

CAMUNDA CON LIVE

Ai4 Fashion Powered by Camunda



Agenda

- **Introduction - Who is Ai4Process and what is Ai4 Fashion?**
Ian Johnston
- **Demo – The Ai4 Fashion App – Powered by Camunda**
Yeonu Yi
- **The Technical bit – How was it built with Camunda?**
Finn Torbet
- **Q&A**

Organisation - Introduction

The Ai4Process story so far



- Formed in February 2019 by Amit Agrawal and Ian Johnston who have both worked in the Business Process Management ('BPM') sector for many years
- Nearly 100 employees including many with a track record of delivering successful business outcomes using BPM technology
- Ai4Process concentrates on 3 main areas of business:
 - **Ai4Academy** – delivering BPM and Digital training
 - **Consulting** – Implementing BPM solutions on Camunda and other platforms
 - **Products** – The Ai4 Fashion App and BPM accelerators such as Ai4 Customer Interaction built on Camunda



LEADERSHIP TEAM



Amit Agrawal

CEO & Co- Founder



Ian Johnston

CIO & Co- Founder



Kevin Hadley

VP Sales



Michael Smith

CTO



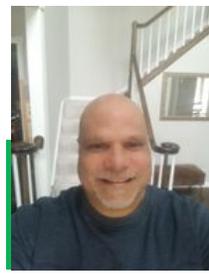
Lee Runciman

VP, Customer Success & Alliances



Ming Zhang

VP Pega Practice



Jamie Sampson

Sr Director, Pega Decisioning

Business Problem

- Consumer purchasing habits are changing and clothing is increasingly being bought online
- The pandemic has accelerated growth in online retail clothing sales
- However, this growth has led to challenges in the fashion industry

- The biggest issues faced by customers are:

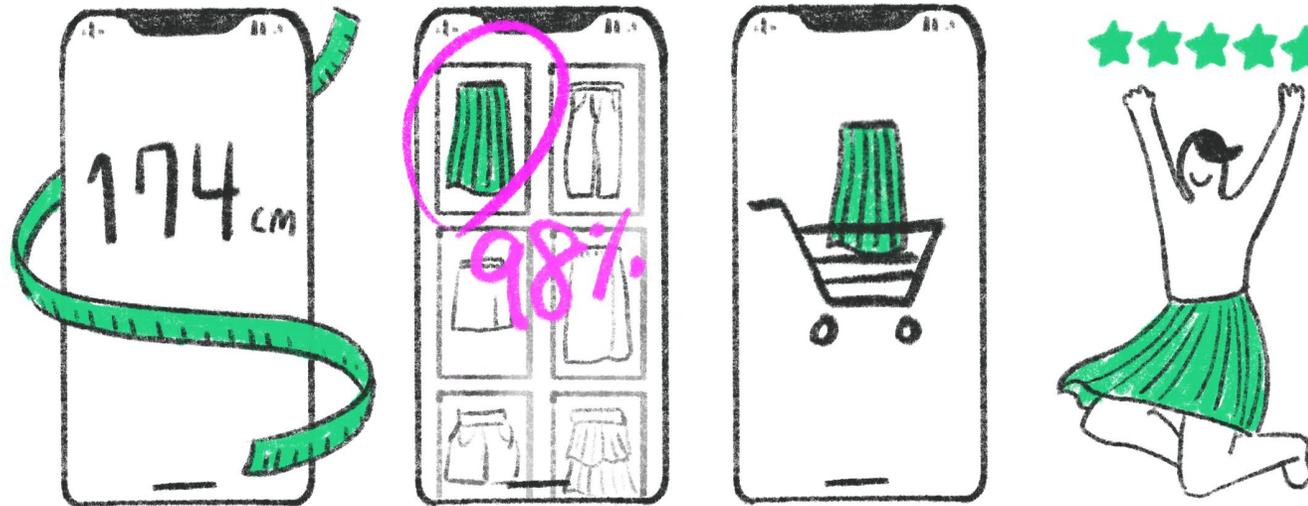
- Will the clothes fit when they are delivered?
- How will the clothes look on me?



