

We are
The Data and
AI Experience
Company

ADA + Databricks across 4 layers.

- 01** Composable domain data platforms
Persistent, reusable customer and retail foundations.

- 02** Data platform services and ADA Data Accelerators
Services-owned capabilities that build and operationalise the foundation.

- 03** AI agents and decision applications
Role- and domain-specific agents that move work into systems of action.

- 04** Analytics and intelligence
Intelligence over the same governed foundation, descriptive to prescriptive.

01.

Composable domain data platforms

Persistent, reusable customer and retail
foundations, built on the client's own
governed data.



Customer Data Platform

ADA built identity resolution, the customer and event semantic layer, reusable features and the activation interfaces - so every team reads the same profile.

40%

increase in omnichannel
customers over 18
months

44M

engagement
opportunities created
across 6 channels



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Faster processing, stronger top line

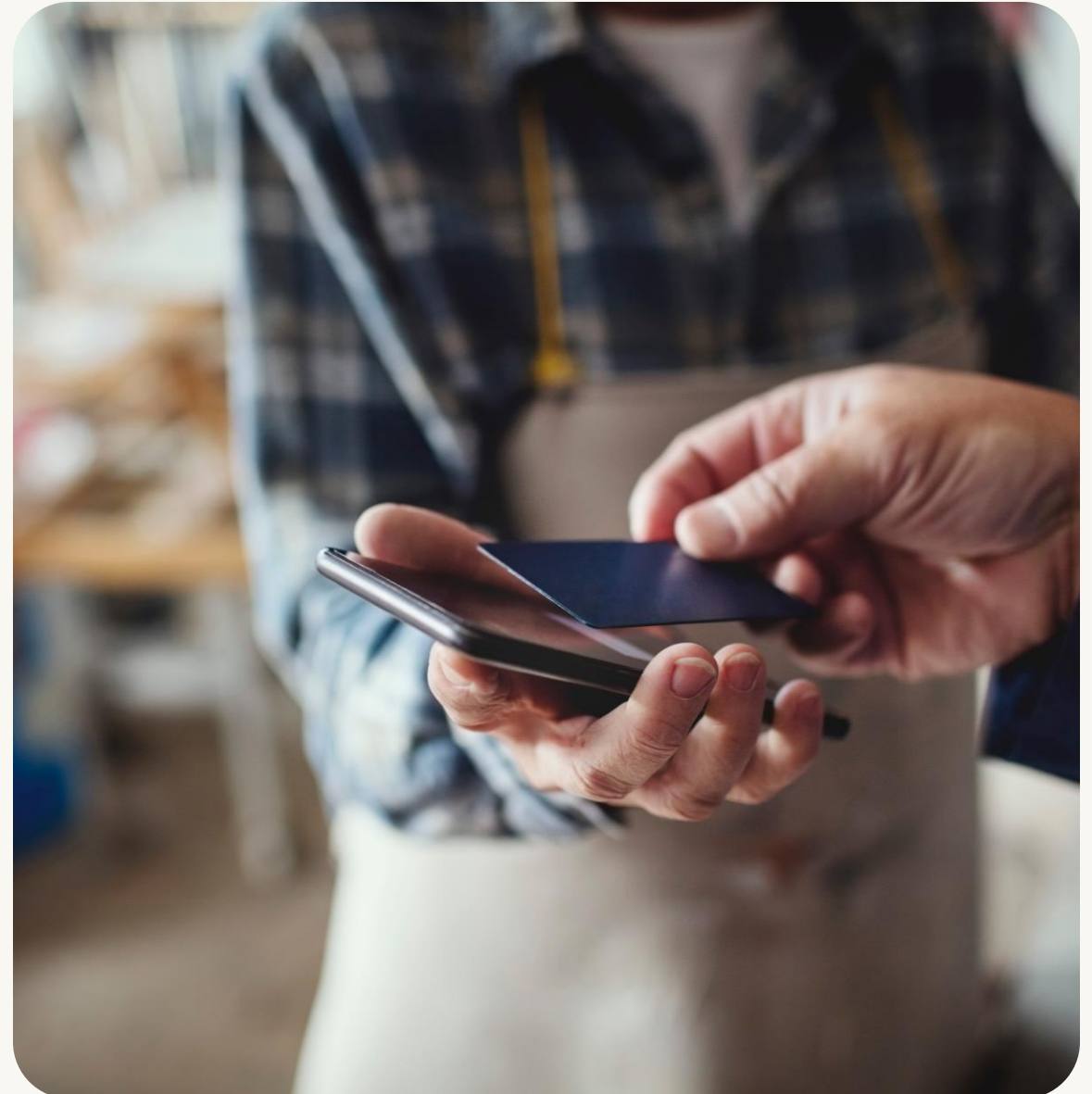
Implemented CDP for a Japanese credit lender serving over 300,000 customers in Malaysia, automating payment reminders and streamlining data management.

