

# OPTIMIZED OPERATIONS

Operating models need to deliver on strategy faster, better and with more assurance than ever before.

With disruption caused by - the need for resilience; changing regulations; market expectations; and the digital divide – management needs to use every method at its command to meet their goals

3-Cubed is **augmented intelligence software** for management to **consistently** drive operational results that are

**30%** better

Because you know you have considered all possible alternatives

**3x** faster

Because you are focused on the decisions, not on preparing for them

**3x** more assured

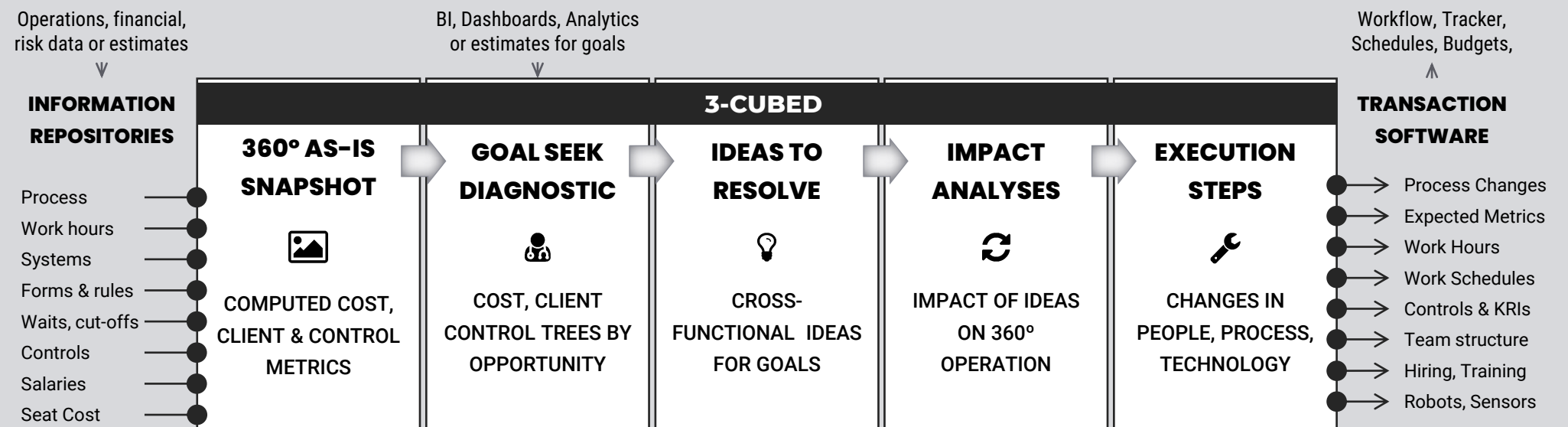
Because you know unintended consequences and the best next action

**3-CUBED IS A UNIQUE, COMPUTER AIDED PLATFORM TO OPTIMIZE (A) 360° OPERATIONAL MODELS (B)**

**A. IT SIMULTANEOUSLY SOLVES FOR MULTIPLE OBJECTIVES, INCLUDING COST, CONTROL AND CLIENT EXPERIENCE.**

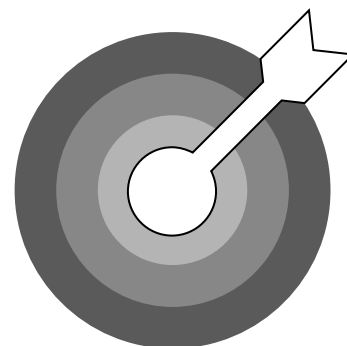
**B. IT USES PROCESS, RISK, OPERATIONS, FINANCE, IT & TEAMS (PROFIT) TOGETHER FOR COMPLETE, SYNERGISTIC SOLUTIONS**

**3-CUBED IS INTEGRATED COMPUTER AIDED DESIGN FOR OPERATING MODELS**



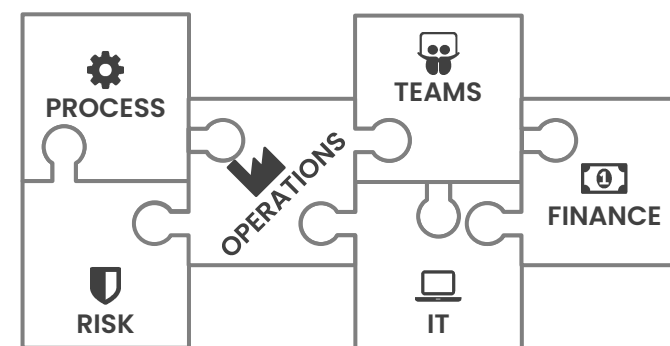
**IT BRINGS TOGETHER BUSINESS, FUNCTIONS AND MANAGEMENT LEVELS**

**COMPATIBLE GOALS**



COST | CLIENTS | CONTROL

**CONGRUENT ANSWERS**



PROCESS | RISK | OPERATION  
FINANCE | IT | TEAMS

**CLEAR PRIORITIES**



PEOPLE | PROCESS | SYSTEMS  
CONTROLS | TIMELINES | SCHEDULE

# AUGMENTED INTELLIGENCE LED OPERATIONAL OPTIMIZATION

**IT BRINGS TOGETHER BUSINESS, FUNCTIONS AND MANAGEMENT LEVELS**

**.. THE COMPLEXITY OF MODERN OPERATIONS HAS ACCELERATED BEYOND ANALOG TOOLS.**

- ▶ **BUSINESS LEADERS FACE CHALLENGES ON FUTURE OF WORK, COMPETITION AND GROWTH**
- ▶ **PROCESS, RPA, STATIC SPREADSHEETS - DON'T DELIVER THE INSIGHT THAT OPTIMIZATION NEEDS**
- ▶ **CHANGE CAN BECOME OVERWHELMING WHEN YOU'RE BUSY RUNNING THE DAY-TO-DAY BUSINESS.**

**GOALS**



**SOLUTION LEVERS**



**TO BE METRICS**

		<b>30% better</b> 	<b>3x faster</b> 	<b>3x more assured</b> 
<b>Business leader</b>		Meet all stakeholder needs for sustainable, profitable growth	Agile, proactive management by 360° objectives	Leverage synergies and manage trade-offs
<b>Solution expert</b>		View all issues and examine every idea to resolve target metrics	Single source of truth for data, decisions in a single place	Impact analysis mitigates unintended consequences
<b>Delivery team</b>		Profitability, client, and control managed simultaneously	Clear accountability & coordinated execution for faster results	Immediate "best next action" for quick course correction

