

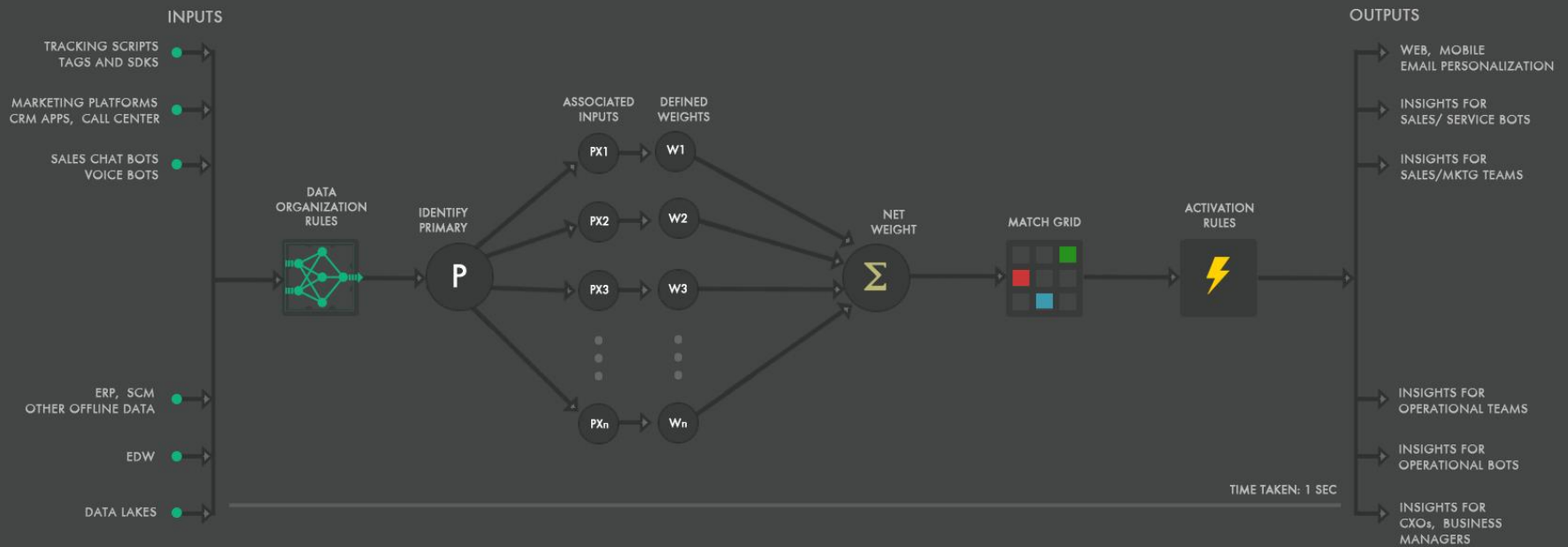
plumb5

Plumb5 is an unified data platform with machine learning capabilities, built for effective customer engagement by providing real-time insights and decisions for machine driven next actions