12%

Processing time saved

+4%

Top-line lift from
fewer late payments



Segments in minutes, not weeks

Built a unified CDP with an AI-powered audience agent for a top Vietnamese retail giant, letting marketers explore data and activate audiences in natural language with no SQL or IT requests.

Zero

SQL needed to build a segment

3-in-1

Business units in one profile



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Customer Large Event Model / Private Customer LM

Profiles and segments compress a customer into attributes. This keeps years of identity-linked event history in a form an agent can actually reason over: a shopper narrative that refreshes as behaviour changes, with embeddings, traceability and guardrails, and every insight traceable back to a governed source event.



Retail Data Platform

POS, ecommerce, ERP, WMS, planning and supplier systems each carry their own product and location hierarchies and refresh cycles, so every new use case starts by rebuilding pipelines. This standardizes the canonical retail entities once - sales, product, price, promotion, inventory, store, location and supplier - and puts the semantic and KPI layer on top.



02.

Data platform services & ADA Data Accelerators

Reusable models, pipelines, and connectors
that build and operationalize the foundation,
so the next use case does not rebuild the
last one.



Data Clean Room for Retail Media

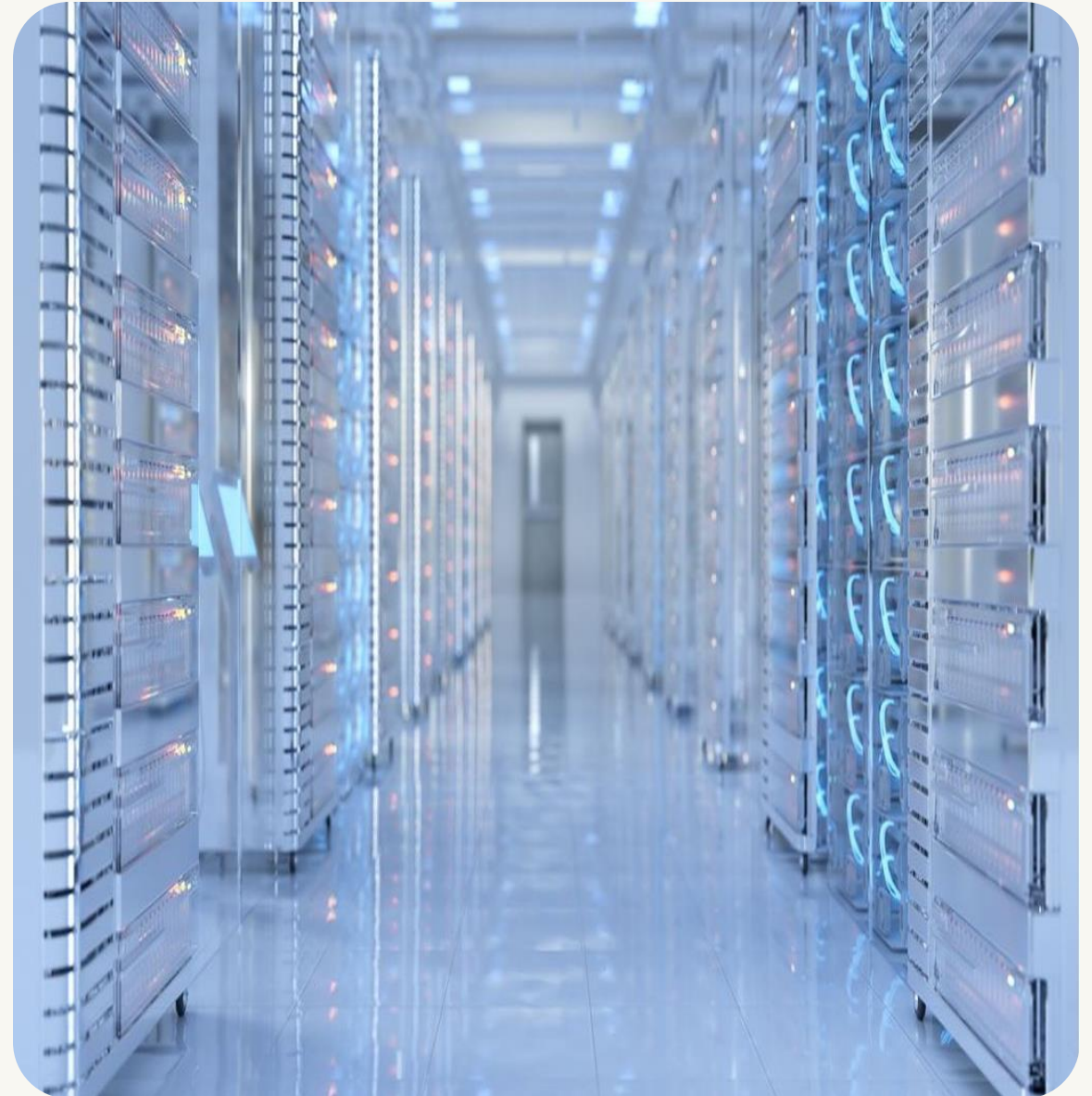
Brands, agencies and data partners join audiences inside a Data Clean Room and activate on Meta, Google, The Trade Desk and Amazon DSP from a single interface. Raw data never crosses an account boundary.