**ALWAYS 30% BETTER, 3X FASTER, 3X MORE ASSURED**

**GLOBAL CONSUMER COMPANY** looking to reduce cost of HR / F&A in its global shared services locations

COST	CLIENT	CONTROL
▼37%	-	-

**US HEALTHCARE TPA** needs market leadership through lower turn around and increased accuracy

COST	CLIENT	CONTROL
▼10%	▼36% TAT	▲14%

**GLOBAL TELECOM** seeking faster order provisioning with limited resources for its European B2B customers

COST	CLIENT	CONTROL
▼12%	▼31% TAT	▲16% FTR
		3 LOD

**ASIA INSURER** seeking lower cost and faster new policy issuance for online channels

COST	CLIENT	CONTROL
▼31%	▼31% TAT	▲15% FTR
		3 LOD

**US FUND MANAGER** seeks scale and enhanced fund and risk reporting for its expansion plans

COST	CLIENT	CONTROL
▼48%	-	▲32%

**GLOBAL INVESTMENT BANK** seeks more frequent, better-quality coverage in investment research

COST	CLIENT	CONTROL
▼28%	▼16% TAT	▲15%

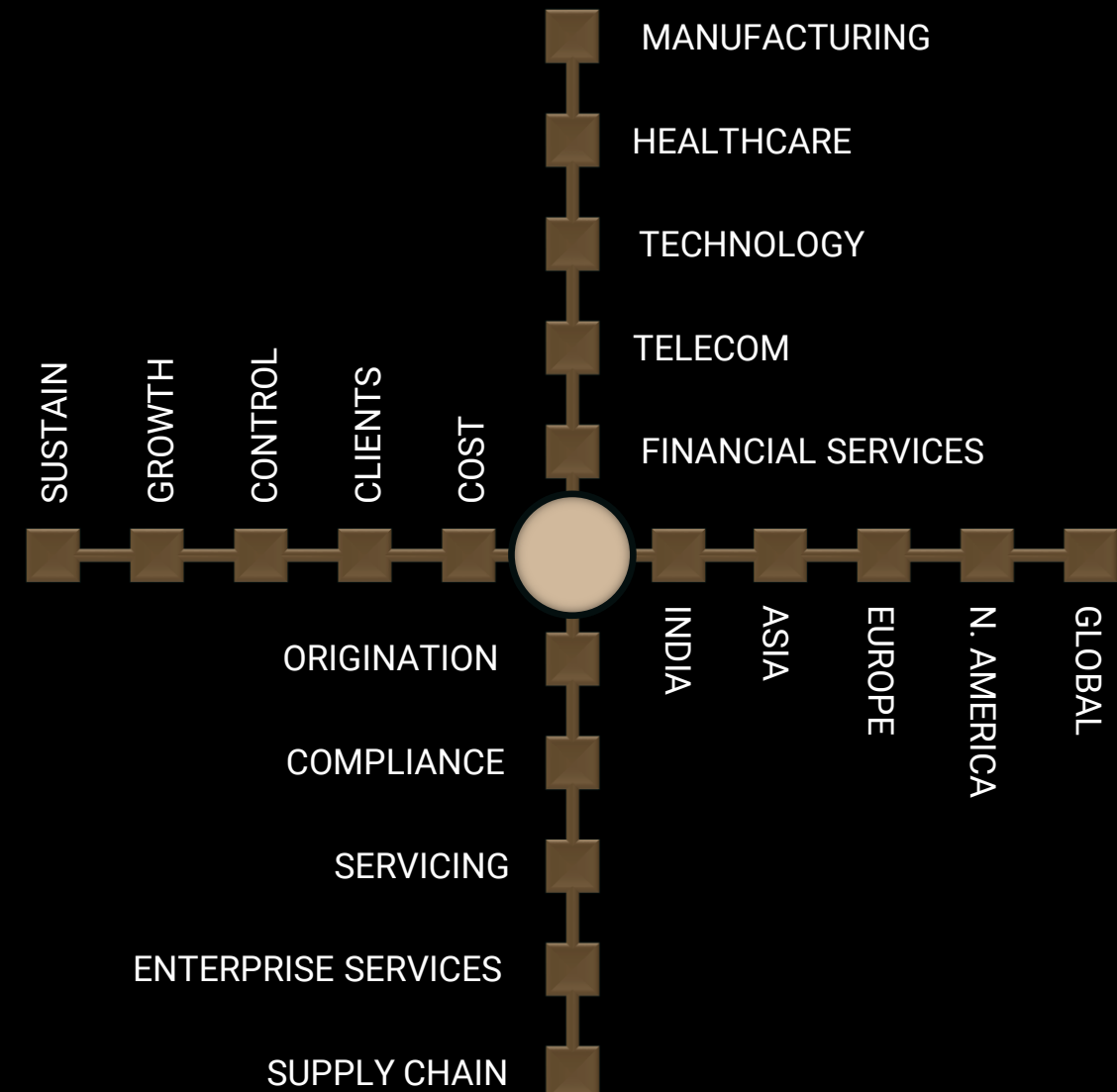
**GLOBAL TECHNOLOGY MAJOR** seeks better control and lower turn around for dispute resolution

COST	CLIENT	CONTROL
▼26%	▼10% TAT	-

**INDIAN BANK** looking to ensure control and improve trade finance origination and settlements

COST	CLIENT	CONTROL
▼32%	▼13% TAT	▲09%

**... ACROSS INDUSTRIES, REGIONS, AND INTENT**



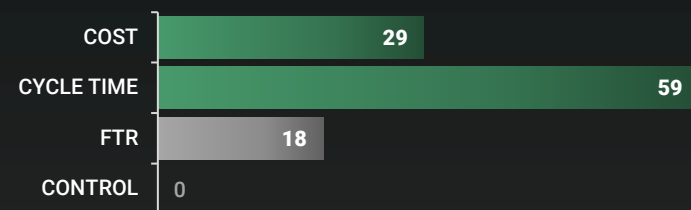
# QUICK BENEFITS IN TRANSITION & EARLY DELIVERY...



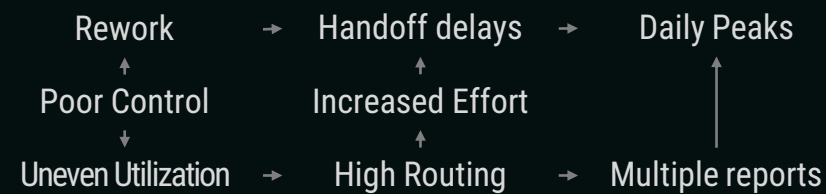
## EUROPE TELECOM ORDER MANAGEMENT

Seeks to increase **scalability** while improving **time to deliver** customized orders

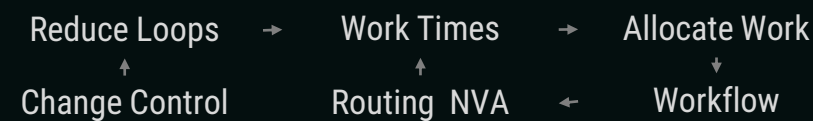
3-CUBED INCREMENTAL BENEFIT



### ISSUES IDENTIFIED



### IDEAS USED



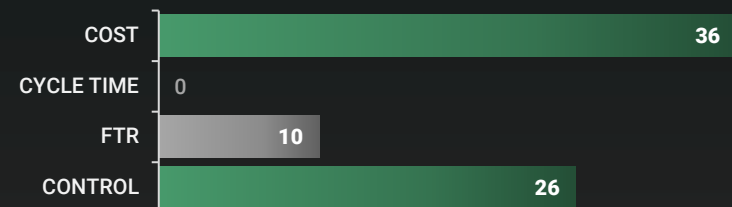
**3 WEEKS VS 2 MONTHS**



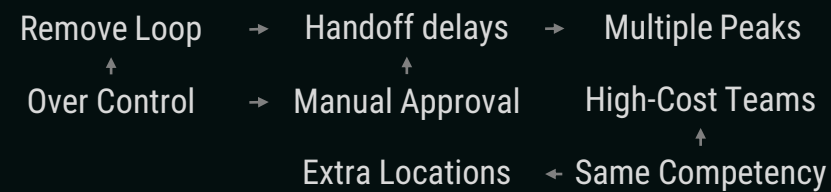
## GLOBAL BEVERAGES ACCOUNTS PAYABLE

Seeks to **reduce cost** of accounts payable function and requires **better controls**

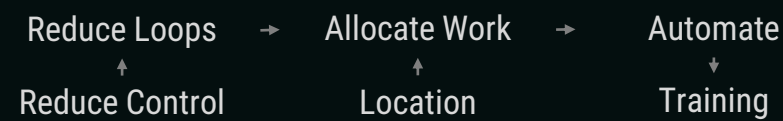
3-CUBED INCREMENTAL BENEFIT



### ISSUES IDENTIFIED



### IDEAS USED



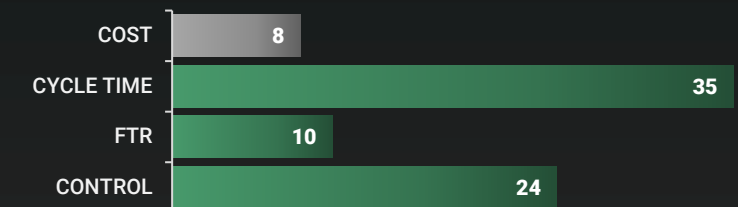
**8 WEEKS VS 12 MONTHS**



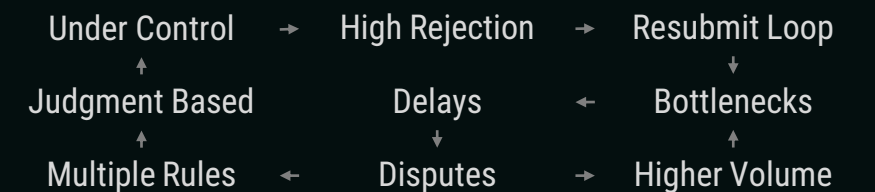
## GLOBAL TECHNOLOGY SUPPLY CHAIN

Seeks **better control** and while increasing **customer satisfaction** in supply chain