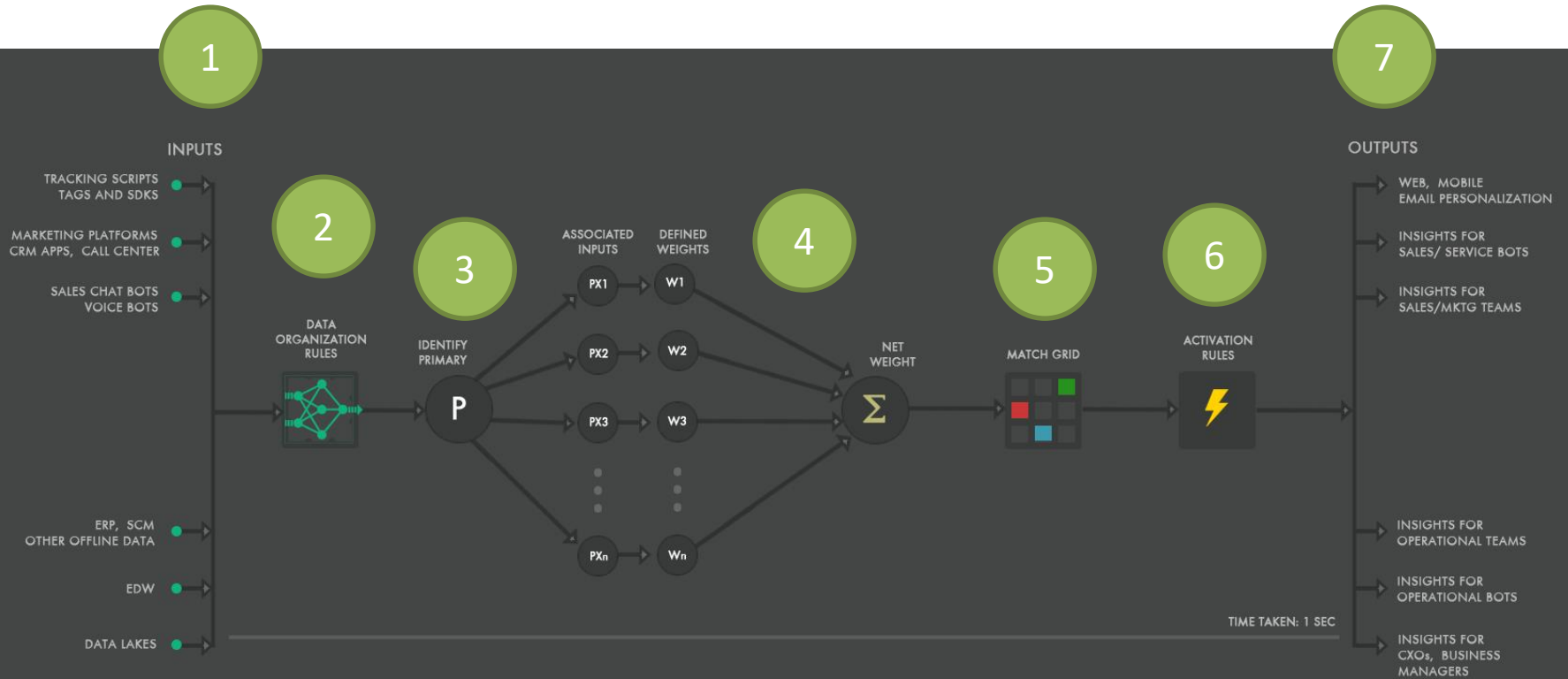


Plumb5 Data Model for AI Driven Automation

UNIFIED DATA MODEL THAT LEARNS EVERYTIME DATA IS COLLECTED (REAL-TIME)