10M+

records processed with
zero data leakage

4

activation platforms
from a single interface



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Databricks Data Foundation Modernization and Migration

ADA Data Accelerators moved 674 jobs, 65 schemas and 6,860 tables off Talend, Azure ML and Synapse onto a single platform, with parallel run, 8 validation dimensions and 57 reconciliation cycles gating the cutover.

70%

faster release cycles for pipelines and ML models

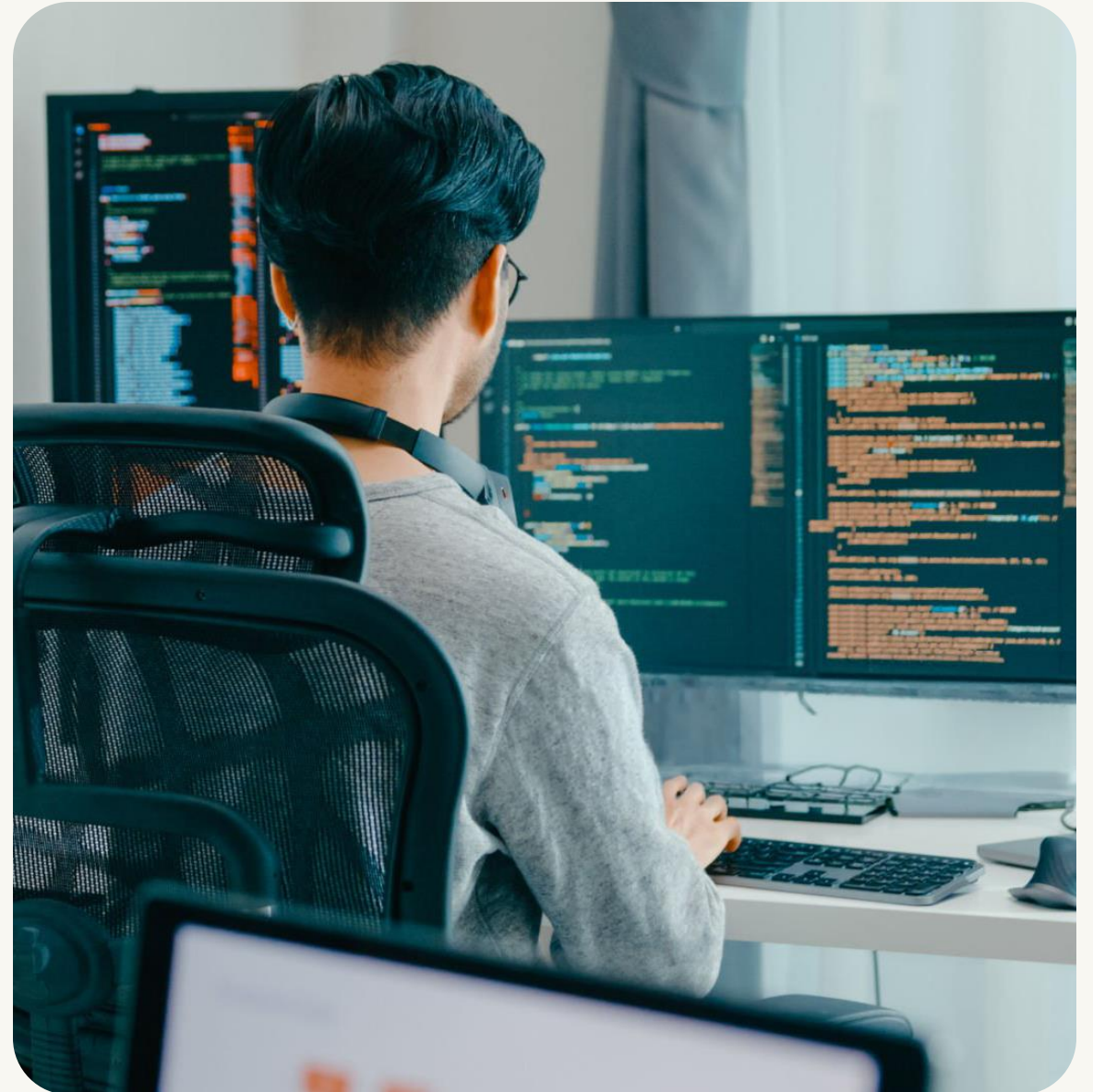
60%

fewer data incidents after unified governance



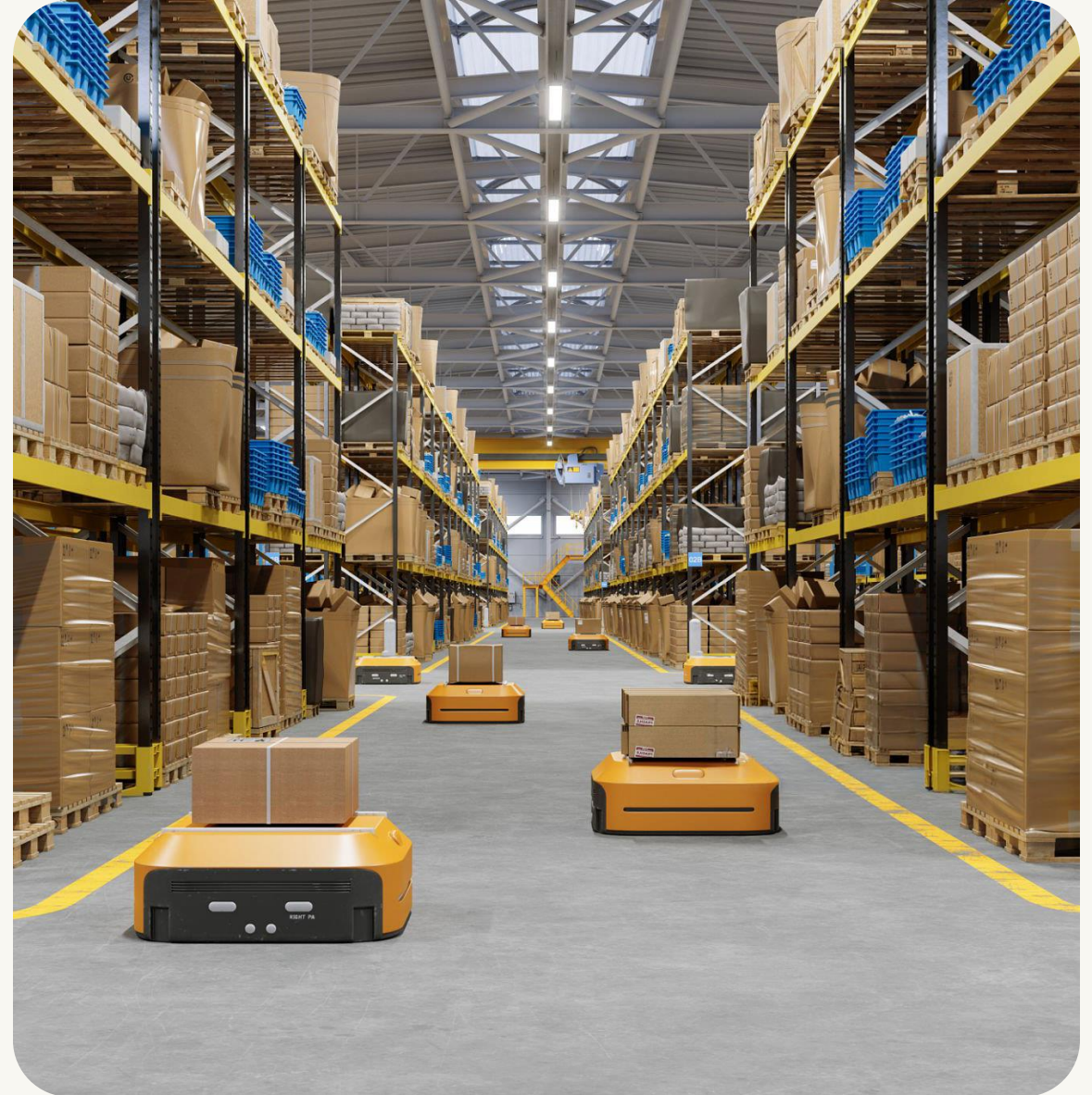
Data for AI: Semantic, Feature, Vector and Governance Layer

