People | Mission | Innovation

# Driving Customer Lifetime Value with Digital Automation, Continuous Learning and Delightful Customer Experiences

NODE DIGITAL

SBA
U.S. Small Business Administration
8(a) CERTIFIED

# About Node Digital

Founder & CEO: Prakash Yarlagadda

**8a Certified, TS Facilities Clearance**
**Cage:** 5T4P1
**NAICS Codes:** 541511, 541512, 541690, 541519, 541611
**UEI:** LZSHEYAH2EJ

**Prime:**
GSA 518120C (Cloud SIN)
GSA 5415S (Professional Services)
GSA OLM

**Sub:**
NHS IAAI
Navy Seaport
AF SBEAS
TSA Fast
FDIC ITAS-NG

**Mix of commercial and federal customers**

# Our services integrate all aspects of transformation

## The intersection of strategy, data, digitalization, automation, people & culture

### 01
**Digital Transformation**

**Digital Studio**
Strategy/Roadmap, Design Services (Journey & Value mapping, Voice of Customer, UI/UX), Cx Insights, Stakeholder Engagement

**Next-Gen Architecture**
Framework for design patterns; Cloud-Native/Serverless, Domain-Driven, Continuous Arch, & Data Mesh

**App Development & Modernization**
CxD driven development and transformation services for mobile, cloud native, AR/VR and AI apps. Cloud migration and microservices. Data Exchanges.

### 02
**Intelligent Automation**

**Robotic Process Automation (RPA)**
RPA COE. Attended/Unattended AI Bots to automate processes, human actions and perform data transactions. Digital Twins

**Low Code Automation**
Process automation and turnkey solutions rapidly built on partner platforms

**Hyper Automation**
Platform automation for plumbing of systems and data including DataOps, CloudOps, AIOPS & DevSecOps. **ITAP – Program Transition Automation Tool**

### 03
**AI/ML Services**

**AI Agents: Chatbots and Virtual Assistants**
Integrate and customize bots to enable Digital Twins and enhance your workforce

**Model Development & MLOps**
AI/ML Model Development, Operations and Performance Monitoring. Support DataOps for AI/ML

**Edge Analytics & Intelligent Insights**
Leverage the transparency of intelligent automation to analyze workflows at the edge and improve Digital Engagement and Intelligent Automation

## ...Enabling Frictionless Transactions with Digital Engagement & Intelligent Automation

People . Mission . Innovation

# What does a "Digital Twin" mean ?

A "Digital Twin" is a digital representation of a physical object, person, or process, contextualized in a digital version of its environment. Digital twins can help an organization simulate real situations and their outcomes, ultimately allowing it to make better decisions.
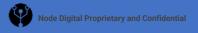
# Digital Twin Types:

**Plant Twins >** Representation of a facility or environment (Manufacturing Plant, Buildings, Warehouses, Smart Cities, Neighborhood,  Metaverse …)

**Network Twins >** Representation of a process (Supply chain, Procurement, Operational Support…)

**Human Twins >** Representation of human behavior (Customer twins, Virtual Agent, Gaming Avatars,…)

**Product Twins >** Representation as a product or asset (E.g., Google Maps,, NFT ..)

# How can a "Digital Twin" help ?

# Several Use Cases & Benefits

- **Product Development**
  - Simulations
  - Scenario Planning
  - Training
  - Product Personalization
- **Service & Operations**
  - Optimization
  - Decision Making
  - Operational Efficiencies
- **Customer Interaction & Behavior**
  - Product Improvements
  - Testing

- Enhanced supply chain agility and resilience
- Reduced product time to market
- Enable new business models (i.e., product as a service)
- Increase customer satisfaction
- Improve product quality
- Drive operational efficiency
- Improve productivity
- Inform sustainability efforts
- Increase data visibility

… across multiple industries:

Manufacturing (Product Development, Simulation runs, …); Facility Management (Building Mgmt.); Travel and Hospitality (VRBO); Smart Cities; Architecture, Construction and Engineering (3D Models, …); Real Estate (store layouts,  planning, restoration, insurance claims  ..)