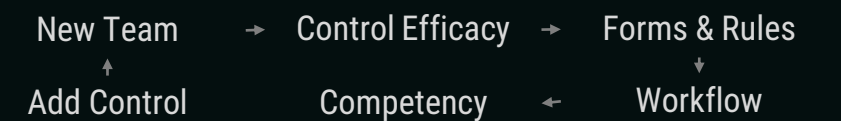
3-CUBED INCREMENTAL BENEFIT



### ISSUES IDENTIFIED



### IDEAS USED



**4 WEEKS VS 9 MONTHS**

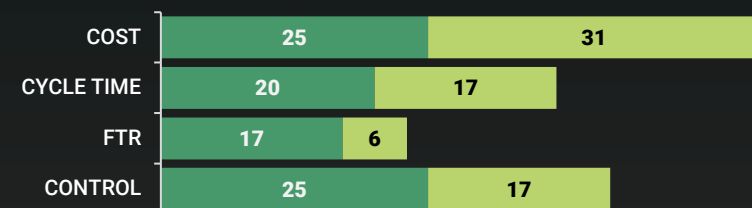
## ... INCREMENTAL VALUE IN LATER STAGE DELIVERY



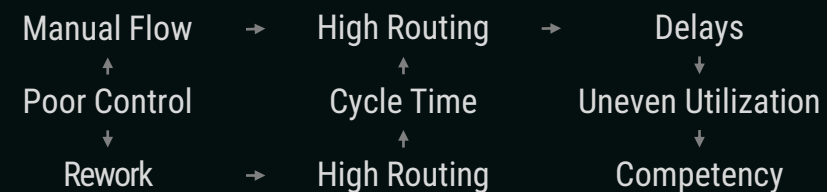
### EUROPE CHEMICALS PROCURE TO PAY

Seeks to **reduce cost** of procurement while improving **control on orders**

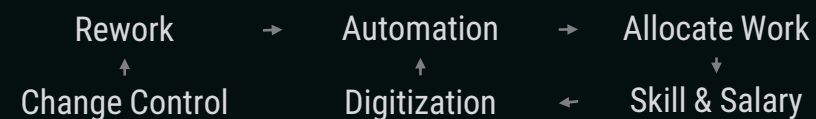
3-CUBED INCREMENTAL BENEFIT



#### ISSUES IDENTIFIED



#### IDEAS USED



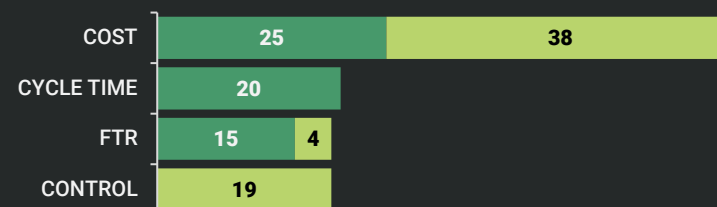
**4 WEEKS VS 6 MONTHS**



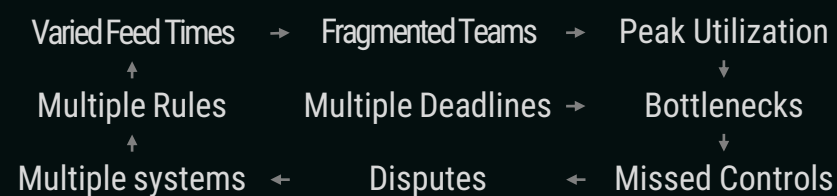
### GLOBAL BANK DAILY P&L ACCOUNTING

Seeks **reduced cost** and **better control** in managing regulatory requirement

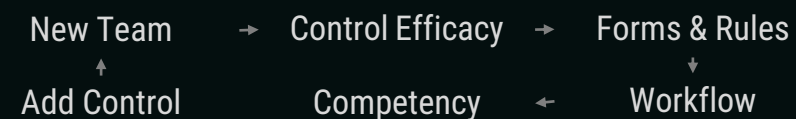
3-CUBED INCREMENTAL BENEFIT



#### ISSUES IDENTIFIED



#### IDEAS USED



**5 WEEKS VS 4 MONTHS**



We think of 3-Cubed as a strategy simulator. Nothing else lets clients see the full impact of decisions they are making.



Transformation cannot just be all about cost. This will help our clients a lot!



It does everything that we've wanted to do [for transformation], but faster and better!









3-Cubed is an excellent way to reimagine processes and build platforms. No similar tool exists that we are aware of.



# USE CASES

APPLICABLE ACROSS THE BUSINESS LIFECYCLE

## PROFIT ACROSS THE BUSINESS LIFECYCLE

		NEW BUSINESS	CHANGE	OPERATIONS
		Dialog and influence senior executives on key objectives	Get senior allies to preserve goals and drive governance	Govern to goals, be the expert on all operational levers
<b>PROCESS</b>		<ul style="list-style-type: none"> <li>- Who does what with whom</li> <li>- Retained and new teams</li> </ul>	<ul style="list-style-type: none"> <li>- Rapidly adjust for locations, hand-off, exceptions, delays</li> </ul>	<ul style="list-style-type: none"> <li>- Amend process per plan</li> <li>- Process dynamic to change</li> </ul>
<b>RISK</b>		<ul style="list-style-type: none"> <li>- Key contract &amp; business risk</li> <li>- Effective controls required</li> </ul>	<ul style="list-style-type: none"> <li>- Baseline key risk indicators</li> <li>- Design controls at inception</li> </ul>	<ul style="list-style-type: none"> <li>- Adjusted control to events</li> <li>- Maintain 3 lines of defence</li> </ul>
<b>OPERATIONS</b>		<ul style="list-style-type: none"> <li>- Agree key capacity drivers</li> <li>- Trade-off SLAs and costs</li> </ul>	<ul style="list-style-type: none"> <li>- Finalize capacity by team</li> <li>- SLAs and reverse SLAs</li> </ul>	<ul style="list-style-type: none"> <li>- Dynamic scheduling for volume, peaks, bottlenecks</li> </ul>
<b>FINANCE</b>		<ul style="list-style-type: none"> <li>- Investment &amp; business case</li> <li>- Pricing sensitivities</li> </ul>	<ul style="list-style-type: none"> <li>- Adjust impact to pricing</li> <li>- SOW &amp; change negotiation</li> </ul>	<ul style="list-style-type: none"> <li>- Planned impact of changes</li> <li>- Initiatives priorities &amp; benefit</li> </ul>
<b>IT</b>		<ul style="list-style-type: none"> <li>- Infrastructure architecture</li> <li>- Digitization required</li> </ul>	<ul style="list-style-type: none"> <li>- Acquire digital infrastructure</li> <li>- Start automation planning</li> </ul>	<ul style="list-style-type: none"> <li>- Early start to automation</li> <li>- Updated digital book of work</li> </ul>
<b>TALENT</b>		<ul style="list-style-type: none"> <li>- Team locations</li> <li>- Competencies &amp; cost</li> </ul>	<ul style="list-style-type: none"> <li>- Finalize skill requirement</li> <li>- Rapid hiring and training</li> </ul>	<ul style="list-style-type: none"> <li>- Pyramid rationalization</li> <li>- Skill based shared service</li> </ul>



# USE CASES ACROSS CUSTOMER TYPE

## Corporate Clients

## BPO Firms

## Consultants

### New product launch



Leverage design thinking to target the needs of the desired target (**client experience**) while maintaining the ability to scale (**cost**) and meeting regulatory and policy requirements (**control**)

### Geographic Expansion



Use augmented intelligence to navigate the complexities of new markets, for local regulations (**control**), cultural aspects (**clients**) and competitive price points (**cost**).