When each team engineers its own features and vectors, definitions drift, model inputs stop matching, and guardrails arrive late. This is the governed AI-ready layer on top: semantic and KPI models, a feature-store pattern, embedding pipelines, quality controls, GenAI guardrails and model monitoring.



ADA Data Accelerator Platform for Retail and CPG

Pricing optimization, demand forecasting, product recommendation and inventory management usually each begin by rebuilding the same foundation. The accelerator platform unifies the priority sources once, automates ingestion, transformation and enrichment, and ships reusable retail and CPG data models that every one of those use cases draws on.



03.

AI agents and decision applications

Role- and domain-specific agents that
reason over the governed foundation and
move approved work into systems of action.



Inventory, Replenishment and Supplier Collaboration Agents

Inventory, forecasts, lead times, purchase orders, supplier performance and promotion plans sit in different systems, so planners find risk late. The agents detect the expected stockout, calculate the feasible replenishment, and flag supplier and PO risk.

92%

faster supplier
onboarding

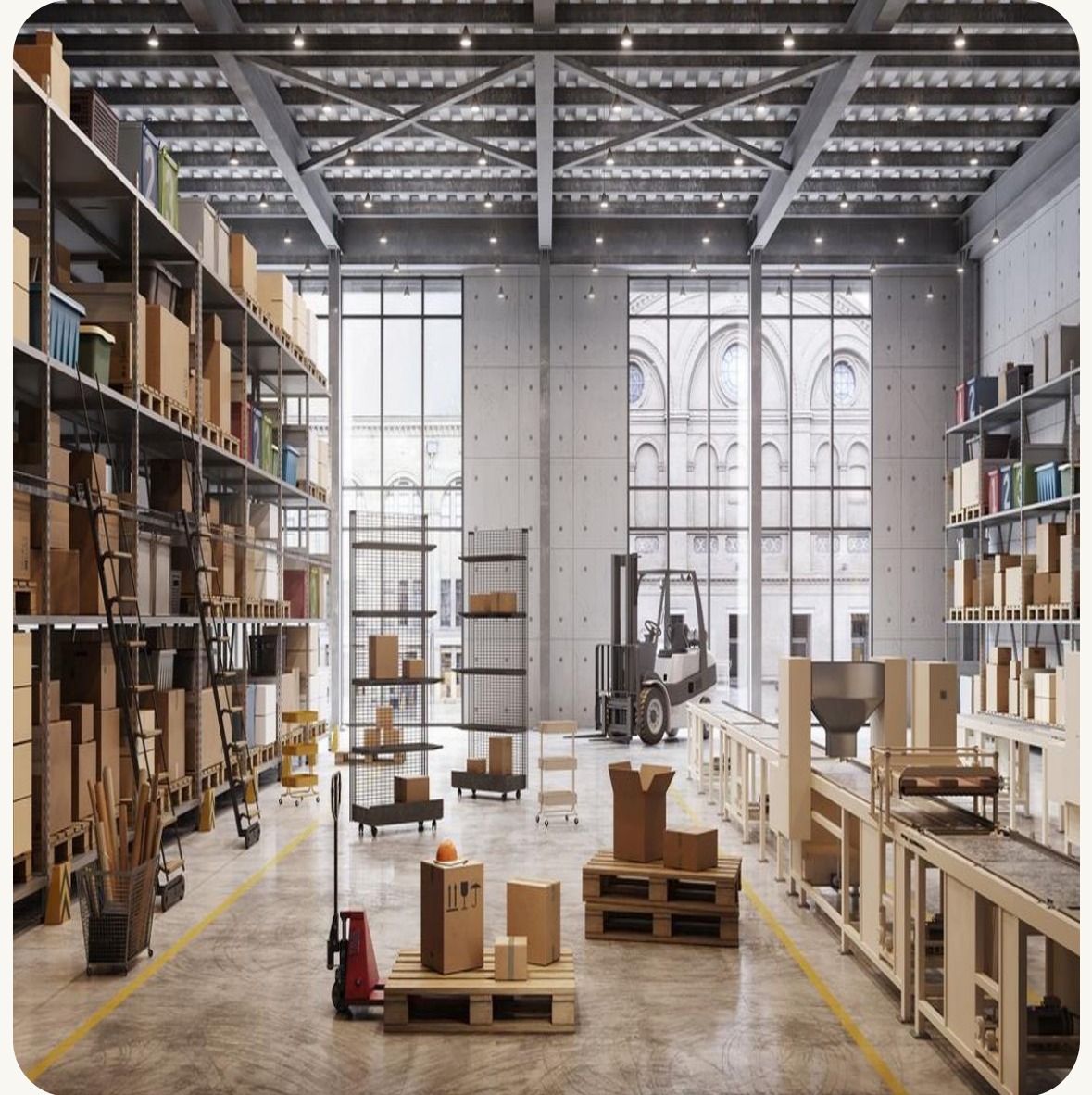
81%

of invoice
processing
automated

60%

reduction in
out-of-stock
instances

Keells



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Automated store-level replenishment

Demand forecasting and replenishment engine that predicts size-level demand and creates purchase orders directly in the retailer's WMS, without manual intervention.

80%

Healthy stock levels maintained across all sizes

Lower

Logistics cost from nearest-warehouse fulfillment



Demand Planner

