MOURI TECH®

MOURI CONNECT

Annual Newsletter 2023

Tools of Tomorrow

A BLUEPRINT FOR INTELLIGENT, SUSTAINABLE ENTERPRISES

MOURI TECH®

www.mouritech.com

Future-Proof Your **Business DNA** with Intelligent **ERP Solutions**

In an era where constant adaptation is key, Intelligent ERPs, empowered by AI and machine learning, ensure your business stays ahead of the curve by enhancing operational efficiency and business agility.

Business **Benefits of iERPs**

Predictive **Analytics**

Foresee market shifts and anticipate customer demands to stay consistently ahead in a rapidly evolving business landscape

Improved **User Productivity**

Gain real-time insights and analytics for faster, informed decision-making

Intelligent **Automation**

Tailor AI-driven automation to specific business goals to streamline processes, reduce costs, and drive growth

Enhanced **Visibility and Control**

Garner immediate insights to swiftly respond to market changes and make smarter, proactive decisions

Intelligent **ERP Features:**

- **AI-Powered Adaptive Learning:** Harness AI-powered insights to continuously evolve and optimize business operations
- **Precision:** Gain access to accurate insights and strategies derived from structured and unstructured data
- **Responsible Governance:** Ensure transparent decision-making for enhanced accountability, and sustainable business practices
- **Improving User Engagement:** Interact with the iERP using conversational language to improve user engagement and simplify system navigation
- **Enable Intelligence Transformation:** Facilitate the integration of intelligence throughout all organizational tiers, advancing toward the development of an autonomous enterprise

Discover How MOURI Tech Can Transform Your Business with **Intelligent ERP Solutions**

Contact Us Today
inquiry@mouritech.com

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For any assistance, please contact mouriconnect@mouritech.com

A Message from Our CEO

Anil Yerramreddy

Global CEO, MOURI Tech

This annual newsletter offers an opportunity to reflect on the challenges we faced in the past year and set our sights on the path ahead. 2023 was a year marked by disruption, resilience, growth, and an unwavering pursuit of excellence. In a year marked by rising inflationary pressures and reduced global capital expenditure spending, we navigated these challenges by maintaining efficient cost structures, and consistently delivering exceptional value to our clients.

Our clients are the heartbeat of our endeavors, with every strategy, service, and solution meticulously crafted to meet their unique and exacting needs. At MOURI Tech, we uphold the principle of delivery excellence as a cornerstone of our approach. **We aim to make every interaction a positive one, fostering enduring relationships and empowering our clients to achieve their goals through our tailored solutions.**

At the core of our achievements in 2023 lies the exceptional talent and steadfast commitment of our team. Resilience and innovation served as the driving forces behind our progress, enabling us to seize opportunities, provide exceptional service, and grow together.

MOURI Tech remains committed to leveraging innovation and expertise to transform our clients' businesses into intelligent and sustainable enterprises. Technological advancements such as generative AI are playing a pivotal role in reshaping operational strategies and bolstering our clients' capacity to meet future challenges head-on.

Our strategic mergers and acquisitions (M&A) endeavors align seamlessly with our long-term organizational vision, designed to diversify our offerings, and expand our reach. The success of these integrations hinges on the seamless transition of culture, processes, and technology, ensuring that benefits are realized by all parties involved.

In addition to M&A activities, our strategic toolkit encompasses innovation, operational efficiency, and market responsiveness, ensuring organic growth. This grants us access to new markets across diverse industries, infusing our team with exceptional talent, and uncovering potential synergies that enrich our sphere of influence.

I extend my heartfelt gratitude to our clients for their enduring trust and support, to our esteemed business partners who inspire our commitment to innovation and excellence, and, most importantly, to all MOURI Tech associates for their unwavering focus and dedication. I eagerly anticipate working alongside each of you as we embark on a journey towards even greater success in 2024.

"At MOURI Tech, we believe **an AI is a mainstream skill and at the core of everything we do.** We foster **an AI-first mindset** among our associates, enabling a **culture of innovation.** Furthermore, our focus on sustainability inspires us to adopt practices and leverage technologies that create a **positive global impact** and engender **transformative solutions.**"

EMPOWER YOUR BUSINESS WITH

MOURI TECH®

mComply

Streamlining Compliance Management

The Ultimate Compliance Management Suite by MOURI Tech

Benefits at a Glance

- Automate **Audit Processes**
- Save **Compliance Costs**
- Boost **Efficiency & Accuracy**
- Secure **Data & Privacy**
- Enhance **Decision Making**
- Improve **Operational Effectiveness**

Key Features:

- Streamlined audits with integrated compliance framework
- Secure and controlled compliance document management
- Clear compliance record-keeping and efficient evidence collection
- Real-time auditor collaboration and customizable audit workflows
- Enhanced risk management with data protection compliance
- Simplified audit tasks through automated workflows
- Insightful dashboards for efficient reporting and monitoring

Discover More

Navigate the complexities of compliance and governance effortlessly!

PATRON SPEAK

Marilyn Polston

Senior Director, Finance & HR, Stanley Black & Decker

"A special thank you to the entire team for the amazing job on delivering a very accelerated Tools & Outdoor BA&R Realignment project!! This initiative aligns with Stanley Black & Decker's IT Architect and has reduced our BA&R applications from 81 to 43. You all delivered on time and within budget! Great job and thank you again for the tremendous effort!"

Willie Knight

Senior Director, End-User Experience, Equinox

"Thrilled to share my experience with MOURI Tech. You have proven to be a remarkable organization, and an invaluable partner. The unparalleled professionalism, dedication, and support expertise you have demonstrated throughout have significantly contributed to the efficiency of our Service Desk. Your expertise, adaptability, and unwavering support have transformed us into a robust team, partnering synergistically toward growth and success."

Darren Conn

Director, Service Management, ATN International

"Our experience with MOURI Tech has been truly outstanding. The team's expertise and commitment to excellence have played a significant role in the success of many initiatives. MOURI Tech's skilled and dedicated professionals exhibited a profound understanding of enterprise IT platforms and seamlessly integrated into our project teams, proactively anticipating and addressing potential challenges before they arise. Engagements with MOURI Tech take on a collaborative spirit, making them trusted partners."