### Digital Transformation



Use impact analysis to see the impact of new technologies on your operations and ensure ROI (**cost**). Mitigate unintended consequences (**control**) to ensure the growth (**client experience**) you seek.

### Regulatory Changes



Use the digital twin to manage regulatory changes, balancing the need to ensure **compliance** with the cost of changing controls. Consider both monetary **cost** and possible degradation in **client** satisfaction.

### Mergers & Acquisitions



Integrate mergers and acquisitions seamlessly with 360° perspective, aligning operations, systems and teams to generate **cost** saves while maintaining **control** and enhancing the **client experience**.

### Manage Cost Pressures



Augmented intelligence to identify all areas for **cost** reduction, beyond traditional methods. Ensure **controls** or **clients experience** is not compromised as an unintended consequence of doing so.

### New Competition



Design thinking to stay ahead of the competition by matching or exceeding **client experience** at a **cost** point that is sustainable and in compliance with regulations and policies (**control**)

### Supply Chain Disruptions



Impact analysis to quickly and effectively manage capacity disruptions doing more with less (**cost**), while effectively maintaining all compliance (**control**) targets and meeting **client** demands.

## USE CASES ACROSS CUSTOMER TYPE

Corporate Clients

**BPO Firms**

Consultants

### Solution Design



Win new business with digital twin technology to cater to unique customer objectives and characteristics by calibrating **cost**, **client SLAs** and desired levels of operational risk **control**.

### Transition Management



Accelerate and de-risk transition augmented intelligence, minimizing time to **revenue** by planning all PROFIT functions and mitigating all **control** and **client SLA** impediments.

### Efficient Operations



Streamline operations with design thinking to achieve desired outcomes in operations. Manage change while meeting **client** delivery and **quality** metrics without compromising **margins**.

### Continuous Improvement



Continuously improve operations with a 360-degree perspective on all contributing functions, improving operational **control**, exceeding client **SLAs** and **cost** reduction.

### Profitable Renewals



Effectively renew contracts with design thinking, to meet **client** expectations on delivery and **quality** standards while being able to provide additional **cost** saves, all while ensuring contract profitability.

### SLA Management



Effectively manage customer turn around **SLAs** and **quality** metrics leveraging all PROFIT functions. Use impact analysis to ensure minimum degradation in **profitability** while doing so.

### Business Continuity



Use impact analysis to proactively manage operational **risk** and **delivery** standards in case of long- or medium-term capacity disruption events making do with fewer resources (**cost**).

### Quality Assurance



Use design thinking and impact analysis to achieve desired outcomes while balancing the impact that additional or ineffective **controls** have on **cost** on **customer** satisfaction.

## USE CASES ACROSS CUSTOMER TYPE

Corporate Clients

BPO Firms

Consultants

### Operations Design



Design 360° operations with digital twin technology, ensuring clients are able to meet their targeted **client** satisfaction metrics while managing their **cost** and **compliance** requirements.

### Benchmarking Studies



Conduct comparative analyses with the help of augmented intelligence to identify actionable areas of improvement and drive **cost** efficiency while maintaining **control** and **client experience**.

### Process Maturity



Assess and improve existing processes using design thinking to customer objectives with equal emphasis on **client** satisfaction, operational **control**, and **cost** efficiency.

### Cost and Scale Studies



Implement **cost**-saving measures covering total cost and unit cost using impact analysis to ensure that recommendations align with **client** needs and optimize operational **control**.

### Customer Journeys



Design and optimize customer journeys, using a 360-degree perspective to drive **client** satisfaction while continuing to manage operational **risks** and at an acceptable **cost** level.

### Operational Risk Assessment



Identify and manage operational **control** using our 360-degree perspective for a comprehensive view of risk. Use impact analysis to ensure that controls do not disrupt **costs** or **client** needs.

### Digital Transformation



Lead digital transformations using structured methodology to ensure all functions are aligned to technology changes to meet customer goals across **cost**, **clients** and **controls**.

### Implementation Support












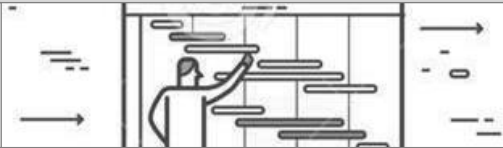


Use the digital twin "best next idea" to provide **de-risked** execution support for operations while managing implementation challenges in alignment with **cost** and **client** goals.
















# HOW TO USE 3-CUBED

TIMELINES AND PARTICIPANTS

## A TYPICAL 3-CUBED DECISION JOURNEY

INTENT 	INFORMATION 	ISSUE INSIGHT 	IDEA GENERATION 	IMPACT ANALYSES 	TO-BE MODEL 		
1 DAY	4 WEEKS		2 WEEKS		1 DAY		
							
<p><b>Management discussion on business objectives and resultant operational goals</b></p> <ul style="list-style-type: none"> <li>• Defining what constitutes success                             <ul style="list-style-type: none"> <li>+ Customers</li> <li>+ Compliance</li> <li>+ Cost</li> </ul> </li> <li>• Current constraints to achieving these</li> </ul>	<p><b>Current state metrics generated based on operational inputs in standardized format</b></p> <ul style="list-style-type: none"> <li>• Provide inputs to 3-Cubed:                             <ul style="list-style-type: none"> <li>• L2/L3 process maps</li> <li>• Effort, delays, deadlines</li> <li>• Forms, Rules,</li> <li>• Systems and data flow</li> <li>• Risk &amp; Controls</li> <li>• Team, place, time, cost</li> </ul> </li> </ul>		<p><b>360° view of key issues and choke points highlighted to solve for</b></p> <ul style="list-style-type: none"> <li>• Highlights key cost, customer experience and control issues, identifies synergies and trade-offs</li> <li>• In-built analytics leverage experience and allow for creativity in insight creation</li> </ul>		<p><b>Objective based decision trees with benefit sizing by opportunity</b></p> <ul style="list-style-type: none"> <li>• 3-Cubed decision trees provide opportunity size of levers with detailed suggestions for identified issues.</li> <li>• The impact of selected decisions can be assessed and if accepted incorporated into a new future state scenarios</li> <li>• Often the use of multiple levers is what drives the appropriate solution outcome with the iterative selection of levers to mitigate unintended consequences and to leverage cross-functional collaboration</li> </ul>	<p><b>Decision impact to verify benefit, consequence, and next layered action</b></p> <ul style="list-style-type: none"> <li>• 3-Cubed generates change in process, people, technology, for each decision</li> <li>• Cumulative changes are layered to create a detailed operational future state</li> </ul>	<p><b>In built changes to people, process and systems for implementation plan</b></p>

### AND THE KEY PARTICIPANTS AT EACH STAGE

<ul style="list-style-type: none"> <li> Business Leader</li> <li> COE PMO</li> </ul>	<ul style="list-style-type: none"> <li> Junior Analyst</li> <li> Process Owner</li> </ul>	<ul style="list-style-type: none"> <li> Senior Analyst</li> <li> Junior Analyst</li> <li> Process Owner</li> </ul>	<ul style="list-style-type: none"> <li> Senior Analyst</li> <li> Delivery Leader</li> </ul>	<ul style="list-style-type: none"> <li> Senior Analyst</li> <li> Delivery Leader</li> <li> Business Leader</li> </ul>	<ul style="list-style-type: none"> <li> Process Owner</li> <li> Delivery Leader</li> <li> COE PMO</li> </ul>
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# ANNEXURE