Forecasting is usually spreadsheet-heavy and backward-looking, so planners override it. The Demand Planner produces SKU-by-location forecasts, explains the variance, runs scenarios for promotions, weather, events and supply constraints, prioritizes the exceptions worth attention, and records planner approval.



Audience Manager and Campaign Planner

A marketer asks for something commercially useful
- lapsed high-value shoppers likely to replenish
within 30 days. The agents turn that into audience
logic, size and explain it, recommend channel, offer
and cadence, and publish a runnable plan.



Shopping Agent and Stylist

Large catalogues create choice friction that keyword search cannot resolve. The agent takes a stated goal or constraint - an office outfit for monsoon travel, under budget - and runs conversational discovery, comparison, compatible options and a complete look or bundle, through to an assisted path to purchase.



MAYA: Retail Decision Agent

A category manager asks why beverage margin is falling in Bangalore. MAYA reasons over the governed retail signals, explains the drivers, forecasts the next four weeks, surfaces scenarios, and routes the approved action into merchandising, pricing, inventory or supplier workflows - with the reasoning shown.



04.

Analytics and intelligence

Intelligence over the same governed foundation, from what happened through to what to do about it.



Predicting return risk to improve assortment planning

Built machine learning models to flag high-risk SKUs early in the product lifecycle, giving assortment planners visibility into return risk before it affects margins.

5%

Reduction in return rate
for high-risk SKUs

15%

Improvement in assortment
planning accuracy



Churn cut from 14% to 3%

Deployed a churn prediction model on CDP for a leading consumer credit provider in Malaysia, scoring early risk signals so retention teams can intervene before customers lapse.