Explaining AI driven Automation

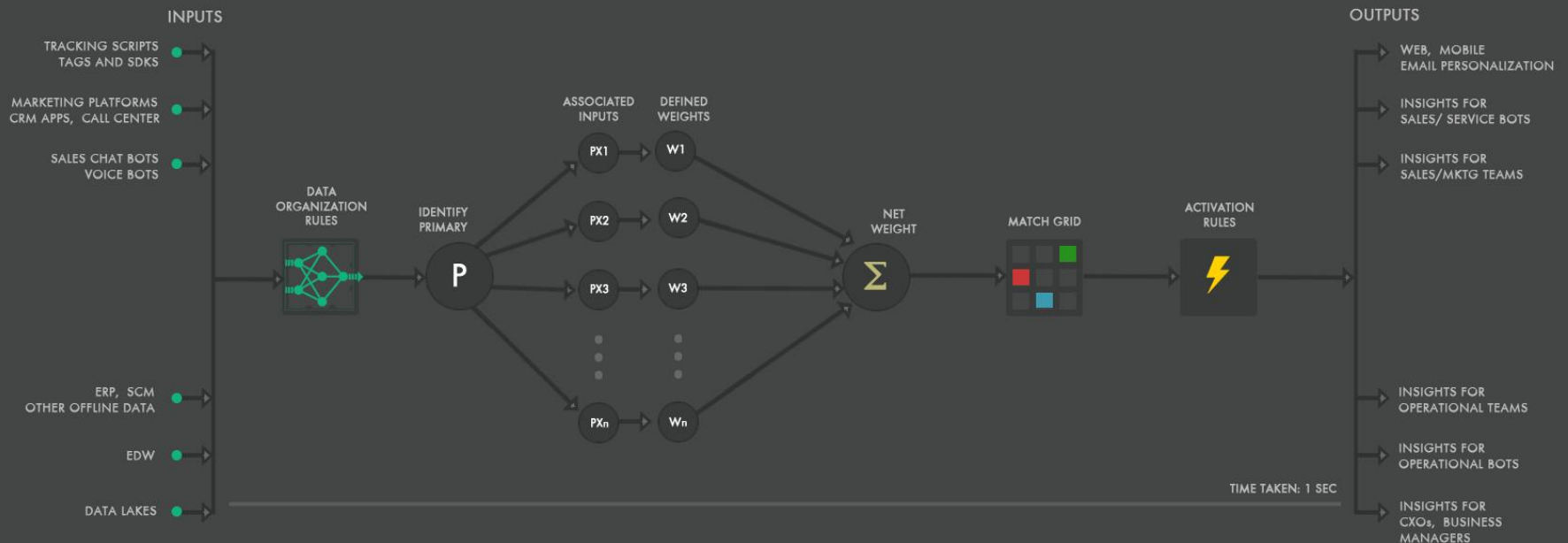


How AI driven Automation works?

1

CONNECTING DATA SOURCES (PHYSICAL DATA SOURCES) TO THE LOGICAL DATA MODEL

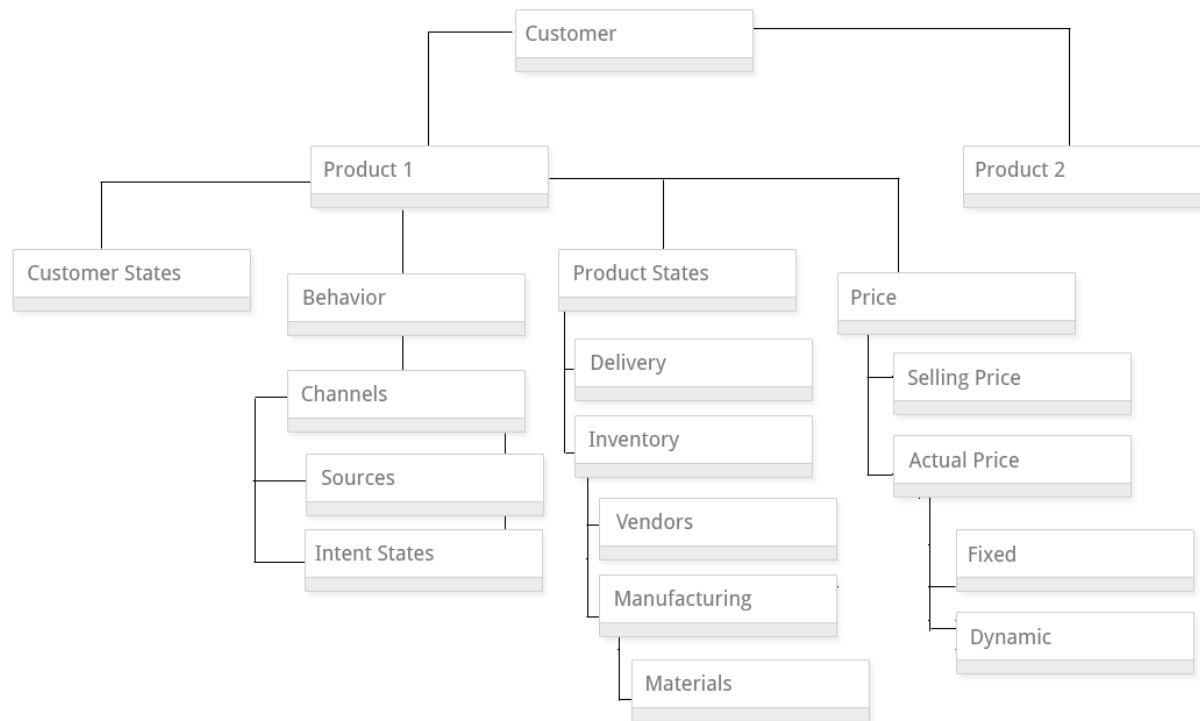
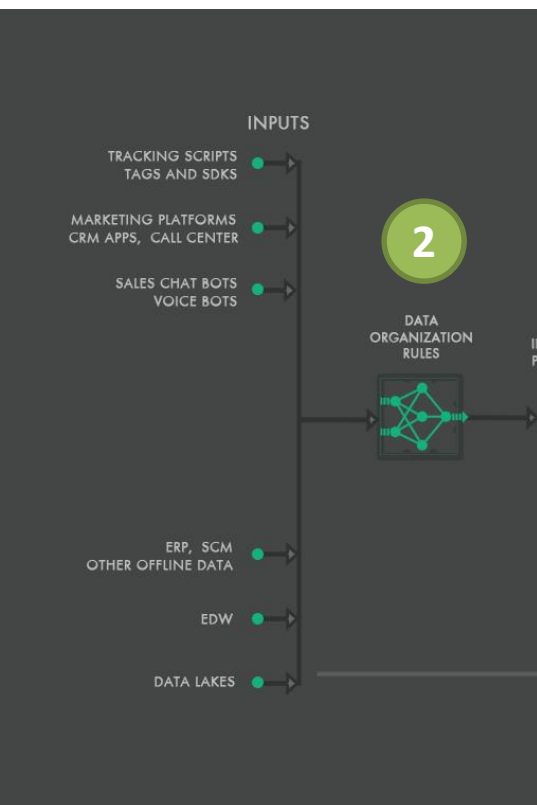
1



