

# **DATAVLT – The Forefront of Data Analytics on Blockchain**

Influencing Future Businesses with Secure Data Analytics

*(Supported by Artificial Intelligence and Predictive Learning)*

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# 1. The Challenges of Small Medium Enterprises Today

Small Medium Enterprises (SMEs) are the true backbone of most economies. SMEs account for majority of enterprises in their respective countries. They are primarily responsible for economic growth, jobs creation and prosperity of their nations.

While most of the SMEs feel confident about the future, they are also acutely aware of the possibility that they may fail within five years. SMEs face tougher times than ever before. Besides challenges from local, international competition, SMEs also face technological disruption to their businesses and lack access to potential growth levers.

## 2. Changing Times, Changing Trends

### a. A Quaint Little Florist Shop



Paul and Mary have been running a small florist in a mid-sized city for almost 30 years. They have built a sizeable cliental over the years and relies mainly on loyal and repeat customers with addition to occasional customers who walked into their shop.

The city has grown over the three decades and has seen an increase of population growth. Many young adults have moved into city and the landscape is bustling with activity.

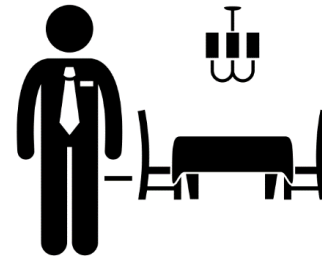
Despite of this, Paul and Mary did not see any exponential growth in their business. Instead, they were witnessing a slow and steady decline in sales and accounts. Paul and Mary are worried. They do not understand why their business is slowing down as they have been doing well in the past.

Have young adults stopped buying flowers? Are there new competitions in the neighbourhood? Are their offerings not appealing to them?

They do not understand the cause of this situation and are deeply concerned with the long-term outlook of their business. If this scenario does not improve, they might have to close their business which they have fought hard to build for the last 3 decades.

## b. A Successful Restaurant Chain

Peter is a 3<sup>rd</sup> generation restaurateur of a 70-year old family business. He inherited the business from his father a decade ago and has grown the number of restaurants from 1 to 10 in that short span of time. His employee base has also grown from 17 to more than 200 people.



Under Peter's management, the restaurants are always packed with diners and adorned with snaking queues during the weekends and holidays.

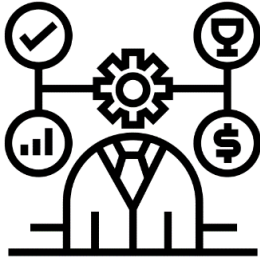
Despite having a seemingly successful business, Peter is facing a conundrum. On surface, everything appears to be rosy, but in fact, restaurant sales have been stagnant for the past 2 years and there has been a slight increase in customer complaints.

Is there an issue with the quality of the food? Did his customers change appetite? Did he expand too fast?

Peter has kept a record of sales and financial reports but is so caught up in the day-to-day management of his restaurants that he had little time to plan or predict what the future may hold for his business. Neither does he have the time to assess the complaints received. In short, Peter has an abundance of potentially useful data but is, ironically, starved for answers – information, because of his lack of access to tools that can help to analyse and provide insights.

## 3. Why Business Intelligence is Important to the Future?

As consumption patterns evolve rapidly with technological disruption, relying on traditional means of tracking consumer habit tracking may no longer be enough to facilitate important decision making. The ability to have this information on-demand can prove useful in helping businesses to keep track of changes in consumer behaviour.



Data Analytics or Business Intelligence are common functions employed by large corporations. In general, these functions are supported technologies that can gather data and make sense of results, trends and patterns to improve understanding business performance, competitors' progress and customer behaviours.

The access to such services and technologies are widely available but fragmentally offered. Unfortunately, this means that it is inaccessible to SME business owners, such as Paul and Mary's little florist shop, due to staggering investment requirements. If Peter, the restaurateur, wants to further expand his business with the aid of data analytics, it is likely that he invests a hefty sum to develop this capability if he wishes to build his own Business Intelligence team. For a medium enterprise with heavy operational costs and cash flow vulnerabilities, he may perceive data analytics as a luxury only for enterprises with deep pockets.

#### 4. DATAVLT Brings Business Intelligence to SMEs

DATAVLT aims to bring affordable business intelligence to SMEs by providing data analytics leveraged on *Blockchain* technology, supported by Artificial Intelligence. The means immutable secure data processing that is accountable and auditable.

The DATAVLT data analytics platform not only provides business performance analysis, but also forecast of trends and scenario based outcomes, with its Predictive Learning capabilities.

The DATAVLT platform equips business owners with invaluable information, enabling them to make decisions in areas such as business strategies, customer prospecting, customer retention, sales forecasting, cross-selling, marketing, segmentation, production, capacity planning, etc.

In this era, the ability to accurately foresee market trends and cater to the needs of the ever-changing consumer and customer is the key to building sustainable business growth. Meaningful analysed data should be the lifeline of any company or organisation that wishes to survive the future because it is necessary to think steps ahead of the competition in this cutthroat economy.