Shijee Abraham

Head Of Engineering, Retail inMotion

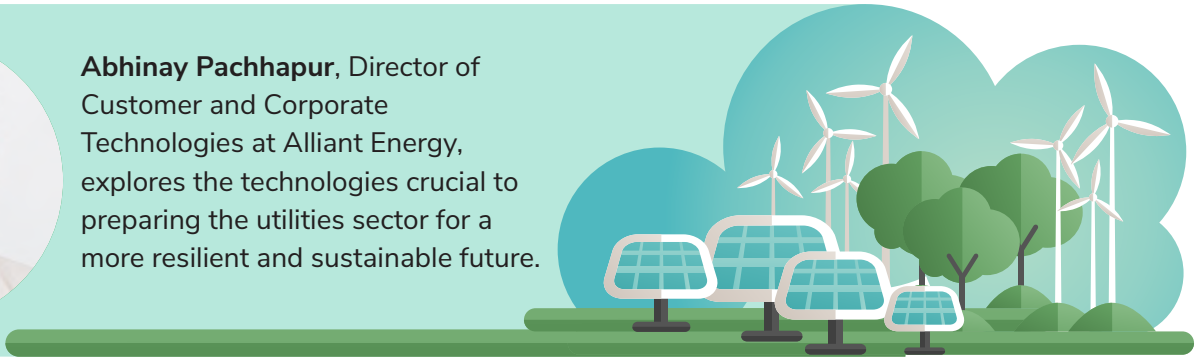
"Our partnership with MOURI Tech as a technology partner has been a game-changer for our organization. They have seamlessly integrated as our extended engineering arm, playing a crucial role in our digital transformation journey. Their expertise in cloud migration, mobile development and application modernization has significantly enhanced our technological landscape. It's great to have a partner like MOURI Tech who understands our technological needs and actively contributes to our growth."

Grid Modernization: A Technological Leap Toward Resilience

How **Smart Grid Technologies** Are Paving the Way for a **Reliable Future**

As the utilities industry grapples with the dual challenges of aging infrastructure and increasing climate volatility, a pivotal question emerges: Can technology drive a paradigm shift toward enhanced grid resilience? Delve into the transformative impact of smart grid technologies, advanced sensors, and real-time data analytics in fortifying grid resilience.

Abhinay Pachhapur, Director of Customer and Corporate Technologies at Alliant Energy, explores the technologies crucial to preparing the utilities sector for a more resilient and sustainable future.



In an era marked by a rapidly evolving climate crisis and aging infrastructure, the utilities industry is at a crossroads. The twin challenges of deteriorating grid infrastructure and escalating extreme weather events pose a significant threat to grid reliability and resilience. At the forefront of this struggle is the strategic implementation of technology, serving as a linchpin in bolstering the sector's adaptability and durability.

Revamping **Grid Infrastructure** for **Enhanced Resilience**

A central issue in the utilities sector is the aging of grid infrastructure, further exacerbated by the increased frequency of severe climatic disturbances. In response, we are witnessing a shift toward grid modernization. The integration of smart grid technologies – encompassing advanced sensors, sophisticated communication networks, and comprehensive real-time data analytics – is **empowering utilities to monitor and respond to grid conditions with unprecedented precision and agility.**

The automation of grid systems plays a vital role in enhancing resilience. By automating critical control systems, utilities can swiftly isolate faults, optimize load distribution, and implement self-healing mechanisms in the grid. This proactive approach significantly mitigates the impact of disruptions and fortifies the grid against unforeseen challenges.

With the utilities industry's infrastructure being a critical and sensitive target, cybersecurity remains a paramount concern. Utilities are thus increasingly vigilant in monitoring their IT infrastructure, deploying advanced **intrusion detection systems** and protecting the energy grid to ensure the reliable services that our customers count on. This includes leveraging AI-driven threat analysis to safeguard data integrity, maintain customer trust and ensure continued access to reliable services.

Integrating **Renewable Energy**

A pivotal aspect of grid modernization is the integration of renewable energy sources such as solar and wind power. To maximize the value of renewable energy assets and allow utilities companies to **capture excess electricity that is generated when the wind is blowing strongest and the sun is shining brightest**, utilities companies are implementing advanced energy storage solutions to balance energy supply and demand effectively. These storage systems accumulate excess renewable energy during low-demand periods and redistribute it as needed, thereby ensuring continuous grid stability. Furthermore, the adoption of weather forecasting models and AI-driven predictions enables utilities to anticipate energy generation patterns, thereby optimizing grid operations for a seamless integration of renewable sources.

Conclusion

The utilities industry's journey toward grid modernization and the implementation of advanced technologies is not merely a response to immediate challenges but a proactive strategy for future-proofing. These transformative measures are vital in maintaining grid reliability and resilience, equipping the industry to navigate a landscape of increasing uncertainty and evolving demands. As the utilities industry continues to evolve, the fusion of technological innovation and strategic foresight will be instrumental in shaping a resilient, sustainable, and dynamic energy future.

Empowering Energy with Strategic Digital Transformation

The **energy and utilities industry** is undergoing a significant transformation, driven by the surge in renewable energy, widespread adoption of distributed energy resources, and growing demand for smart grid technologies. This dynamic landscape necessitates digital transformation for energy and utilities companies to stay competitive and meet evolving customer expectations.

Bharat Tripathi

Senior Director, Digital Platforms, National Grid

"Our partnership with MOURI Tech has been a key component in National Grid's data modernization journey. As a digital data partner, MOURI Tech's innovation and insights were crucial in this transformation. MOURI Tech's tailored solutions enhanced efficiency and adaptability of business stakeholders. Their support in navigating the challenges of data modernization has been invaluable. We are enthusiastic about the future of our strategic digital data partnership with MOURI Tech."

Digital Transformation Considerations

- Sustainability Focus
- Smart Grid Solutions
- Data Management
- Regulatory Compliance
- Cybersecurity & Resilience
- Customer-Centricity
- System Interoperability

Empowering the Data Journey: MOURI Tech Drives Digital Transformation for Utilities Leader

A global powerhouse in the utilities sector collaborated with MOURI Tech to revolutionize its Business Intelligence (BI) and data analytics capabilities. MOURI Tech steered the utility giant through a transformative journey, reshaping their approach to data management and analytics.

This evolution empowered the company to make smarter data-driven decisions, ensuring they remained agile amid market shifts and changing customer needs. The impact was profound, impacting business units **from customer service to operational management,** showcasing the transformative power of digital innovation in driving efficiency and strengthening business resilience.

Elevating Operational Excellence: MOURI Tech's Impact on Alliant Energy

Alliant Energy collaborated with MOURI Tech to redefine benchmarks for operational reliability and efficiency by implementing strategic initiatives that identified potential vulnerabilities, mitigated risks, and improved the dependability of essential systems to ensure seamless operations.