How AI driven Automation works?

2

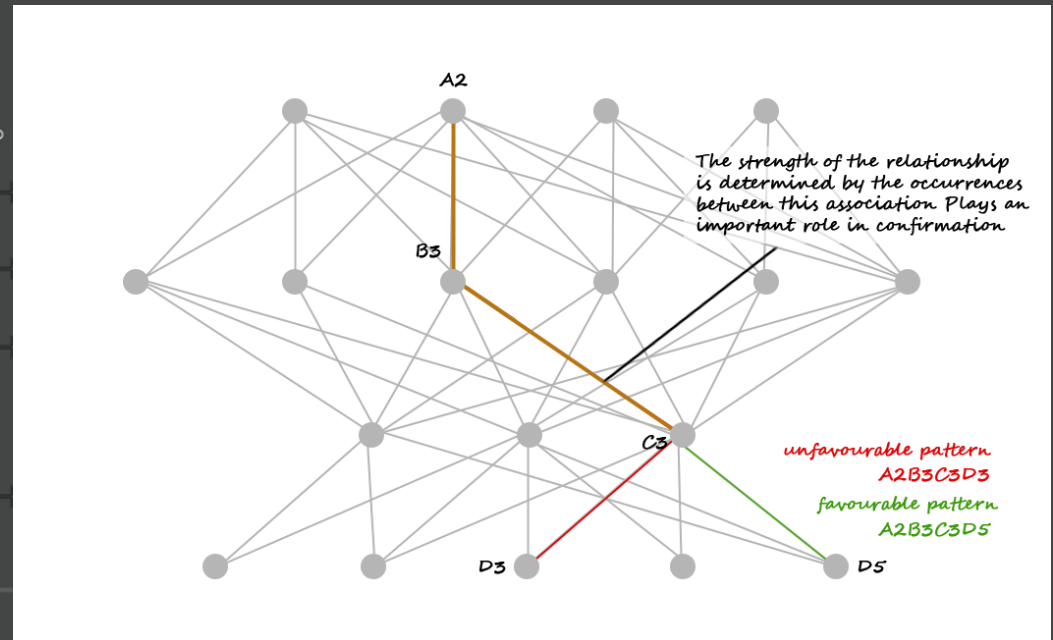
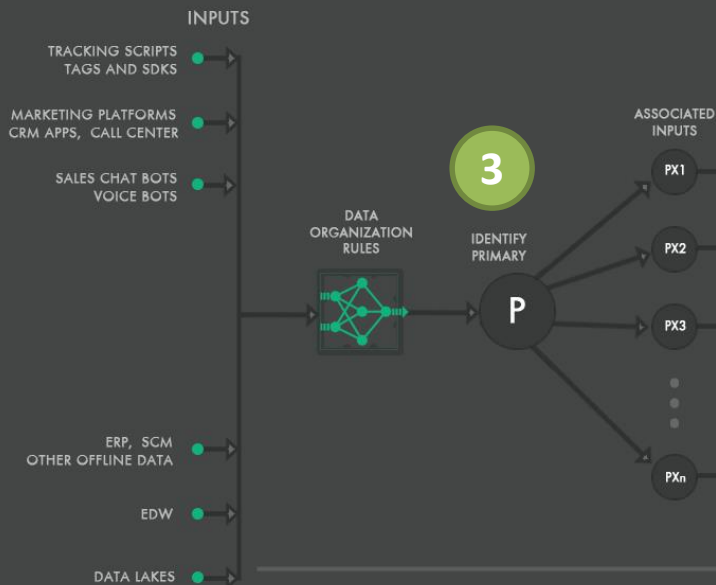
BASED ON INPUTS, THE AUTONORMALIZATION ALGORITHM ORGANIZES DATA BASED ON RULES OF NETWORK TOPOLOGY.



