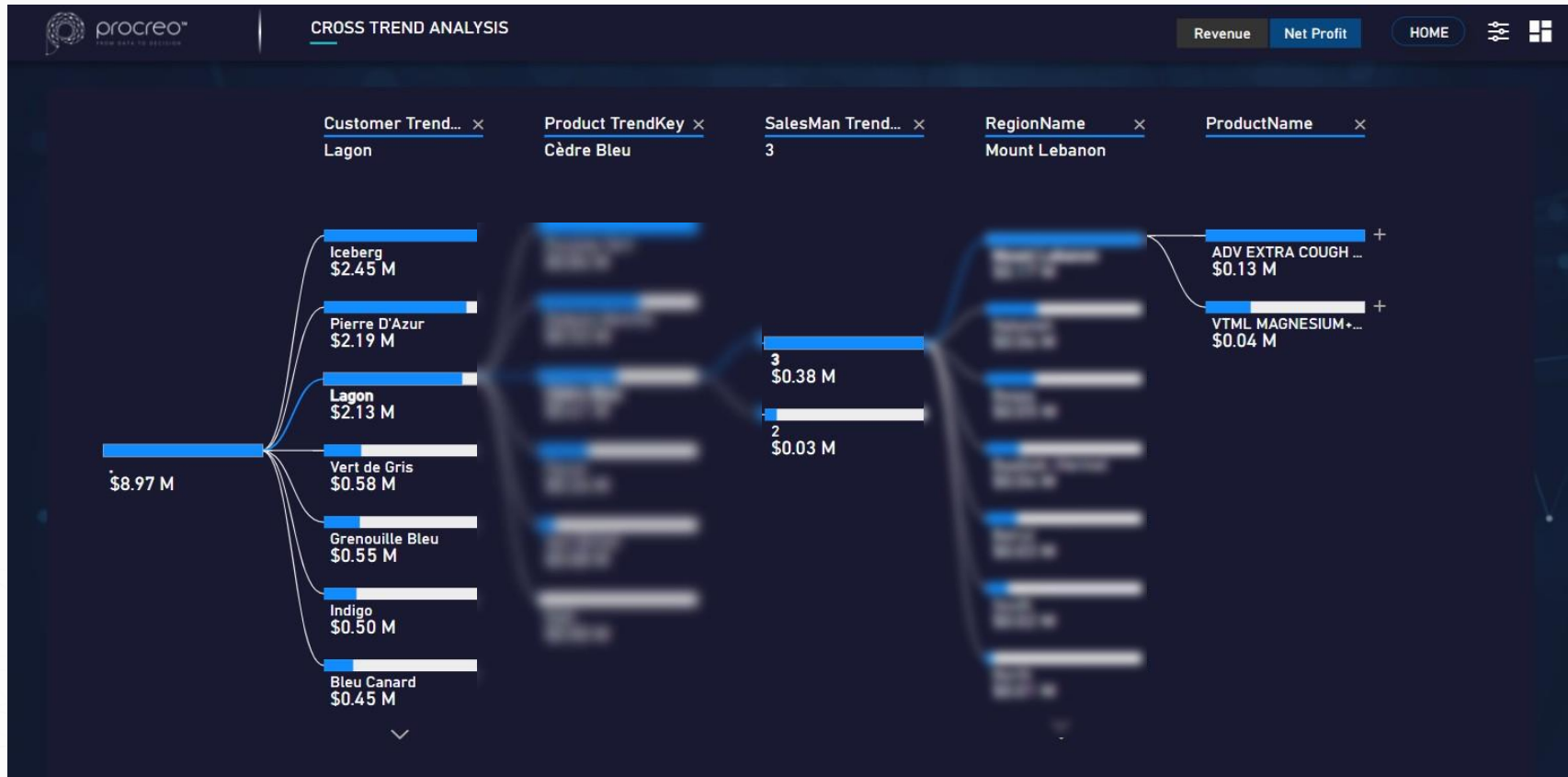
Procreo™ Dashboard - General

A comprehensive overview of the business, highlighting major KPIs that give key insight into performance and filter and drill down capabilities

Embedded AI and ML analysis dynamically highlighting the profit- and loss-making trends across different perspective of the business

Customer Trend – [Shares of 100%]

Trend Name	Net Profit	Revenue	Gross Margin	Operation Cost	Transactions	Allocated Expenses	Units
Iceberg	16.15%	27.33%	27.34%	41.10%	34.06%	32.61%	27.79%
Pierre D'Azur	3.72%	24.47%	24.46%	30.20%	34.36%	34.23%	24.32%
Lagon	47.63%	23.75%	23.77%	11.78%	11.95%	12.54%	26.84%
Vert de Gris	0.14%	6.42%	6.42%	7.56%	8.93%	9.38%	5.68%
Grenouille Bleu	8.84%	6.16%	6.16%	3.82%	4.83%	4.89%	5.54%
Indigo	9.75%	5.58%	5.59%	3.02%	3.28%	3.63%	8.39%
Ague Marine	-1.77%	1.26%	1.26%	2.17%	2.57%	2.69%	1.44%
Bleu Canard	15.55%	5.03%	5.00%	0.35%	0.03%	0.03%	0.01%

Product Trend – [Shares of 100%]

Trend Name	Net Profit	Revenue	Gross Margin	Operation Cost	Transactions	Allocated Expenses	Units
Vert Brun	-8.63%	12.03%	12.08%	19.21%	21.72%	21.85%	5.93%
Punaise Vert	35.94%	30.68%	30.66%	30.20%	27.63%	28.17%	29.06%
Kaki	17.79%	6.04%	5.99%	0.63%	0.41%	0.42%	1.38%
Faure	15.49%	10.98%	10.99%	10.37%	8.63%	8.87%	16.12%
Diablo Menthe	5.88%	24.42%	24.41%	31.50%	32.44%	33.16%	13.48%
Cadre Bleu	33.25%	15.75%	15.76%	8.03%	9.14%	7.50%	34.02%

Sales Trend – [Shares of 100%]

Trend Name	Net Profit	Revenue	Gross Margin	Operation Cost	Transactions	Allocated Expenses	Units
Eau de Parme	86.71%	70.72%	70.75%	67.15%	63.55%	63.24%	82.75%
Brun de Momie	-9.11%	14.22%	14.22%	20.98%	24.99%	25.21%	9.81%
Pourpre	22.40%	15.05%	15.02%	11.87%	11.46%	11.55%	7.45%

Compare — ● Revenue ● Net Profit

Cross trend analysis will allow to unfold the profit making and losing value chain

A unique drill down capabilities per trend to analysis revenue and profit generation streams

Profit Board is Procreo™ Pinnacle that will allow simultaneous multidimensional profit analysis and root cause analysis

Cost Breakdown analysis of the various products and customers and operation trends

Breakdown of your profit analysis that ensures a clear view of business operations characterized by micro-entity

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WHAT IS NEXT