As a result, there was a substantial increase in service quality and customer satisfaction across multiple business units, from customer support to infrastructure management. By **minimizing downtime and maximizing dependability**, MOURI Tech enabled Alliant Energy to elevate its service standards and emerge as a more agile and proactive entity in the energy industry.

MOURI Tech **Industry Insights**

- **Adapting to Industry Trends:** We specialize in renewable energy, distributed resources, and smart grid technologies, aligning with the sector's dynamic trends.
- **Digital Transformation Leadership:** Guiding organizations through digital transitions, MOURI Tech optimizes operations with innovative technologies.
- **Advanced Smart Grid Solutions:** We offer smart grid solutions that integrate modernization, IoT, and intelligent systems, enhancing energy reliability and resilience.
- **Operational Excellence in Energy:** Streamlining processes and utilizing predictive maintenance, MOURI Tech drives operational efficiency in energy and utilities companies.

Intelligent ERPs: From **Operational Roots** to **Intelligent Heights**

We are witnessing a new dawn in ERP evolution — the emergence of Intelligent Enterprise Resource Planning (iERP) systems. These digital powerhouses are leveraging artificial intelligence (AI) and machine learning (ML) to guide decision-making and steer modern enterprises on their growth journey.

1980s & 1990s

Foundations and Connections

Industries: Factories, Financial Hubs, Healthcare Advances

Technology: Mainframes to Home Pcs

ERP: From MRP to Integrated Business Functions

2000s & 2010s

Digital Evolution and Revolution

Industries: Global Businesses & Rise of E-Commerce

Technology: Desktops to Smartphones & Emergence of Cloud

ERP: Integration to Anticipation (Microsoft, Oracle, Salesforce, SAP)

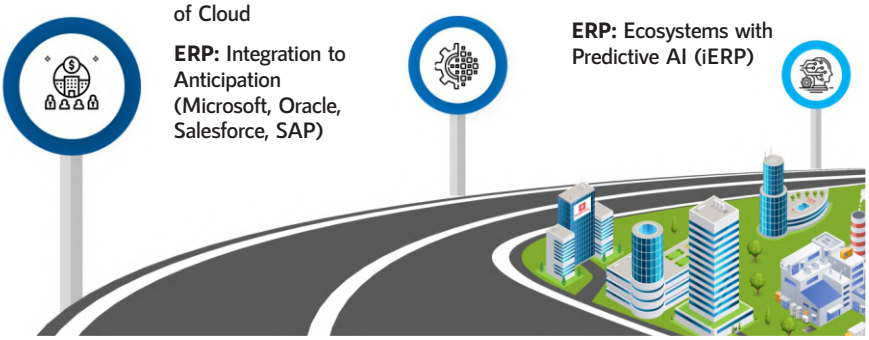
2020 Onwards

The Age of Intelligence

Industries: Digital Domains & AI-driven Services

Technology: AI, Blockchain & IoT

ERP: Ecosystems with Predictive AI (iERP)



The emergence and mainstream adoption of generative AI marks a transformative phase in iERP. **The fusion of ERP, generative AI, and cloud computing goes beyond smarter business decisions**, it's about establishing a robust digital foundation for a future-proof enterprise. By embedding intelligence into ERP systems, iERP revolutionizes enterprise management and customer experience by delivering the key features listed below.

Feature	Example
Predictability	In the order-to-cash process, iERPs can optimize cash flow management by identifying accounts with a history of overdue payments and proactively modifying credit terms
Adaptability	In inventory management, iERPs can dynamically adjust levels by analyzing real-time sales data, seasonal trends, and supply chain disruptions to maintain optimal stock
Precision	iERPs can analyze historical sales data, customer preferences, and market conditions, to accurately predict future trends and inform more effective business strategies
Sustainability	By monitoring and tracking facility energy usage, iERPs can suggest optimizations to reduce waste and support the enterprise's ESG goals
Responsible Governance	iERPs can monitor transactions, flag potential conflicts of interest, and ensure transparent reporting to stakeholders, upholding ethical business standards

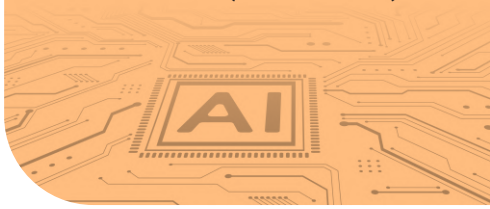
iERP is not just about technological advancement — it's a fresh approach to doing business that embeds intelligence into every layer of organizational operations. **With iERP, businesses can scale their operations and become more agile, while also leveraging data to optimize processes and make informed decisions.** This ultimately leads to improved customer satisfaction, increased efficiency, and better growth performance.

MOURI Tech is a leading force in guiding enterprises through the seamless transition from Web-based ERPs to the era of Intelligent ERPs, offering customized solutions across diverse industries. Our commitment to innovation is reflected in a rich array of proprietary assets, including accelerators, frameworks, and templates. Positioned at the forefront of iERP adoption, MOURI Tech empowers organizations to embrace intelligent solutions tailored to their unique needs.

Srini Sandaka
Chief Technology Officer (CTO)

Srini is a forward-thinking leader responsible for driving innovation and client success. Over his 20 years of expertise, he has skillfully harnessed the capabilities of ERPs, Digital Transformation, gen AI, and other advanced technologies to turn business challenges into opportunities. Srini's leadership inspires teams to excel, driven by his passion for technology and commitment to excellence. His strategic foresight ensures that MOURI Tech's solutions are innovative and sustainable, as he carves a path to success for our customers.

"By 2026, more than 80% of independent software vendors will have embedded generative AI capabilities in their enterprise applications, up from less than 1% in 2023"
(source: Gartner)



Accelerating Growth with Digital Innovation

Embracing digital innovation, the automotive industry is driving forward with new technologies and evolving smart, sustainable practices to redefine how companies connect with customers.

Steering Toward **Safer Roads**

Continental, a global innovator in automotive technology, utilized MOURI Tech's AI expertise during the development of their **advanced driver assistance systems (ADAS).**

MOURI Tech made significant contributions to enhancing Continental's ADAS by successfully implementing machine and deep learning solutions that **achieved Six Sigma standards.** This collaboration was underpinned by our shared belief in Continental's **"Vision Zero"** initiative, targeting zero fatalities and crashes, and exemplifies a global commitment to pioneering safer autonomous mobility solutions.

Suresh Gajula
VP, Digital &
Business Application IT
Fisker Inc.