How AI driven Automation works?

3

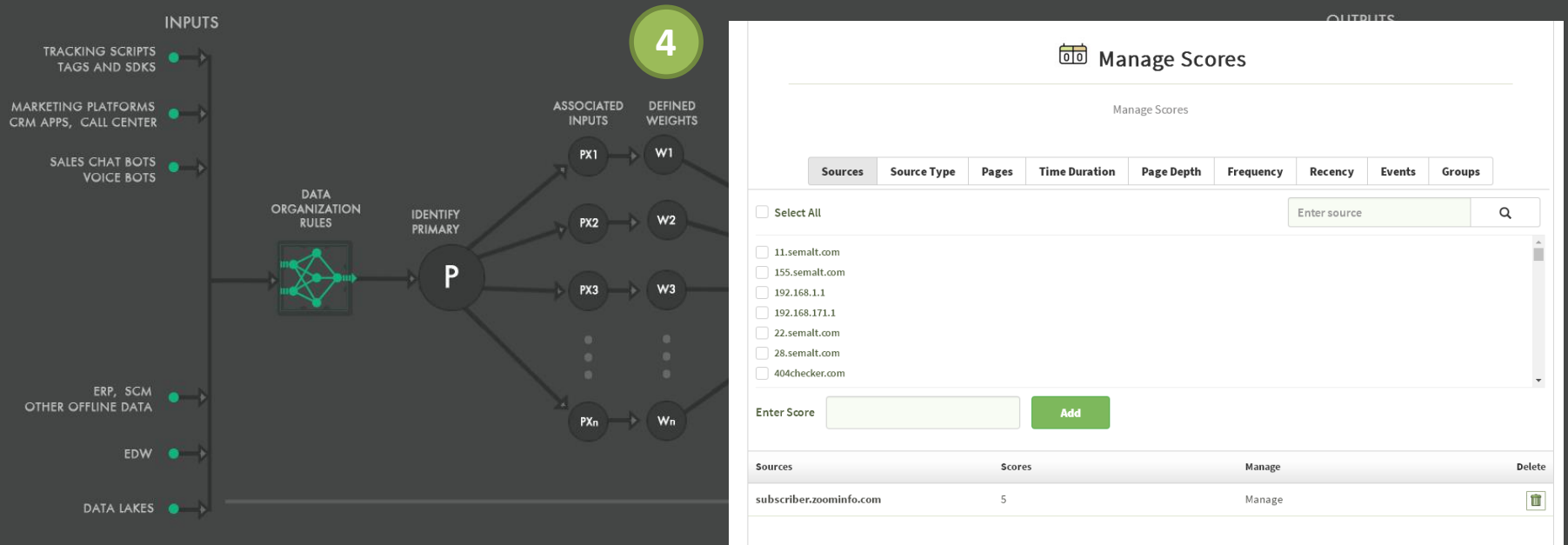
BASED ON THIS ORGANIZATION, USING TIME SEQUENCING LOGIC, A PATTERN IS FORMED (FORMED FROM CUSTOMER INTERACTIONS). EVERY TIME DATA IS COLLECTED, THE **PATTERN IS EXTENDED OR REINFORCED**