EVERYTHING THAT 3-CUBED DOES

## 3-CUBED CREATES A DIGITAL TWIN OF YOUR CURRENT OPERATIONS

### 3-CUBED INPUT: 360° OPERATING MODEL

FUNCTIONS						3-CUBED LIBRARIES	
⚙️	🛡️	🏢	💰	💻	📄		
<ul style="list-style-type: none"> <li>⌘ Process Flow</li> <li>⌘ Effort Estimate</li> <li>⌘ Wait Periods</li> </ul>	<ul style="list-style-type: none"> <li>⌘ Current Control</li> <li>⌘ Objectives</li> </ul>	<ul style="list-style-type: none"> <li>⌘ Locations</li> <li>⌘ Work Hours</li> <li>⌘ SLA   Deadlines</li> </ul>	<ul style="list-style-type: none"> <li>⌘ Team Salary</li> <li>⌘ Seat Cost</li> </ul>	<ul style="list-style-type: none"> <li>⌘ Systems</li> <li>⌘ Mode</li> <li>⌘ Forms &amp; Rules</li> </ul>	<ul style="list-style-type: none"> <li>⌘ Team Size</li> <li>⌘ Skill Level</li> </ul>	<ul style="list-style-type: none"> <li>› Process Templates</li> <li>› Forms &amp; Rules</li> <li>› HR Talent Pools</li> </ul>	<ul style="list-style-type: none"> <li>› Risk Taxonomy</li> <li>› Control Objectives</li> <li>› Infrastructure Costs</li> </ul>

### 3-CUBED ISSUES, IDEAS AND IMPACT: OBJECTIVES DRIVEN, CROSS-FUNCTIONAL

3-CUBED ISSUES, IDEAS AND IMPACT: OBJECTIVES DRIVEN, CROSS-FUNCTIONAL		
<b>3-CUBED ALGORITHMS</b>	<b>IMPROVEMENT LEVELS</b>	<p style="text-align: center;"><b>CROSS-FUNCTIONAL IMPACT OF IDEAS ON OBJECTIVES</b></p>
<ul style="list-style-type: none"> <li>› Process Flow &amp; Path</li> <li>› Rework &amp; Process Loops</li> <li>› Global Scheduling</li> <li>› Shifts, Utilization, Delays</li> <li>› Objectives decision trees</li> <li>› Skill Clusters</li> <li>› Activity Costing</li> <li>› Lines of Defense</li> <li>› Automation Assessment</li> </ul>	<ul style="list-style-type: none"> <li>› LEAN, NVA, Value Stream</li> <li>› First Time Right</li> <li>› Control: add, remove, change</li> <li>› Control: Efficacy</li> <li>› Peak Reduction</li> <li>› De-bottlenecking</li> <li>› Shared Services</li> <li>› Automation &amp; Digital</li> <li>› Team Skills &amp; Composition</li> </ul>	

### 3-CUBED IMPLEMENTATION: PROJECT PLANNING AND BUDGETS

PROCESS	PEOPLE	TECHNOLOGY	CONTROLS
<ul style="list-style-type: none"> <li>› Process Flow</li> <li>› SIPOC</li> <li>› Operational Metrics</li> </ul>	<ul style="list-style-type: none"> <li>› Team Structure</li> <li>› Training &amp; Hiring</li> <li>› Work Rosters</li> </ul>	<ul style="list-style-type: none"> <li>› Business Requirements</li> <li>› Automation Priorities</li> <li>› Enterprise Architecture</li> </ul>	<ul style="list-style-type: none"> <li>› Risk Metrics</li> <li>› Control Procedures</li> <li>› Control Governance</li> </ul>

# ANNEXURE

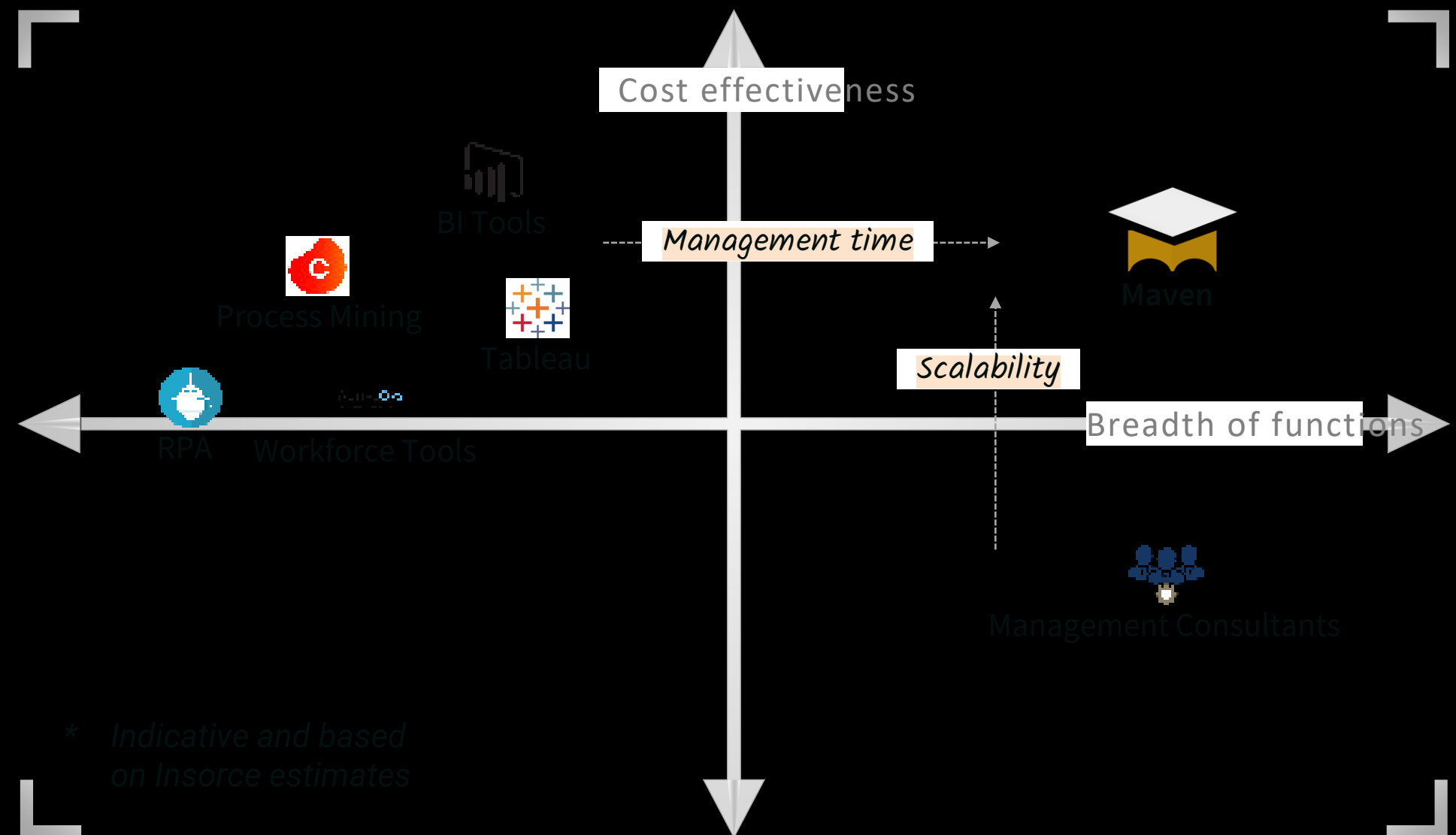
COMPARISON WITH OTHER TOOLS & TECHNIQUES



# COMPETITIVE VALUE AS COMPARED TO THE TRANSFORMATION STACK

- Maven is the only technology platform focused on management decision making across the operating model.