"MOURI Tech has partnered with us in our digital evolution, **demonstrating exceptional prowess** in enterprise platforms like Salesforce and SAP, and in **superior application development.** Their support in various projects, preparing our digital platform for vehicle launch readiness, has been pivotal. This partnership has **advanced our strategic goals,** enriched program involvement, and elevated overall value."

Driving **Digital Customer Engagement**

Fisker, a trailblazer in the electric vehicle (EV) industry, joined forces with MOURI Tech to spearhead a groundbreaking transition toward a digital-first business model. This strategic partnership marked a pivotal moment in Fisker's journey, as it steers away from conventional dealership interactions and embraces a future-driven approach. Together with MOURI Tech, Fisker unveiled a **state-of-the-art digital storefront** that redefined the way customers engage with EVs. This immersive platform offers users a dynamic and user-friendly interface to explore Fisker's impressive lineup of electric vehicles. From virtually experiencing designs to seamlessly booking test drives, customers can now navigate the world of Fisker EVs at their fingertips.

The storefront also empowered customers to manage services online, ensuring a streamlined and convenient experience. Whether scheduling maintenance or accessing support, **the digital storefront provides a one-stop solution**, elevating customer satisfaction to new heights. This field service platform not only enhances operational efficiency but also grants Fisker's engineers with real-time visibility into service processes. The strategic collaboration between Fisker and MOURI Tech has propelled Fisker to the forefront of the global EV market.

MOURI Tech Insights

- The automotive industry is shifting to a digital-first ecosystem
- A robust, engaging digital customer experience is a competitive advantage
- Diverse digital platforms are streamlining operations and propelling business growth
- Digital transformation demands an agile mindset for continuous innovation
- Successful transformation empowers employees with digital tools, enhancing productivity
- Data-driven insights from digital tools are strategic assets for informed decision-making

The Revenue Renaissance: **Charting New Frontiers with MOURI Tech**

In a digital age marked by rapid transformation, MOURI Tech emerges as a paragon of innovation, adaptability, and unparalleled expertise. Rooted in our mantra of "employee first, customer foremost," we recognize that our success cascades from a dedicated team and our esteemed clients. This guiding principle shapes every endeavor, fortifying our legacy as a global enterprise solution trailblazer. I, as the Chief Revenue Officer (CRO), am keen to share an exploration of the currents shaping the industry and our pioneering approach.

Account Management: Cultivating Partnerships that Transcend Time

At MOURI Tech, every client is a valued partner. Our account managers delve deep, nurturing these relationships with unwavering dedication. Through consistent engagement, feedback loops, and bespoke service offerings, we ensure our solutions evolve in tandem with our clients' aspirations.

Customer Experience: Crafting Distinctive Journeys for Every Partner

In an era where solutions are aplenty, it's the experience that truly sets one apart. At MOURI Tech, we champion this belief, with an approach that pivots around understanding, empathizing, and delivering. Each interaction is meticulously crafted to resonate with our clients' unique needs, ensuring not just satisfaction, but delight. Our commitment to offering unmatched experiences has been our cornerstone, making every collaboration memorable and impactful.

Mergers & Acquisitions (M&As): A Kaleidoscope of Strategic Fusion

Our footprint, spread across five continents, gives us a unique vantage point in understanding regional nuances and global trends. Our M&A strategies are meticulously crafted, echoing our mission to integrate groundbreaking technologies, assimilate market-specific insights, and weave a tapestry of comprehensive IT solutions to serve across all industries.

Program Management: Crafting Value in Every Facet

Our holistic take on program management surpasses mere execution. With a team resonating with diverse skill sets, we seamlessly merge technology, strategy, and vision. Every venture we embark on is seen as a blueprint for establishing industry benchmarks, setting us apart in the global arena. This excellence has spurred industries to reevaluate and elevate their operational paradigms.

Rethinking Revenue Design: Leading the Charge

Traditional revenue structures are evolving, giving way to more fluid, dynamic models. At MOURI Tech, we're pioneering this shift. By weaving agility into our revenue designs, we're ensuring that our services resonate vibrantly with the fluctuating market demands, fostering symbiotic growth.

RevOps: The Symphony of Seamless Integration

RevOps is not just a buzzword for us; it's a philosophy. By amalgamating marketing, sales, and customer service, we're orchestrating a symphony of streamlined operations. This integrative approach ensures that every client touchpoint is a harmonious blend of efficiency and value, driving revenue augmentation.

Karuna Mallakuntala
Chief Revenue Officer (CRO)

Karuna spearheads initiatives in Revenue Operations and across Customer Experience Strategy. He also plays a key role in M&As and across Project Management Office (PMO) development. With a Master's in Information Technology and Management, coupled with an executive education from IIM Bangalore and a suite of professional certifications, Karuna provides the perfect synergy of academic success and industry expertise to the fabric of MOURI Tech.

To encapsulate, MOURI Tech's legacy is carved in relentless innovation, trust, and an unwavering pursuit of setting industry gold standards. As we sail through the ever-evolving digital seascape, our compass remains set: to spearhead initiatives with unmatched expertise, ensuring a prosperous journey for all our partners.

MOURI TECH®

AI-POWERED SEARCH AND CONTENT PARTNER

aiAURA GPT

Elevate enterprise efficiency with **aiAURA GPT**, MOURI Tech's generative AI-powered solution for seamless search and customized content creation.
aiAURA GPT synergizes the search excellence of MOURI Tech's proprietary AI-powered enterprise search platform with the latest capabilities of generative AI to deliver a revolutionary tool that empowers businesses with enhanced data intelligence and operations.

Business Benefits

Seamless Integration:
Plug aiAURA GPT into your existing infrastructure for instant enhancement.

Enhanced Productivity:
Automate content and data retrieval, freeing your team for strategic work.

Customized User Experience:
Benefit from content and search results tailored to user behavior and needs.

Cloud-based and **On-Premises** deployments available

Key Features

Semantic Search & Vector Retrieval:
Get accurate, contextual-aware results fast.

Semantic Cache:
Save time with intelligent answers to frequent queries.

Generative AI Content Creation:
Create reports and summarize content automatically with generative AI.

aiAURA GPT, powered by intelligent generative AI, elevates enterprise search, content and document management capabilities with advanced tools and secure, on-premises data control. Upgrade to a smarter and more proactive content strategy with aiAURA GPT

AURAsuite.ai™
The art of thinking data

Aurasuite.ai is an enterprise AI ecosystem, offering several ready-to-use solutions and products to help businesses leverage valuable insights from their data for innovation and growth.