How AI driven Automation works?

4

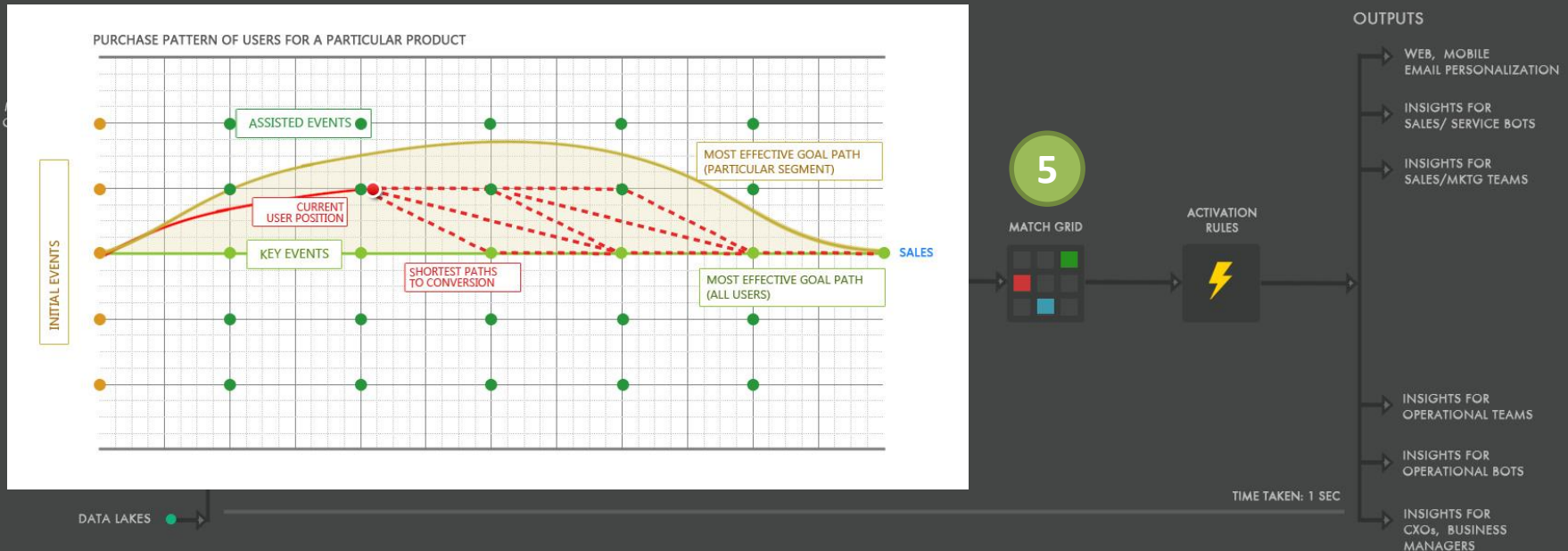
THE SCORING MODEL ALLOCATES WEIGHTS AGAINST EVENTS WITHIN THE PATTERN. CURRENT WEIGHTS ARE CALCULATED AGAINST PAST WEIGHTS TO ARRIVE AT THE **NET WEIGHT** (AGGREGATED SCORE)



How AI driven Automation works?