3–5%

Monthly churn, down from 12–14%

Auto

Risk scoring, not manual lists



23% more leads become sales

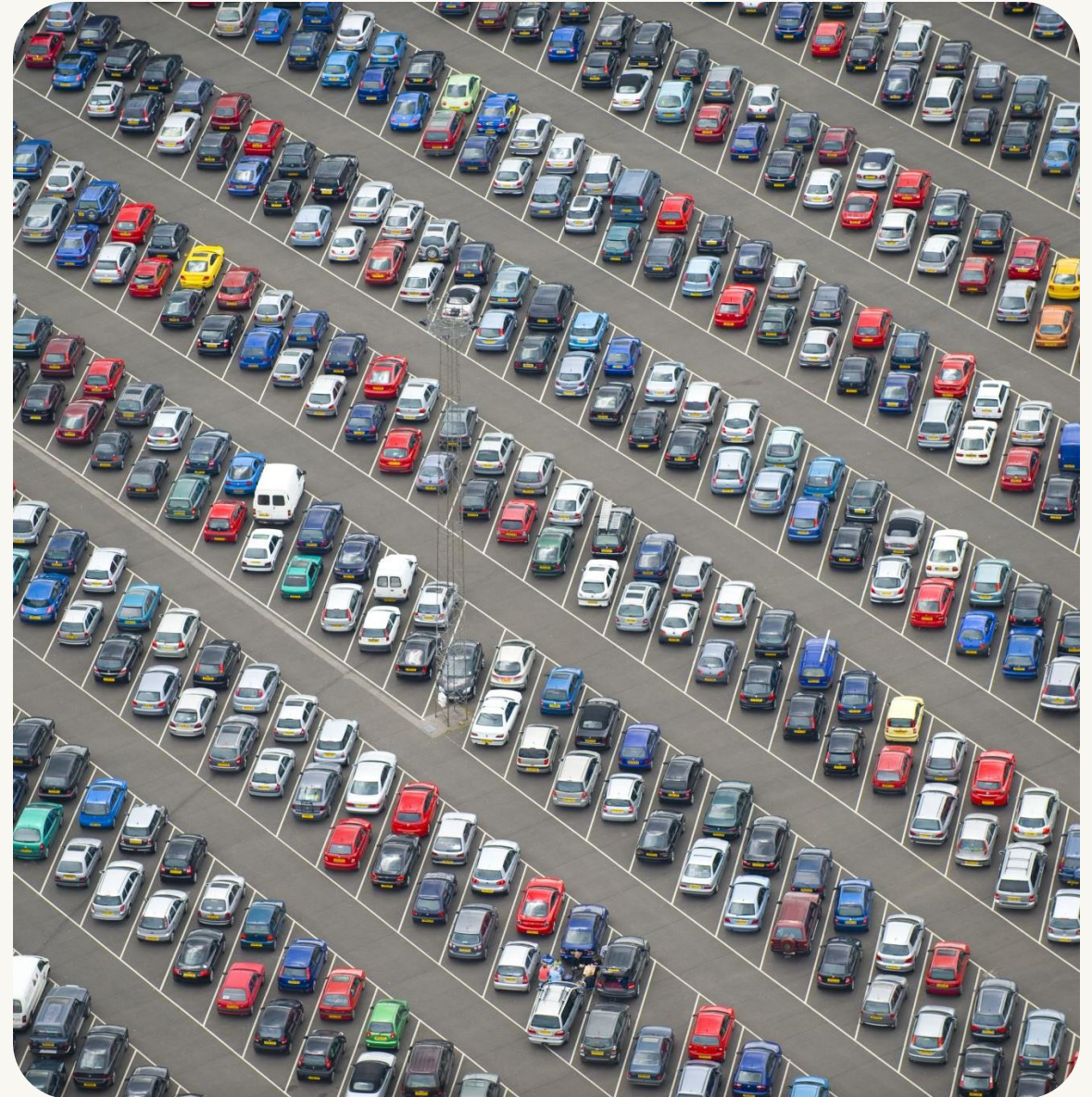
Built a lead propensity scoring model on CDP for an automotive manufacturer in Malaysia, focusing media budget and sales follow-up on high-intent buyers.

+23%

Lead-to-sale conversion rate

-18%

Lower cost per acquisition



Customer Intelligence

Customer metrics drift between teams, and analysts spend their time reconciling identity instead of answering the question. This models value, lifecycle, affinity, retention and churn once, then wires it straight through to audiences and offers.

255%

cross-sell conversion
lift

3x

Media efficiency



Retail and Category Intelligence

Merchants can see what happened but not the root cause, the forward risk, or the action it implies. This builds the semantic and KPI layer, the root-cause and scenario logic, and the workflow hand-offs, and can surface through MAYA.

95%

sales forecast
accuracy reached

30%

reduction in
excess
inventory



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eCommerce Intelligence and Site Merchandising Optimization

Clickstream, search, catalogue, price, promotion, inventory and margin data sit in silos, so teams tune rankings by hand. This builds the ecommerce KPI model and the incrementality logic, then hands the approved change to the products that execute it.

