



Customer Case Study: Mitra Innovation

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Mitra overview

Mitra Innovation is a leading technology company, enabling clients to embrace digital technologies to transform their business. With clients from across six core sectors including finance and telecommunications, the company provides a plethora of services from integration and cloud migration to managed services and application development. The Mitra team is always seeking new ways to help organisations to stay relevant and competitive through technology and in response to the growing demand for Machine Learning solutions for businesses, Mitra's AWS experts developed a new and exciting data science and machine learning capability.

What was the challenge?

Having created an exciting new ML proposition, the team were looking for a partner to work with to help articulate the business use and benefits of the platform, in a language that Mitra's target audience would clearly understand. Part of this process was to bridge the gap, identified by Mitra, between the technical mind-set of its in-house data experts team who had developed the ML solution and the commercially focused mind-set of its sales and marketing teams.

How did Downstream Innovation help?

Downstream Innovation (DI) were engaged to do two things:

1. Create a proposition pitch for the ML solution in simple and easy to understand customer and business language.
2. Provide recommendations to Mitra on how to address the mind-set "gap" between the data expert team and the sales and marketing team

DI began by doing extensive research into the data science, exploitation and machine learning fields. They also worked with the data experts team in Sri Lanka to understand the technical capabilities of the ML solution to enable them to be translated into business benefit. DI undertook further extensive research to discover key use cases for data science and machine learning across a range of industry sectors including: insurance and financial services, healthcare and life sciences, telecommunications and utilities, retail as well as airlines and tourism. This research was collated and presented as a proposition pitch that explained to customers why data exploitation was important for them, what the relevant use cases were for their company. It also showcased the benefits and capabilities of the ML solutions and how it could help businesses overcome the challenges in data exploitation, along with an effective phased approach for customer engagement. All of this was done in simple business language that was customer friendly so that even data science novices would understand.

DI also made 23 recommendations to Mitra on how to address the mind-set gap within their business and how to reposition and take the ML solution to market effectively. These

recommendations covered a range of things including: hiring new individuals with critical skills, training up internal teams, better market segmentation, identifying new competitors and differentiating from them, improving the branding, creating technology roadmaps, widening the scope of their target market.

Outcome of Downstream Innovations Work:

Mitra has been extremely pleased with the work done by DI and have engaged us to help deliver all 23 recommendations and to apply the same methodology to other Mitra products and services. We are also helping take the ML solution forward under a brand name as a new Data Science Practice that Mitra will offer to its customers.

Quote from Derek Bell (Mitra COO):

"We hired Matt to help us with a proposition development challenge we'd been struggling with for a while. Matt made an immediate and positive impact. He took the time to carefully understand our company culture and way of working, which proved to be an essential prerequisite to ensuring the subsequent work fitted nicely into our business. We are delighted with the outputs Matt generated and I am especially impressed with the depth of detail Matt got into in the relatively short time he had available. We're so pleased with the work Matt has done for us, we're already in discussions about future collaboration and soon we expect to kick off phase two of our work with Downstream Innovation. Thank you Matt for all your dynamism, hard work, empathy and clarity of thinking - we look forward to continued collaboration in the future."

Soundbite:

"Matt's contribution is driving a step-change improvement to our proposition development work in Mitra."

Quote from Kimberly Moss (Mitra CMO):

I have to say that working with Matt was a truly great experience. Matt went above and beyond to ensure that both the requirements and deadlines we had set, were not just met but that they exceeded expectations. We were so impressed with the output of Matt's initial project that we have since engaged with him on further opportunities that are well underway and going excellently. I couldn't recommend Matt enough.