- Despite **Maven being unique** in the transformation stack, we understand you may be considering some potential alternatives for comparative value.
- The picture alongside shows how Maven compares with some technology and human options;

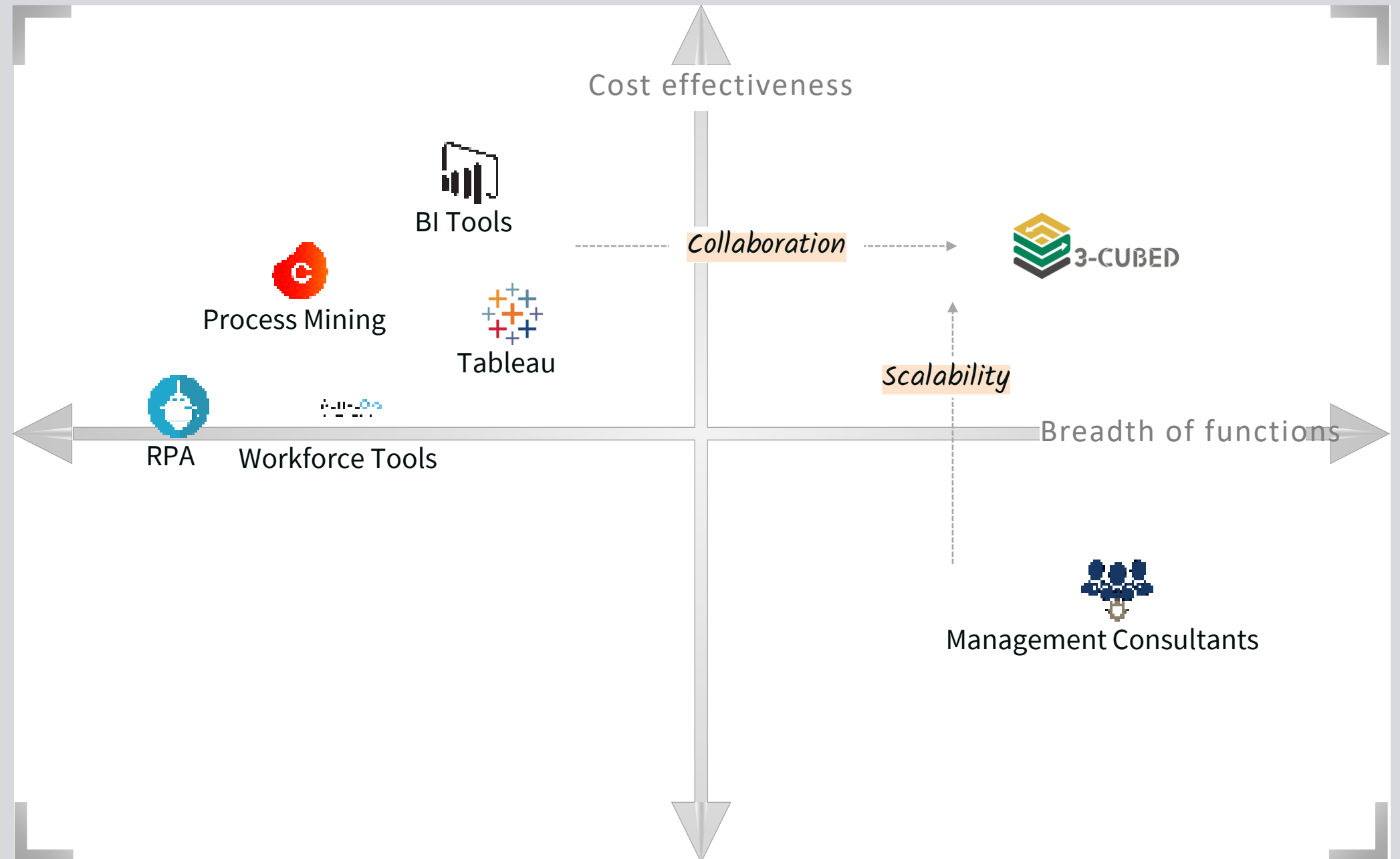


## COMPETITIVE VALUE AS COMPARED TO THE REST OF THE STACK

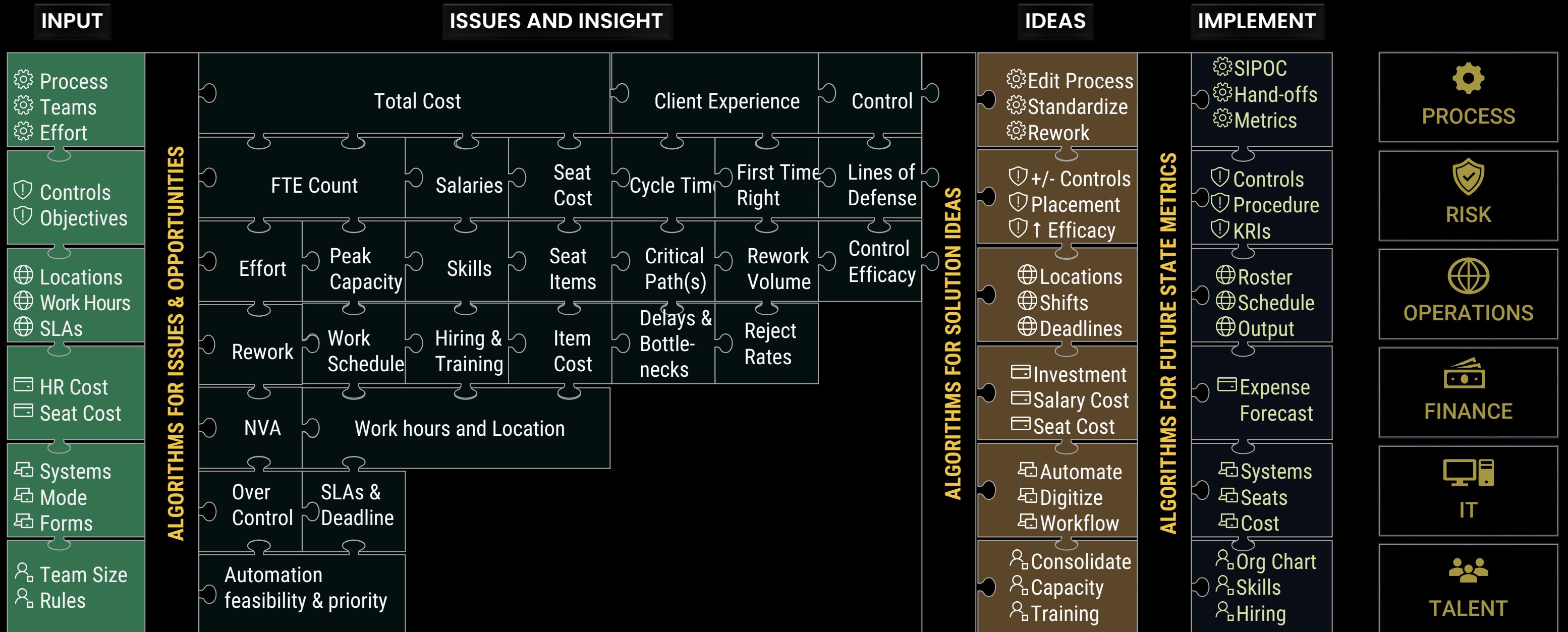
**3-CUBED IS THE ONLY PLATFORM FOCUSED ON MANAGEMENT DECISIONS FOR THE OPERATING MODEL.**