- The biggest issue facing online retailers is the high level of returns
- Currently, there is nothing on the market which can address all these issues as well as driving sales

The Solution - Ai4 Fashion

- Ai4 Fashion is a Social Media-style positive review platform for well-fitting clothes
- Users can upload reviews of clothes that fit them well, which will then be shown to users with similar characteristics, such as size, or skin and hair colour, thus promoting better informed purchases



Ai4 Fashion's Value to Retailers



Rewards User Purchases

A Points system which rewards review uploads and purchasing previously reviewed garments, driving greater user engagement



Reduced Return Rates

Reduced consumer returns on poor fitting or ill-suited clothes through prior knowledge of fit, thus reducing high costs of returns



Increased Brand Loyalty

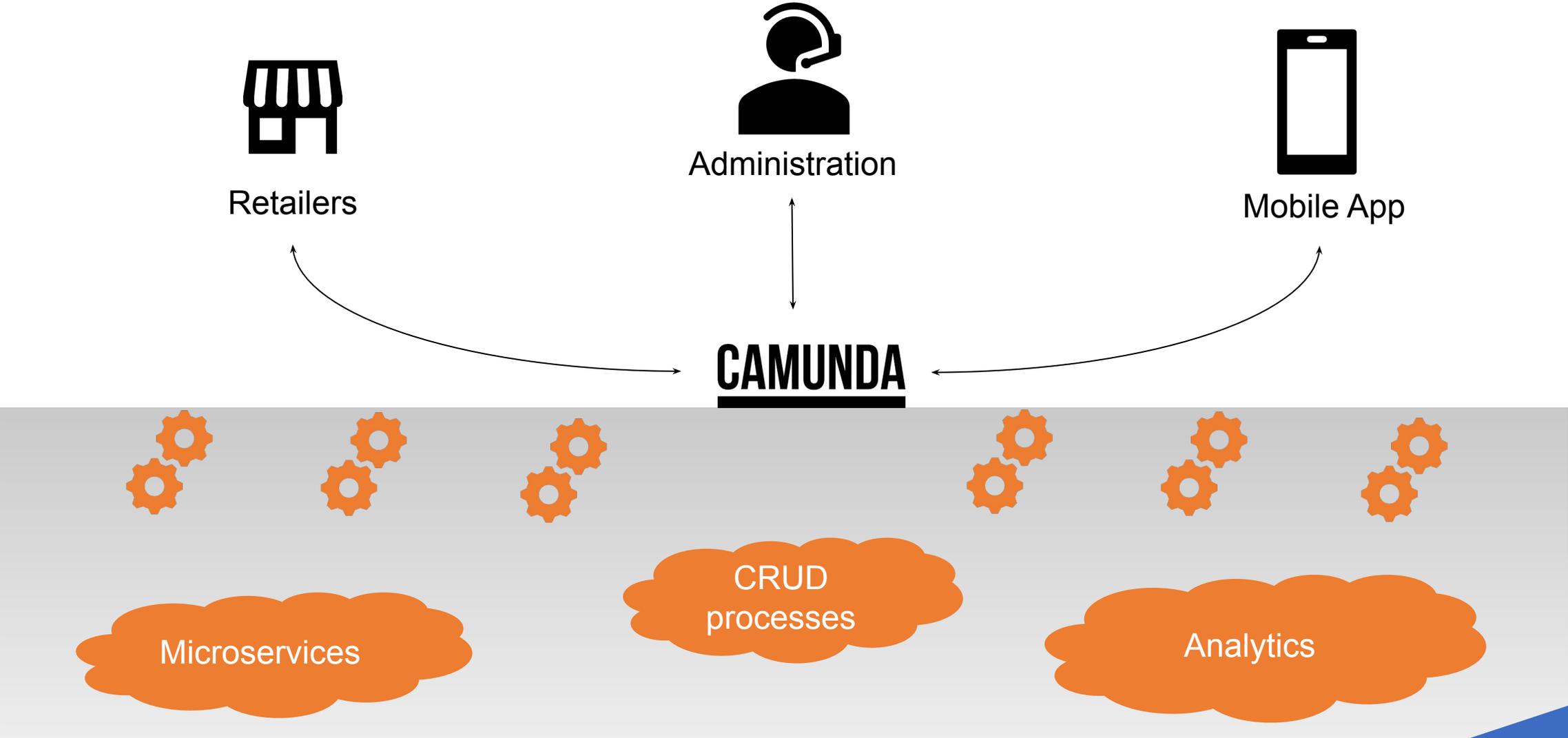
Happy customers promote enhanced brand loyalty