36%

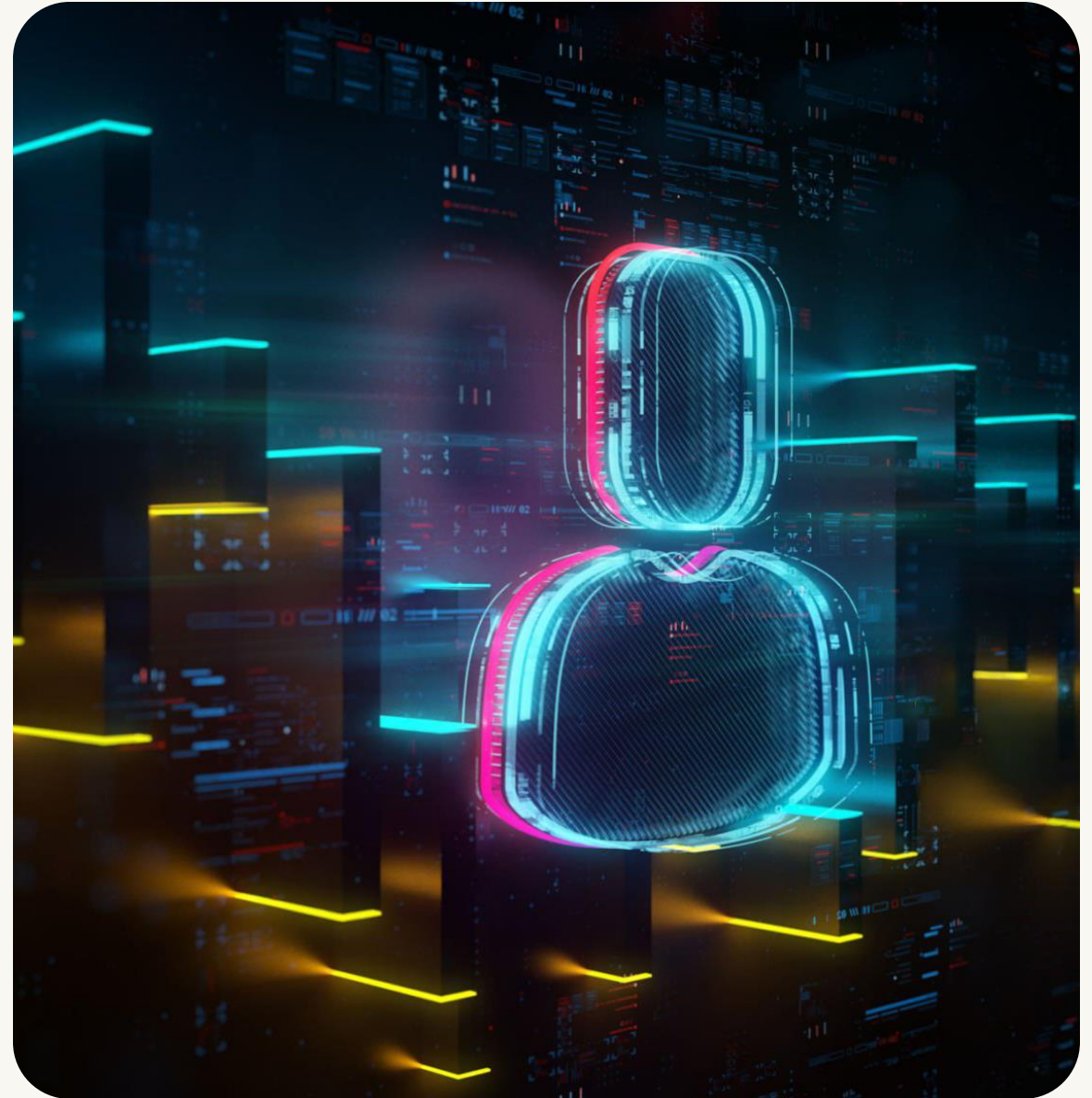
YoY growth in
attributable sales

matas

52%

higher AOV from
recommendations

أكسترا
extra



ada

Turn scattered data into marketer-led decisions

Built a business-aware intelligence layer on Databricks Genie for a global consumer electronics manufacturer, turning fragmented reporting into plain-language answers with the context, reasoning and next-best action marketers need.

Direct

Marketer access without analyst queues

Faster

Audience creation and campaign planning



Marketing Intelligence

Spend, exposure, audience, response and sales data are fragmented, and last-click reporting flatters whichever channel touched the customer last. This joins them, designs the measurement and the holdouts up front, and separates incremental impact from correlation so budget decisions have evidence behind them.



Where does your data and AI stand?

Book a free assessment with us!