**A. WE UNDERSTAND YOU MAY BE CONSIDERING SOME POTENTIAL ALTERNATIVES FOR COMPARATIVE VALUE.**

**B. THE PICTURE ALONGSIDE SHOWS HOW MAVEN COMPARES WITH SOME TECHNOLOGY AND HUMAN OPTIONS;**



# 3-CUBED VIEW OF 360° OPERATIONS



# A PROCESS ONLY VIEW OF DECISIONS

PROCESS MINING

BUSINESS PROCESS MANAGEMENT

PROCESS REPOSITORIES

PROCESS DOCUMENTATION

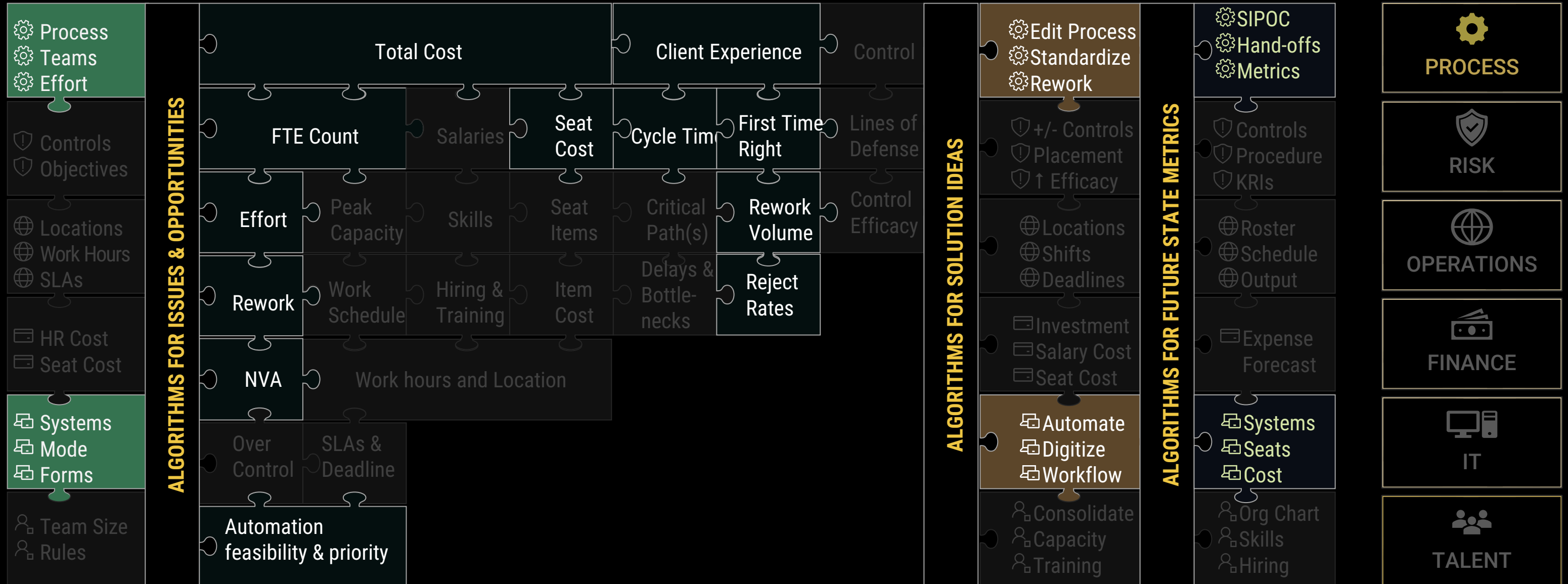
PROCESS WORKFLOW

INPUT

ISSUES AND INSIGHT

IDEAS

IMPLEMENT



# A RISK ONLY VIEW OF DECISIONS

GRC PLANNERS

RISK DASHBOARDS

RISK PREDICTORS

CORRECTIVE ACTION TRACKERS

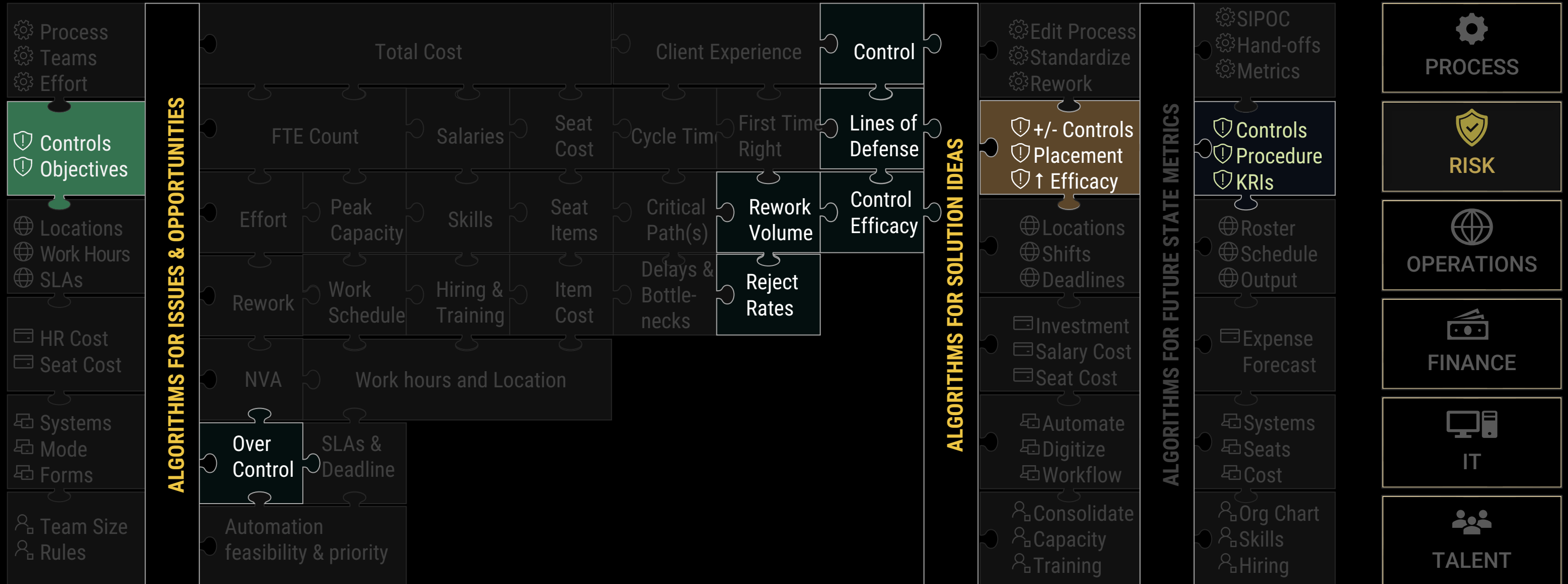
RISK ASSESSMENT

INPUT

ISSUES AND INSIGHT

IDEAS

IMPLEMENT



# AN OPERATIONS ONLY VIEW OF DECISIONS

## PRODUCTIVITY TRACKING

## WORKFORCE PLANNING

## SCHEDULING

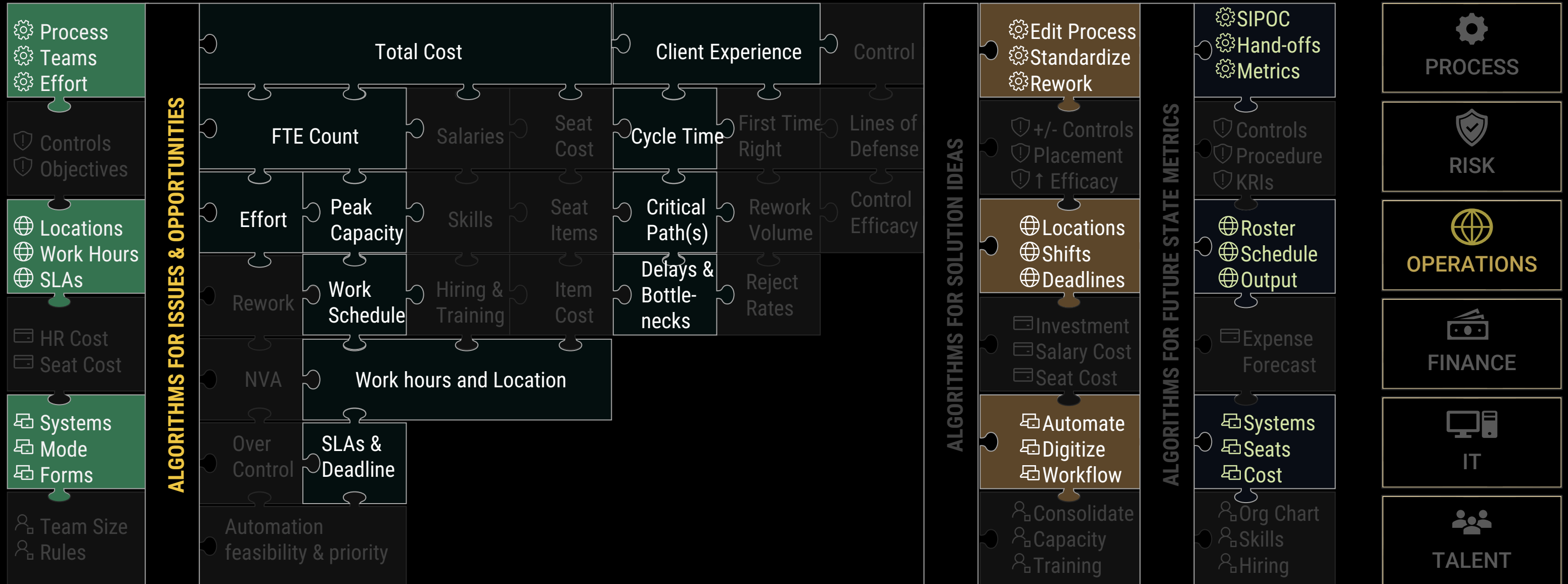