Market Data

Insight into market and fashion trends via a dedicated Analytics Dashboard

How Camunda fits into Ai4 Fashion

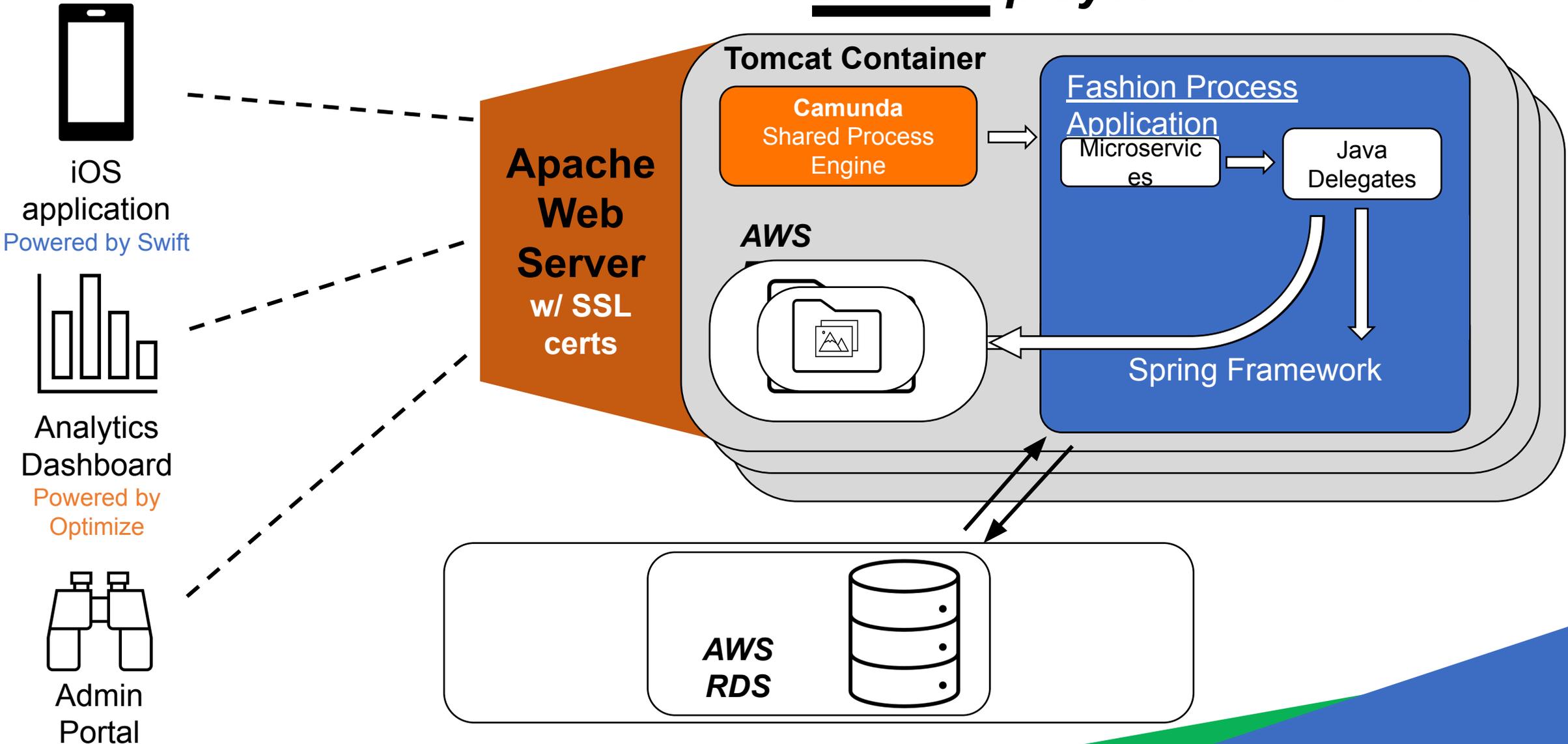


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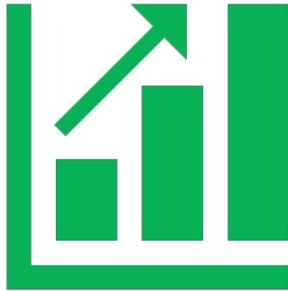
Ai4 Fashion App Demo