5

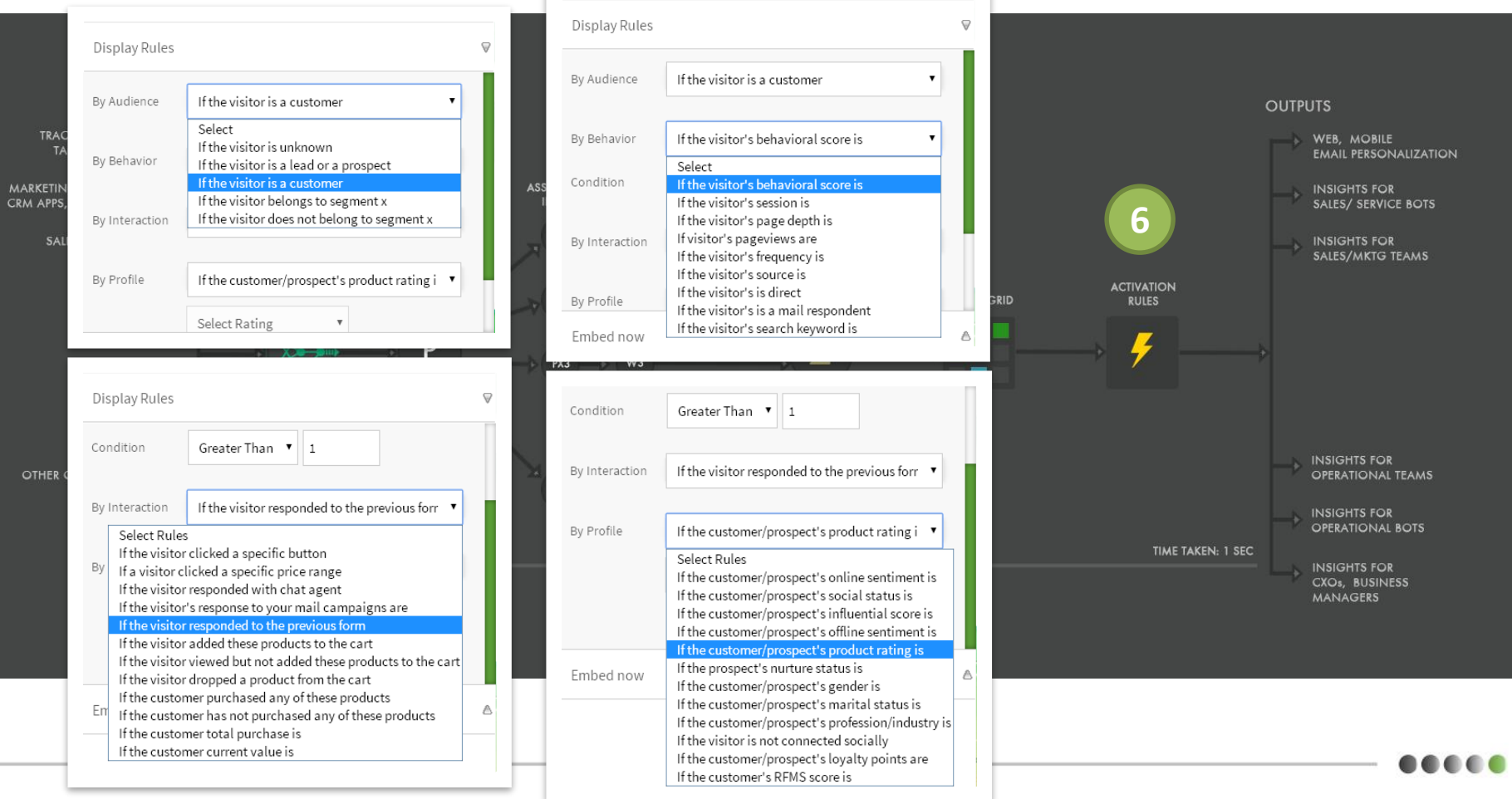
THE AGGREGATED SCORE IS MAPPED AGAINST A GRID TO DETECT THE **STATE AND POSITION OF THE CUSTOMER** WITH RESPECT TO A SPECIFIC PRODUCT. THIS POSITION IS USED TO PREDICT THE NEXT BEST PATHS OR OUTPUTS TO ACHIEVE THE GOAL



How AI driven Automation works?