## ROSTER MANAGEMENT

### INPUT

### ISSUES AND INSIGHT

### IDEAS

### IMPLEMENT



# A FINANCE ONLY VIEW OF DECISIONS

## BUDGETING

## FINANCIAL FORECASTS

## FINANCE DASHBOARDS

## ACTIVITY COSTING

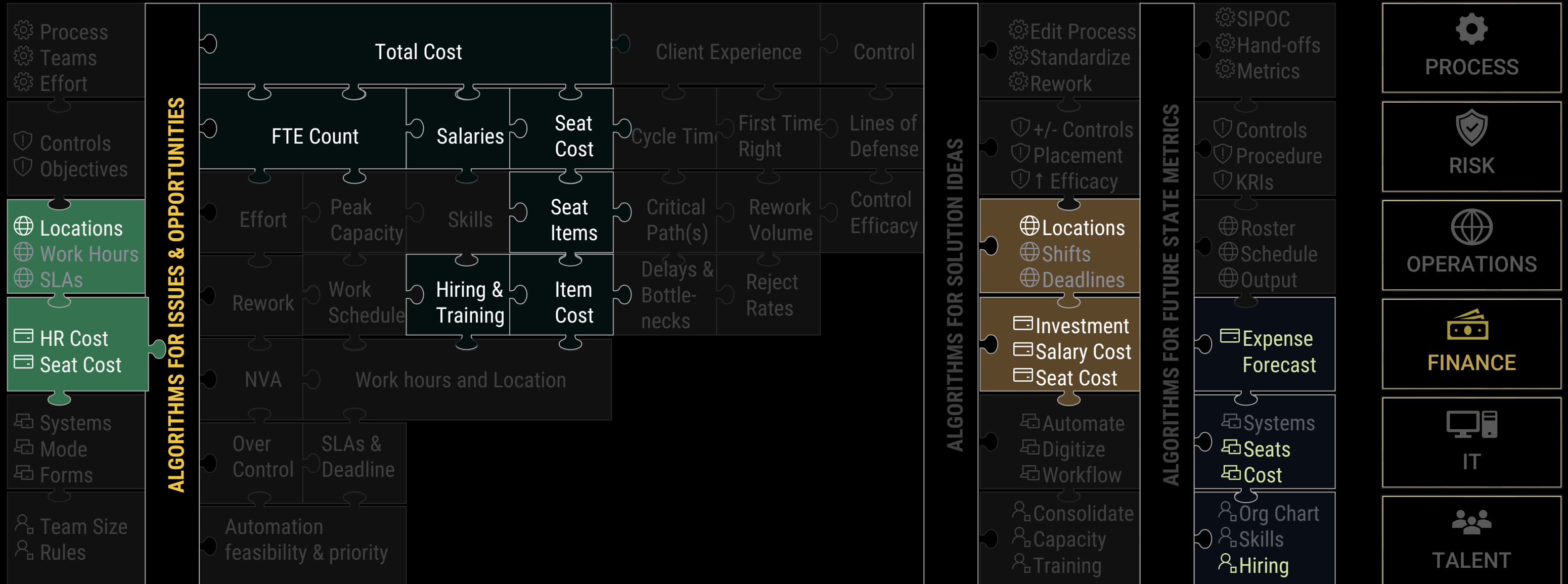
## INVESTMENT PLANNING

### INPUT

### ISSUES AND INSIGHT

### IDEAS

### IMPLEMENT



# A DIGITAL ONLY VIEW OF DECISIONS

RPA ENGINES

PROCESS DISCOVERY

WORKFLOW PLANNER

ENTERPRISE ARCHITECTURE

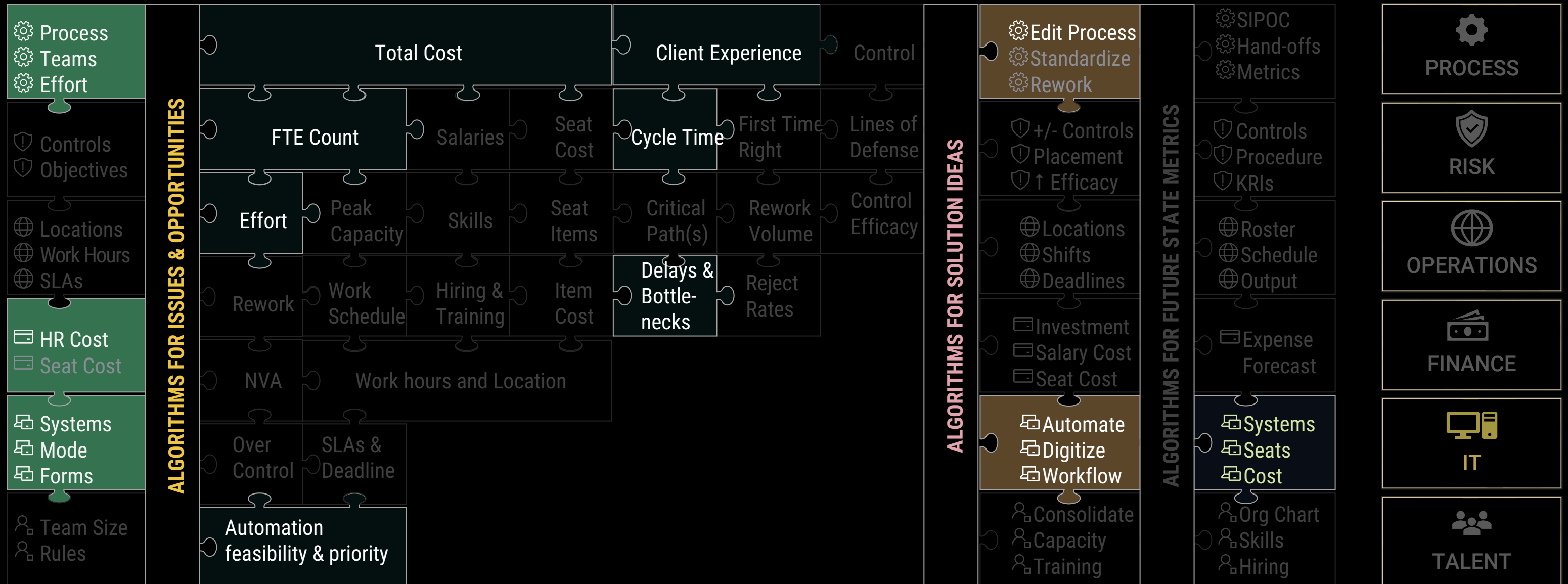
DIGITAL PLANNING

INPUT

ISSUES AND INSIGHT

IDEAS

IMPLEMENT





# A PEOPLE ONLY VIEW OF DECISIONS

HIRING PORTALS

SKILL ASSESSMENT

WORKFORCE PLANNING

EMPLOYEE PRODUCTIVITY

ROSTERING

INPUT

ISSUES AND INSIGHT

IDEAS

IMPLEMENT