How Camunda Powers Ai4 Fashion

CAMUNDA deployed on AWS EC2s



What Camunda Provides to Ai4 Fashion



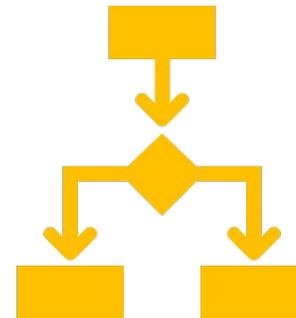
Scalability

Between AWS Cloud platform and Camunda's software, horizontal scalability is achieved robustly and with ease



Built-in Analytics

Leveraging Camunda's historical auditing and Camunda Optimize, Ai4Fashion provides out-of-the-box access to analytics on both system and application data



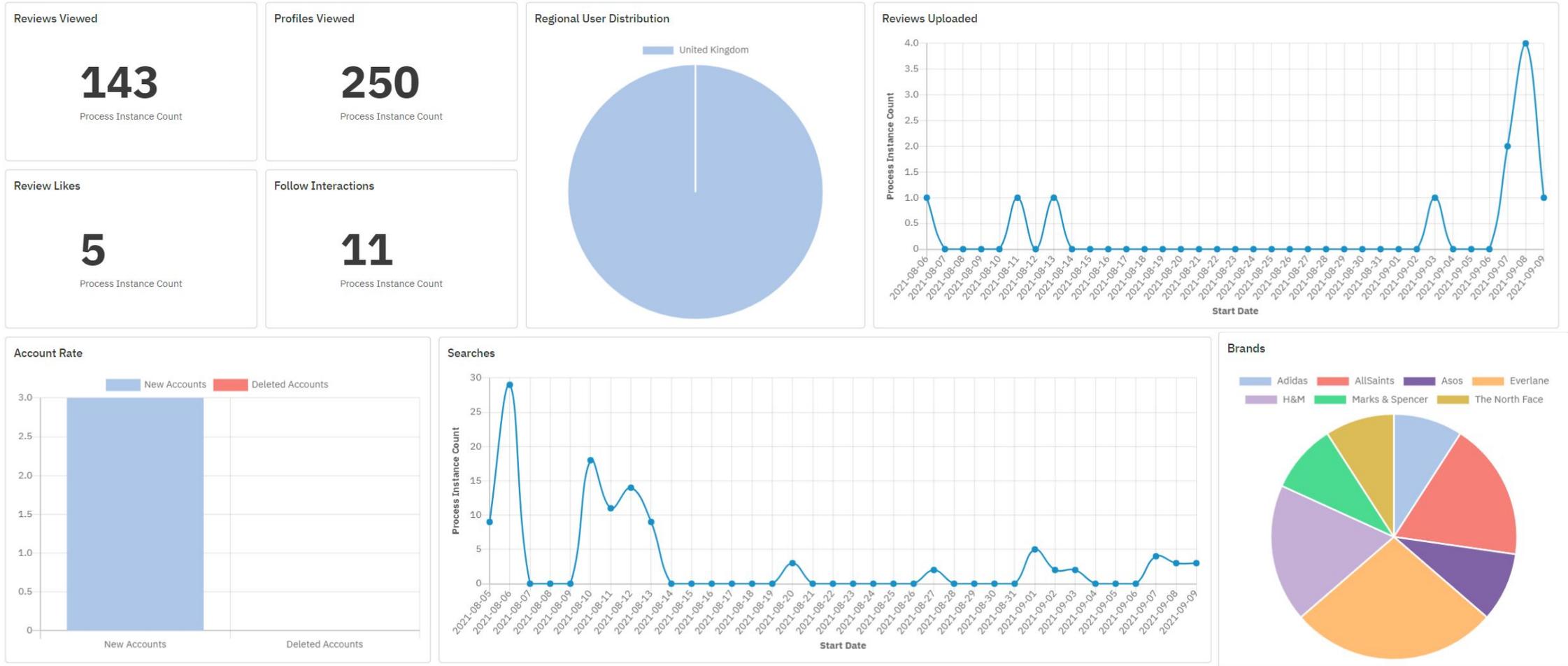
Process Automation

Providing orchestration of functional components and administrative processes to all business use cases. Integration with powerful, pre-established automation components like AI powered chatbot.

Example of Optimize

User Analytics ▾

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Questions?