6

BASED ON STATE, POSITION PATHS, AND RULES, THE ENGAGEMENT ENGINE PICKS THE OPTION WITH HIGH PROBABILITY SCORE TO TRIGGER ENGAGEMENT TO A PREFERRED TOUCHPOINT

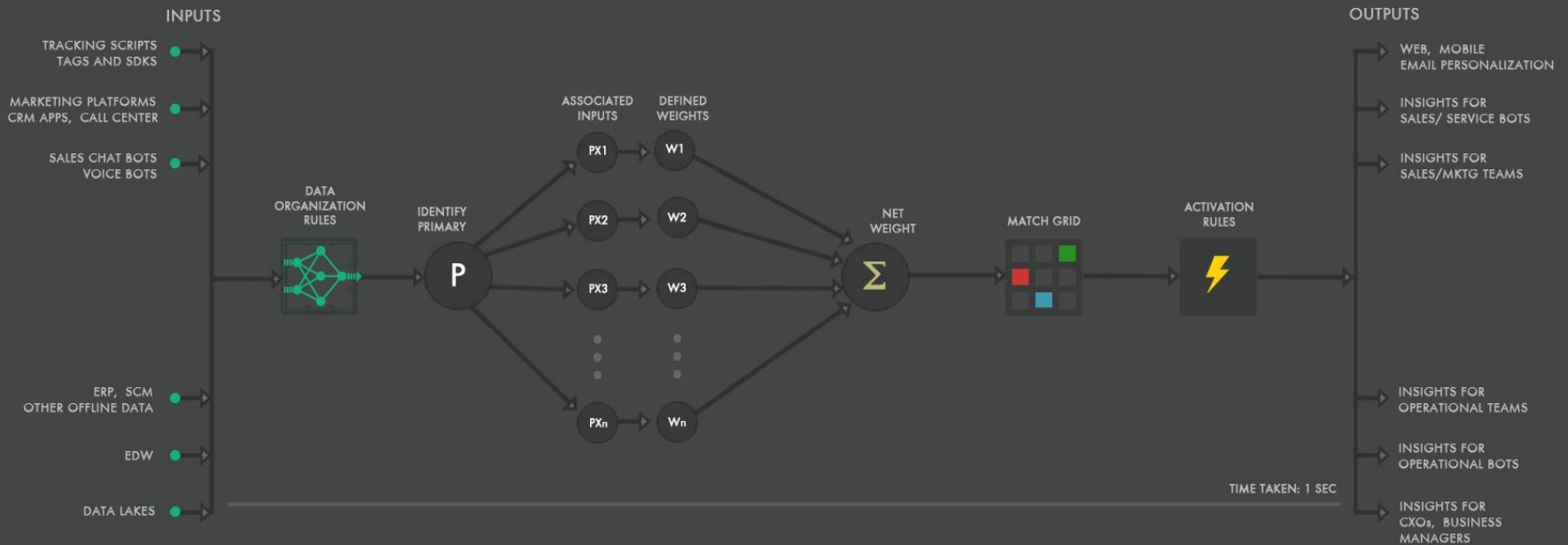


How AI driven Automation works?

7

THE FINAL CHOSEN RESULT IS DELIVERED TO ANY INTEGRATED TOUCH-POINT. THE SELECTION OF TOUCH-POINT CAN BE LEARNT BASED ON PAST SUCCESSES OR CAN BE DEFINED BY THE USER

7



plumb5

Plumb5 Learning Model is a transparent model which explains or present observables at every layer as to build trust, transparency and clarity to decisions or actions carried out by the machine.