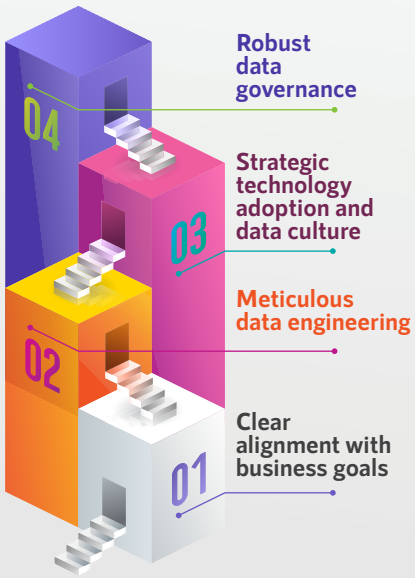
Shaping **the Future** with **Advanced Analytics**

Over my two decades in the IT industry, I've witnessed a game-changing transformation from the rudimentary realms of business intelligence to the sophisticated landscape of AI-powered advanced analytics. This transformation is more than a tale of technology driving business evolution, but a story of how data is reshaping the very fabric of society.

The **Four Pillars of Success** in **Advanced Analytics**

Many data initiatives stumble before they can start, often due to misaligned business goals, poor data management, and an unsuitable tech stack. This translates to wasted resources and missed opportunities.

At MOURI Tech, we've crafted a **comprehensive four-stage framework** to ensure success and deliver excellence.



Amarnath Anumandla
Senior Vice President, Enterprise Services

Amar is a distinguished leader with over 20 years of experience in delivering global IT solutions. He holds a Master's from TU Dresden, Germany. Under Amar's guidance, MOURI Tech's enterprise services have empowered businesses with innovative solutions using Microsoft, SAP, Oracle, Salesforce, ServiceNow, RPA, and EPM. His expertise across advanced analytics, including data engineering, data science, and AI, have helped clients unlock hidden insights and optimize their operations.

Transforming Industries through **Digital Insights**

Digital transformation is a ubiquitous phenomenon reshaping the landscape of every industry. In healthcare, data-driven insights enhance patient care, while manufacturing experiences a revolution in supply chain dynamics through predictive decisions. Finance harnesses advanced analytics for precise and data-driven decision-making, ensuring smarter models. The public sector guarantees equitable access to essential services, capitalizing on the power of data for strategic advancements.

Emerging Trends **Shaping the Future**

Looking ahead into 2024, the key trends shaping the future of Advanced Analytics are:

- **Cloud Data Engineering:** With technological advancements, it's now possible to efficiently store and process large volumes, variety, velocity, and veracity of data with more agility, and at optimized costs.
- **Generative AI and Machine Learning:** These technologies are already the backbone of advanced data analysis and will be critical to driving efficiency and innovation.
- **Democratization of Data:** Advanced analytics tools are becoming more user-friendly, allowing data-driven decision-making to permeate all levels of an enterprise.
- **Data Security and Governance:** As data becomes more central to operations, issues surrounding security and ethics are paramount.

The **Role of Leadership** in **Digital Data** Transformation

Steering an organization through digital data transformation demands more than technical prowess; it necessitates a profound vision for the evolving global business landscape. **Advanced Analytics transcends being a mere tool; it serves as a transformative lens through which we envision and mold our future.** For businesses, it represents an opportunity to redefine themselves, unlocking efficiency, agility, and elevated customer experiences. Astute business leaders navigating this transformative journey prioritize maintaining integrity and privacy while harnessing the formidable power of data.

Embracing Digital Adoption: Unlocking Growth and Resilience

In an era where the word 'digital' has become ubiquitous, the essence of digital transformation is often lost in translation. It's not merely about adopting modern technologies but fundamentally reshaping the way intelligent enterprises deliver value. **A question I'm asked frequently these days is, "what does Digital Transformation mean to you?" Honestly, my answer continues to evolve.** This dynamic field fascinates and resonates deeply with me. I believe it's more fitting to describe digital transformation as a blend of business transformation and digital adaptation.

Siva Dega
Senior Vice President,
Digital Transformation

Siva is a dynamic leader with proven expertise in reshaping complex business landscapes by crafting tailored strategies for steering organizations through successful digital transformations. Continuously learning to keep attuned to the latest trends, technologies, and innovations, Siva excels in driving digital innovation with strategic initiatives across industries.

Innovation-Led Business Transformation Strategy

Agile methodologies and cutting-edge technologies enable MOURI Tech to create digital products and platforms that boost innovation and enhance customer experiences. We advocate three essential approaches to navigate the paths and pitfalls on the way to successful transformation endeavors.

Digital Ambition Blueprint
Navigating the Path to Success

Determining if an organization should enhance its products, services, and business through optimization, or if it necessitates a complete transformation with innovative strategies and business models. In other words, **does the organization need Digital Optimization or Digital Transformation?** Identifying this early in the game ensures that resources are allocated and utilized effectively.

Cultural Catalyst
Fostering a Mindset for Ingenuity

When embarking on the digitalization of any organization, it is crucial to first understand the organization's Digital Ambition. We genuinely believe that initiating change within one's own organization by fostering an atmosphere that prioritizes digital integration and promotes seamless, transparent collaboration can create a culture that is more flexible, innovative, and attuned to the evolving needs of our clients.

Micro-Innovations and Ecosystem Incremental Steps Success

Consider a series of ongoing, minor improvements using digital technologies that offer nuanced, progressive enhancements. In contrast to large-scale disruptions, these incremental changes can substantially boost efficiency, customer experience, and overall value over time. A collaborative effort involving numerous micro-innovations will foster an ecosystem that rapidly adapts to technological advancements and shifts in the market.

Navigating the Digital Landscape with MOURI Tech

At MOURI Tech, we recognize the complexities of digital adaptation and have tailored our services to facilitate a seamless transition for global enterprises across diverse industries. For us, **'Digital' encapsulates a cultural shift, an organizational ethos that places awareness, innovation, efficiency, and customer-centricity at its core.** Leveraging our strategic acumen and proprietary Intellectual Property, MOURI Tech acts as a beacon in this transformative journey, helping businesses realize their digital aspirations at an unbeatable pace.

Digital and data transformation is a driving force for business growth. A company and its leadership that can extend its vision to see beyond merely the implementation of technology are at the forefront of the journey.

Enhancing **Customer Experiences**

The consumer landscape is evolving at an unprecedented pace, driven by **sophisticated consumer preferences** and the relentless advance of technology. At MOURI Tech, we harness granular data analytics and agile technological frameworks to **empower the CPG and Retail sector** by creating seamless, intuitive customer experiences that drive growth.