# Digital Twin for Marketing

"The digital twin of a customer builds on the familiar concept of a marketing persona to provide context and predictions of future consumer behavior. It relies on both online and physical interactions to accurately simulate the customer experience and adjust those simulations in real time." – Gartner

Customer twins for :

- Market segmentation, Behavior tracking

- Responding to customers as individuals (personalized and at scale)

- Product Identity (eg. NFT) for personalization, sales, feedback and driving customer behavior)

# Gen AI enabling digital twins for Marketing

- ➢ Content Strategy & Generation (Text, Images, Video)
- ➢ Customer twin for targeting and personalization
- ➢ Blog Writing
- ➢ Co-Pilot for Marketing (Jasper)
- ➢ Campaign Automation  (integrated campaigns; ad gen., email, social media posts, chatbot, SEO)
- ➢ Marketing Analytics

# Sales and Marketing Digital Twins hold a big opportunity:

The marketing and lead nurturing journey is loaded with and triggered by data from digital twins making the positioning more relevant and personal

With the wealth of usage data of a machine or asset we can now anticipate and trigger sales opportunities, renewals and add-on business.
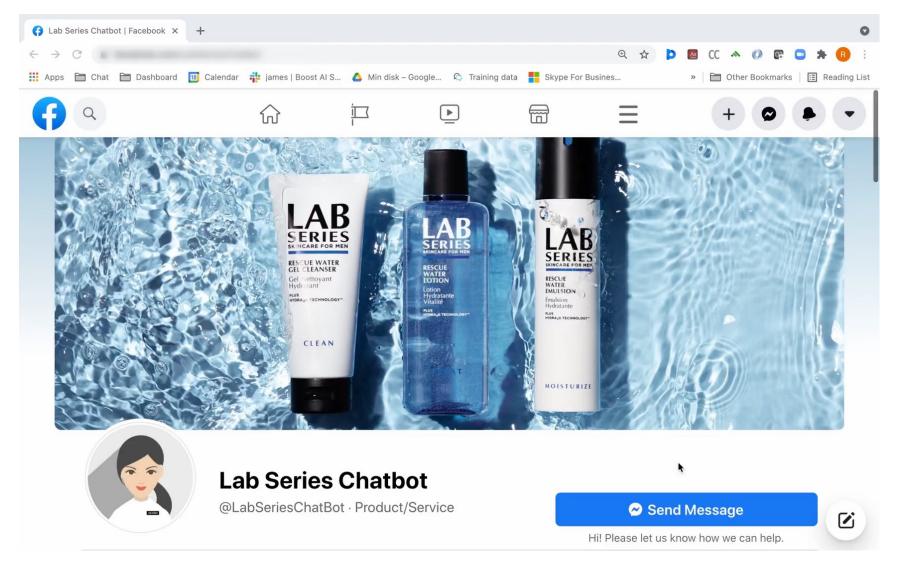
Customer Twins cut out the middleman and provide the manufacturer with a direct communication and marketing channel with its users, instead of relying on intermediaries. Applying analytics, AI, scenario planning to digital twin's data can result in valuable add on services that help the customer to operate a machine more flexible, efficient and to prevent downtimes.

Digital Twins enable innovative business models in the ecosystem: Manufacturers can establish a marketplace for partners and customers where they can leverage the digital twin's data to create add on applications. Think of the elevator service company that creates a smart phone app for their end customers based on the manufacturer's digital twin's data.

Digital twins can be used to accelerate the digital transformation of an enterprise. They allow a new perspective to look at your product or service.

# Example - Virtual Agent for Lab Series, Singapore

"Coco" for APAC Digitalizes Brick-and-Mortar Stores & Enables Local Selling via Social Media

# Thank You

**Prakash Yarlagadda**
**CEO, Node.Digital**

prakash@node.digital
571.294.4667