



Infrastructure. Anywhere.



Using Data Intelligence to Transform Your Business

According to a recent report from IDC, the world's digital data — now being referred to as the **datasphere** — is expected to rise from **33 zettabytes (ZB) in 2018 to 175 ZB by 2025**, a staggering 61% compounded annual growth rate.

Maintaining, managing and securing all that data can be challenging for some companies. But beyond these critical day-to-day functions, companies that want to succeed in the future need to look at their data as opportunities for business insight and innovation that can create new revenue streams, drive down expenses, and create competitive advantages. As the business demands more data literacy and insights, the need to automate, optimize and scale business intelligence to solve critical business problems is becoming paramount.

In a recent report commissioned by **Accenture**, three out of four C-level executives said that their company's survival over the coming years will be highly dependent on successful AI initiatives. With industry reports showing that 4 out of 5 Artificial Intelligence (AI) initiatives fail, organizations need to have numerous projects in the queue in order to beat those odds. That's where CPP comes into the picture.

CPP is Your Go-To Resource for All Things AI

CPP Associates, a Platinum Partner for Hewlett Packard Enterprise (HPE), can assist organizations in leveraging AI, machine learning and predictive analytics — known collectively as a **Data Intelligence Platform** — by providing the technology tools

and resources needed to develop and implement new progressive initiatives that support an organization's growth plans.

CPP is "democratizing" AI so businesses of any size and in any industry can disrupt and lead in their vertical market. By providing both data mining tools and advanced expertise, CPP can extract insights and devise strategies, to make more informed decisions to advance their business.

CPP's Data Intelligence Practice

Solutions for a data-driven business

CPP's Data Intelligence Practice can assist businesses of all sizes and across a wide range of industries to transform their legacy warehouses and environments utilizing today's most innovative data intelligence solutions. CPP offers solutions that tackle AI and data analytics workloads from edge to cloud, enabling your organization to:

- Uncover valuable insights that drive business
- Align business needs across the enterprise
- Automate processes
- Lower operational costs
- Reveal new revenue streams
- Increase security and compliance
- Maintain a competitive advantage

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THE AI LANDSCAPE IN VERTICAL MARKETS

CPP's data engineers, architects and data scientists have deep expertise in solving complex data problems in many industries including financial services, medical, government and manufacturing. CPP recognizes that most industries suffer from archaic processes that are often still paper based, stored in multiple silos and across different departments. This represents volumes of data that can't be analyzed or processed efficiently both from a data management and security standpoint. Here is just a glimpse at how data intelligence can be applied in specific vertical markets.



Financial Services

Financial organizations deal with massive amounts of data in their day-to-day operations. Fraud can occur at any point of a credit approval process, or during a financial instrument's life. What data points are needed to help identify that “anomaly”? How fast can you collect the data and what patterns do you look for? How can you identify, execute and continuously re-evaluate the “collection-analysis-take-action” cycle to enact profit-building changes for your organization?



State/Local Government

Applying data intelligence and machine learning, state and local government can greatly speed up communication response times to citizens inquiring about any matter online (via intelligent chat bots), by phone or in person. In addition, it can help government authorities monitor huge amounts of data generated by public surveillance devices and social media forums to quickly identify and respond to anomalies and threats to public safety.



Healthcare

AI in the medical field has a similar solution architecture: collect, analyze and identify a range of possible root causes of a medical condition, make a “best possible” diagnosis, and then proceed to remediation. Beyond the ability to improve patient outcomes, a small increase in “efficiency” within a healthcare organization can justify the investment in the AI app both technically and from a business perspective.



Manufacturing

In manufacturing, collecting data from sensors which are at every possible point along a manufacturing process enables an AI application to develop an integrated view of the entire process. Product defect identification, equipment maintenance scheduling, and proactive supply chain management all become possible. The ability to discover and learn from patterns can help any manufacturer greatly improve the quality and efficiency of their organization.

ABOUT CPP ASSOCIATES

CPP Associates provides its customers and partners with responsible, consistent and repeatable solutions that will meet a customer's requirements and business needs now and in the future. Their expertise is the foundation for helping customers implement transformational IT solutions that enable revenue growth while controlling costs.

*CPP's proprietary “Infrastructure Anywhere Assessment” factors in more than 100 variables to determine the ideal approach for its clients to deploy “cloud-like” infrastructure to maximize agility with increased utilization while at the same time, meeting demanding business requirements with a focus on technology, service level, security and costs. Its market-leading **Data Intelligence Practice** is democratizing artificial intelligence, machine learning and predictive analytics to devise breakthrough business strategies for companies of all sizes.*

ALLOW CPP TO GUIDE YOU ON YOUR AI JOURNEY

CPP can guide businesses through the various stages of AI Maturation – from discovery to testing to implementation – by providing solutions to complex analytical problems. Best practices are used to leverage statistical and predictive modeling concepts, machine learning, behavioral pattern detection, classification techniques and recommendations on optimizing algorithms. Processes are strategically placed to allow for scalability and growth as the business and technology evolves.



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