Armando Vasquez
Chief Marketing Officer, Yankee Kicks

"We're immensely grateful to MOURI Tech for their pivotal role in creating our marketplace for sneaker enthusiasts. Their expertise brought our vision to life, meeting dynamic buyer and seller needs and setting new standards for our digital marketplace. Their collaborative spirit and dedication made our entry into the sneakers market remarkable. Thanks, MOURI Tech, for being key to our success."

Evolve, Lead, Flourish with **Digital Excellence**

A key player in the US beauty industry embarked on a transformative journey with MOURI Tech, targeting strategic digital enhancements and operational leadership. Confronting the challenge of refining operations to deliver superior user experiences, MOURI Tech orchestrated a revolutionary change in the client's operational processes, resulting in substantial increases in efficiency and customer satisfaction. We prioritized **simplifying daily tasks with intelligent automation, making the client more agile and responsive to dynamic market demands**. Leveraging the synergies of data analytics, and cloud technologies, MOURI Tech empowered the client to revolutionize their operational workflows. This journey unlocked new performance levels for the client and established new benchmarks in the industry for operational excellence and innovation, showcasing MOURI Tech's prowess in driving impactful digital transformation.

Driving **Transformative Growth**

Hanes, a global apparel industry leader, found the ideal partner to integrate technology solutions seamlessly into their operations in MOURI Tech.

The implementation of smart technology streamlined complexities in order processing, enabling Hanes to respond swiftly to market demands and customer requirements. **Our precise inventory management solution reduced costs and perfected order fulfillment, ensuring unparalleled customer satisfaction.** Beyond operational efficiency, we harnessed the potential of customer insights, converting them into data-driven decisions that allowed Hanes to adapt to a dynamic market landscape with agility. Hanes is an exemplar of innovation, operational excellence, satisfied customers, and market adaptability. At MOURI Tech, we are proud to be the catalyst that expertly stitched it all together.

Best **Foot** Forward

Partnering with **Yankee Kicks**, a leading urban fashion boutique, MOURI Tech laid the foundation for a scalable multi-city expansion across physical stores and an e-commerce retail platform. We implemented a customer-centric digital framework that helped the brand hit the ground running, with solutions including optimized offer dispatches to end-users, barcode inventory tracking, dynamic livestream capabilities, VIP customer management and loyalty programs. MOURI Tech provided Yankee Kicks with state-of-the-art IT solutions to **enable complex auctions and ensure location-based pricing for multi-store operations,** elevating experiences for customers and suppliers alike.

Industry Insights by MOURI Tech

- **Enhance CX:** Use digital tools to elevate customer experiences
- **Get Smarter with AI:** Offer personalized services and boost data-driven decision-making
- **Intelligent Enterprise Solutions:** Streamline work with digital platforms that do multiple tasks smoothly
- **Niche Focus:** Stand out in specific markets with unique offerings supported by scalable tech

Transforming Businesses with **Automation Alchemy:** The Rise of Hyperautomation

Enterprises are constantly seeking innovative ways to improve operational efficiency, streamline processes, and enhance productivity. Robotic Process Automation (RPA), now a mainstream solution, was the starting point. RPA automated repetitive, well-defined, rules-based tasks to boost efficiency and achieve substantial cost savings.

The advent of Intelligent Automation marked a significant leap, integrating cognitive technologies with RPA systems. This fusion led to bots that were adept at processing unstructured data, discerning patterns for enhanced decision-making, and engaging with users with natural language processing.

Hyperautomation is the next evolutionary step. It orchestrates a wide array of technologies and tools, including Artificial Intelligence (AI), Machine Learning (ML), event-driven architecture, RPA, Intelligent Business Process Management Suites (iBPMS), Integration Platform as a Service (iPaaS), and low-code or no-code tools. This giant leap propels businesses toward greater efficiency and agility.

MOURI Tech, being a global enterprise solutions provider, facilitates digital transformation with **scalable automation, strategic planning, and new technologies** to craft innovative hyperautomation solutions tailored to drive operational transformation and optimize business outcomes.

56% of organizations will have four or more **concurrent hyperautomation** initiatives underway by 2025

(Source: Gartner)

Mayuri Darabastu

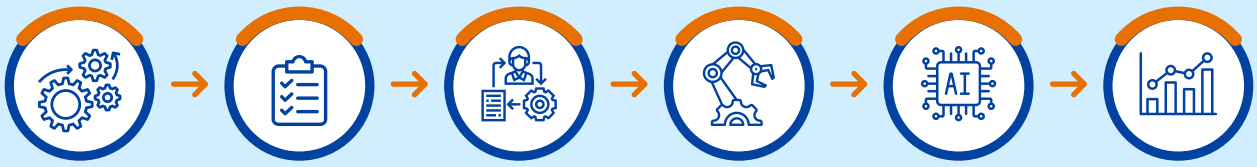
Director,
Intelligent Automation

Mayuri is an expert in AI-driven automation technologies and spearheads MOURI Tech's innovations in automation. Over an 18-year career, she has been pivotal in reshaping business operations through transformative automation initiatives. Mayuri is responsible for strategically executing automation projects, and delivering exceptional value to our global clients and stakeholders.

Hyperautomation Trends to Watch

- **Automation Democratization:** Scaling automation tools across the organization fosters efficiency, cost reduction, and employee engagement. This involves empowering workers, bridging tech skills gaps, and implementing a Citizen Developer model.
- **Augmented Analytics and Intelligent Document Processing:** Automated analysis and visualization, along with Intelligent Document Processing, streamlines workflows by extracting data from unstructured documents, paving the way for insight-driven decision-making.
- **Data Security in Hyperautomation:** Automated processes and sensitive data handling make robust security measures, AI-driven anomaly detection and predictive analytics crucial for pre-empting security threats.
- **Hyperautomation as a Workforce Catalyst:** Hyperautomation enables employees to upskill and reskill, augments human capabilities, and fosters a collaborative human-machine work environment for optimal outcomes.

Elements of Hyperautomation



Innovating Supply Chain Excellence

In an era of disruptive change, MOURI Tech is a trusted partner for leading global enterprises looking to redefine the landscape of logistics and supply chain management. Today's supply chain landscape presents both, unprecedented challenges and immense opportunities. Rapid technological advancements, shifting global trade dynamics, and heightened consumer expectations are reshaping the way goods are produced and delivered.

Partha Basu
Vice President of Analytics Innovation,
TBC Corporation

"As TBC looked for technology partners, we wanted a firm with experience and expertise to perform complex migrations with high technical skillsets for minimal "knowledge downtime".

MOURI Tech fit the bill and has been an excellent partner, helping TBC through the discovery, planning, and execution of our data transformation journey. We look forward to a greater partnership as we move toward a data centric future."

A Data Journey Toward Agile Supply Chains

TBC Corporation, a top tire distributor in North America, took a major step to improve how they handle their supply chain and logistics operations, partnering with MOURI Tech to ensure they could meet the complex needs of their business more efficiently.

The joint effort made it easier for TBC to manage all their information from different parts of their business, making their logistics operations smoother and providing them with a clearer view of their entire supply chain. **MOURI Tech's digital solutions helped TBC Corporation cut costs and make faster, better decisions based on real-time data insights.**

MOURI Tech empowered TBC Corporation to completely rethink how it organizes information, enabling them to grow and work more efficiently. MOURI Tech's solutions went beyond digital transformation and improved how TBC plans and carries out its supply chain and logistics strategy. Thanks to this, TBC is now in a stronger position to quickly respond to changes in the market and keep its edge over competitors in managing its supply chain.

Elevating Supply Chain Excellence

In 2023, **ATD**, a leading North American distributor and retailer of automotive parts, achieved a significant milestone with the launch of 'Radius.' This revolutionary digital hub, which seamlessly integrates tires, parts, services, and solutions, marked a paradigm shift in the automotive aftermarket experience. MOURI Tech played a pivotal role in enabling this transformation, providing world-class digital solutions to streamline and enhance ATD's operations.

This strategic partnership enhanced ATD's customer engagement, sales relationship management, and master data management with **intelligent enterprise solutions that saw increased sales opportunities, faster response times to customer incidents** and greater savings on maintenance costs. MOURI Tech delivered comprehensive business solutions enhancing operational efficiency and sales performance while improving decision-making processes.

Transforming Global Logistics Operations

In a landmark strategic partnership, MOURI Tech has spearheaded the digital transformation journey for a prominent global supply chain leader, operational across 60 countries. Our collaboration has redefined their supply chain and logistics frameworks, with custom digital solutions that align with their specific needs in supply chain optimization and customer relationship management.

By harnessing the power of advanced AI and Robotic Process Automation (RPA), we've automated critical tasks and empowered the client with predictive analytics for more informed decision-making. Our commitment to continuous innovation positions us at the forefront of emerging technologies like AI, IoT, and blockchain, equipping our client to master the complexities of the global logistics domain, enhance route optimization, streamline inventory management, and champion sustainable and ethical business practices.

CREATING VALUE BEYOND **BOTTOM LINES**

Since 2009, leading global nonprofits have partnered with MOURI Tech for enterprise solutions, digital transformation, data and AI services to address the most pressing global challenges of our era.

"MOURI Tech's role in UNRWA's digital journey over the years has been transformative. As we reflect on the five-year journey, our partnership with MOURI Tech stands as a testament to what can be achieved when technology and purpose converge."

Kaan Cetinturk,
CIO, UNRWA

UNITED NATIONS
INDUSTRIAL DEVELOPMENT ORGANIZATION

The **United Nations Industrial Development Organization (UNIDO)** employs over 3,000 industry experts worldwide and partnered with MOURI Tech for digital enterprise solutions to enhance talent acquisition and workforce optimization. Since 2009, MOURI Tech has provided UNIDO with advanced digital analytics solutions for informed decision-making while boosting mission communication with website development.

The **United Nations Relief and Works Agency (UNRWA)** has been pivotal in providing services to Palestinian refugees since 1949. Partnering with MOURI Tech, UNRWA leveraged digital tools to enhance decision-making in medical centers, improve patient outcomes, and optimize resource allocation in its microfinance programs. For the last five years, MOURI Tech has aided UNRWA in effectively assisting civilians displaced by conflict.

The **United Nations International Children's Emergency Fund (UNICEF),** operates in diverse and challenging environments, requiring rapid and efficient responses. In partnership with UNICEF, MOURI Tech focused on optimizing resource planning through strategic process automation, streamlining critical functions to bolster its global humanitarian efforts.

The **World Food Programme (WFP)**, at the forefront of addressing dynamic global humanitarian crises, partnered with MOURI Tech to elevate its operational capabilities. This alliance was centered on refining WFP's complex supply chain mechanisms, which are essential for the timely and efficient distribution of vital food assistance around the world.

The **YMCA**, a cornerstone of communities worldwide, was facing the challenge of managing vast streams of information, with over 1.3 million data-points coming from its 900 centers. Over the last three years, MOURI Tech empowered the YMCA with digital platforms that enable simple and easy information gathering, better resource distribution, and enhanced decision-making based on real-time insights. This clarity has helped the YMCA **plan its future actions and identify new areas for growth and investment.** With MOURI Tech as a strategic partner, the YMCA is now better equipped to achieve its goals and continue making a difference in diverse global communities.

The International Telecommunication Union (ITU) was able to make their work processes smoother, spot new business opportunities and speed-up report creation with IT support services from MOURI Tech. This made it easier for the ITU to handle work from anywhere, and ensured that their customers had a better experience.

MOURI TECH®

daytune

Harmonizing Hospitality Business Management

Transform your hospitality center with **DayTune by MOURI Tech** — an intelligent, AI-enabled solution for streamlining operations, enhancing guest relations, and boosting profits. DayTune intelligently orchestrates your business tasks, allowing you to concentrate on delivering world-class customer service across digital platforms

Effortless Customization

Effortlessly tailor your workflows, from initial setup to ongoing fitment, ensuring they suit your business needs

Workforce Talent Optimization

Maximize efficiency with a single system aligning staff availability with services

Intelligent Customer Management

Offer secure, integrated storage of client details, enhancing personalized services with intelligent data management

Intuitive Interfaces

Enhance customer experiences with easy-to-use interfaces that boost efficiency and improve service quality

Seamless Integration

Efficiently synchronize with existing systems, ensuring smooth, cohesive business operations

DayTune by MOURI Tech is your strategic partner in hospitality management, guiding you to success with intelligent, AI-enabled technology and data-driven insights

SUCCESSFULLY LAUNCHED AT **125+** LOCATIONS BY **Equinox**

Business Benefits:

Streamlined Operations

Optimize appointment scheduling and staff management, reducing operational friction and enhancing productivity

Actionable Insights

Leverage intelligent analytics to drive strategic actions with data-driven reports on key performance metrics and emerging trends

Elevate Customer Experiences

Boost customer convenience and satisfaction with quick and smart booking options on mobile apps for increasing engagement and engendering customer loyalty

Enhance Revenue and Savings

Save costs and increase profits with a sophisticated yet affordable digital tool that boosts operational effectiveness and drives business growth

Exploring the **Future of Manufacturing**

Advanced technologies are marking a pivotal shift in the manufacturing industry with MOURI Tech at the forefront of this transformative journey.

Embracing innovation, we enable enterprises to navigate the realms of smart manufacturing and AI-driven tools, driving efficiency and scalability in the era of Industry 4.0.

Avijit Amitabh
Head of Intelligent Automation, Alstom

"MOURI Tech has been one of our **key partners** in automation and digital transformation. From the initial consultation to the final product delivery, they have consistently been responsive, professional, and **exceptionally focused** on customer service. Their team has always exceeded our expectations by offering **innovative solutions** and creative ideas that have helped us improve our operations. We are **extremely impressed** with their expertise and commitment and **highly recommend** MOURI Tech to anyone looking for a partner in digital technologies."

Industry Insights by MOURI Tech

- Technology integrations and innovations along with smart manufacturing are heralding **Industry 4.0.**
- Data and Analytics are **catalyzing insights** for productivity and operational excellence
- **Strategic partnerships** focused on customer-centric solutions are enhancing business operations
- **Personalized customer experiences** are fundamental for gaining insights into product performance
- Embracing strategic solutions leads to improved customer satisfaction, shorter sales cycles, and better operational efficiency, driving **overall business growth**

Navigating **The Future of Intelligent Mobility**

Alstom, a France-based pioneer in intelligent mobility solutions, embarked on a journey of digital transformation in collaboration with MOURI Tech. This endeavor aimed to **enhance market agility and responsiveness in a rapidly evolving industry landscape.** The partnership was oriented toward automating core processes to significantly diminish the cycle between ideation and go-to-market readiness, and enabled Alstom to adeptly navigate market volatilities and align with customer expectations.

The alliance with MOURI Tech elevated Alstom's operational efficiency and also carved out new pathways for growth through the application of digital innovations to refine operational workflows and ensure the seamless integration of new data ecosystems. These technologies have **empowered Alstom to leverage new trends** and secure its position as an industry leader, with MOURI Tech playing a pivotal role as a strategic ally.

Transforming Operations to **Enhance Revenues**

Lhoist, a leading European manufacturer of mineral-based products essential to various industries, partnered with MOURI Tech on a strategic initiative aimed at **driving customer engagement and accelerating revenue growth.** Our bespoke digital solutions catalyzed Lhoist's transition toward highly personalized and agile customer experiences, harnessing actionable insights into product performance, and elevating customer satisfaction to new heights.

Leveraging advanced data analytics and visualization technologies, Lhoist tapped into critical market insights, enhancing lead conversion rates, and boosting revenue. This **optimization of the sales cycle empowered Lhoist to swiftly pivot in response to evolving market dynamics** and customer preferences. MOURI Tech's digital strategies positioned Lhoist at the forefront of innovation, ensuring a new era of growth and market leadership for the company.

Unveiling New Offshore Delivery Center – Chennai

New State-of-the-Art Office in Chennai unveiled by
Hon Dr. Palanivel Thiaga Rajan (PTR),
Minister for IT & Digital Services, Tamil Nadu, India

You Matter

Together We Thrive: Where Every Story Inspires and Every Contribution Counts

Advancing **Sustainable Innovation** to **Accelerate Growth**

"Our leadership is deeply committed to ensuring that our approach to **Environmental, Social, and Governance (ESG)** principles is a driving force in our business strategy. Our dedication to ESG reflects our belief in sustainable growth and responsible business practices."

Anil Yerramreddy
Global CEO, MOURI Tech

In our ongoing commitment to Environmental, Social, and Governance (ESG) principles, we continually update our policy to emphasize key objectives like **Health, Safety, and Environmental (HSE) protection**. Aligned with our vision for sustainable value creation, we focus on enhancing our HSE performance through precise data reporting, quantification of environmental impacts, and ongoing energy efficiency initiatives. These efforts echo commitments made at the Paris COP 21 Conference on Climate Change.

We believe in pushing boundaries at MOURI Tech, not just in technology, but in our impact on the world. Our offices embrace the mantra of **'reduce, reuse, recycle,'** transforming into miniature champions of waste management. And in the digital realm, we're meticulously monitoring **Power Usage Effectiveness (PUE)** in our data centers and utilizing smart lighting for sustainability. Our efforts extend to increasing the share of renewables in our energy mix, extracting every last drop of efficiency from our operations, and managing waste responsibly.

Our dedication to minimizing ecological impact is evident through the adoption of innovative technologies and sustainable practices. This includes optimizing energy consumption in our data centers with LED lighting, smart building controls, and efficient air-cooling systems. **Across the supply chain, we prioritize environmentally conscious vendors** and utilize electric vehicles in our transportation assets.

In addition to working toward our ESG goals, we tailor our services to assist our clients across a wide range of industries to achieve their unique ESG objectives. Our solutions range from optimizing energy use to fostering diversity and inclusion within HR practices and ensuring robust data governance. **By leveraging our consultancy and technological expertise, our clients are able to effectively monitor and report their ESG performance,** aligning with both regulatory requirements and stakeholder expectations.

We are dedicated to collaborating closely with our clients to equip them with the necessary tools and strategies to enhance their sustainability efforts.

And finally, our governance practices are built on a bedrock of ethical conduct and transparency. We hold ourselves accountable to clear business practices, ensuring every interaction is honest and open. Robust security processes form our impenetrable shield, ensuring data privacy, information confidentiality and integrity through authorized access, compliance, and constant vigilance.

Our holistic approach to ESG is not just a checklist but a guiding philosophy, shaping our decision-making and operations. By integrating ESG into every aspect of our work, MOURI Tech aims to lead by example in the tech industry, contributing to a resilient, inclusive, and environmentally conscious future.

THE ART OF VICTORY

Where Strategy Meets Passion

How intelligence on the field
is the key to success

MOURI TECH®

Co-owner

KERALA BLASTERS

INDIAN SUPER LEAGUE

TAMIL THALAIVAS

PRO KABADDI LEAGUE

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MOURI TECH®

Solving Business Challenges through Innovation

Co-innovation isn't just a process; it's a partnership.

We work closely with our clients to understand their unique business challenges and ambitions. With **risk-free investments** and **strategic partnerships**, we create custom solutions tailored for client success.

At MOURI Tech, we call this fusion of collaboration and innovation, **'co-innovation'**.

Unlock New Possibilities.
Join the Co-Innovation Revolution.

Employee First. Customer Foremost.

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