

ANALYTICS
HUB

Company Profile

Moscow, December, 2021



Company brief

- AnalyticsHub LLC is a Russian consulting company focused on data analytics and the development of artificial intelligence and machine learning technologies.
- The company is an official partner of IBM, Alation, Alteryx, Cloudera, Denodo, Vertica and other specialized vendors in Russia and the CIS.
- The AnalyticsHub team consists of specialists with many years of experience in designing analytical ecosystems in the public sector, banking, telecom, retail, energy and manufacturing.
- The company was founded in 2019 with the participation of the strategic investor MERLION.
- AnalyticsHub was included in the Top 2 of the CNews rating "The Fastest Growing Providers of Data Analysis Solutions in Russia in 2020" and awarded the "IBM Fast Start of the Year 2019".

<https://www.analyticshub.ru>

Our mission and goals

“We help to use data power and intelligence for your business development”.

We set ourselves achievable and realistic goals:

- Conquering leading positions in the Russian data analytics market and entering the ratings of the largest players.
- Focus on anchor customers in target industries including public sector, banks, telecom, retail, energy and industry.
- Development of new market segments, including machine learning and artificial intelligence.

Strategic directions of activity

1. Custom solutions for anchor clients

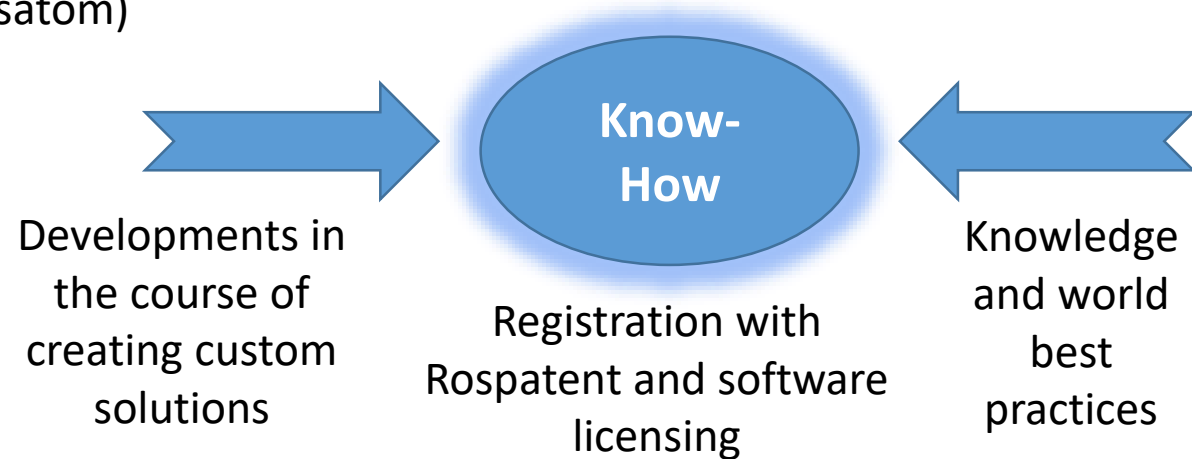
- Public sector (Federal Tax Services, Russian Government)
- Banks (VTB, Alfa-Bank)
- Telecom (Tele2)
- Transport (S7 Airlines)
- Energy (Inter RAO, Rosatom)
- Production (Sibur)

2. Creation of own products & services

- Data Transformer
- Universal Alation Data Catalog Connector
- Energy Consumption Forecasting System

3. Discovery of new products & services

- Data platforms
- Data transformation and management
- Visual business analytics
- Development of industrial practices and competencies
- Analysis of completed projects and success stories
- Export of new products and services



Strategy in action



MEGA MAJORS: NEW ANCHOR CUSTOMER EVERY YEAR IN THE FIRST FIVE YEARS TO ACHIEVE FINANCIAL PERFORMANCE

- ✓ Federal authorities
- ✓ TOP 5 Russian banks
- ✓ TOP 3 Russian retailers
- ✓ Leading mobile operators
- ✓ Large energy & manufacturing enterprises



SMART PARTNERSHIPS: MODEL OF INTERACTION WITH FOREIGN AND DOMESTIC VENDORS AND PROFESSIONAL COMMUNITIES IN THE FIELD OF BIG DATA

- ✓ 2019: entry into the global AlphaZetta network
- ✓ 2020: 20+ partnership agreements with global and domestic specialized vendors
- ✓ The unique stack of analytics and data management solutions for Russia



RESOURCE HUB: STRONG INTERNATIONAL TEAM OF TECHNICAL EXPERTS TO CREATE AND PROMOTE OWN UNIQUE SOLUTIONS

- ✓ 20+ experts from the Center for Technology Solutions and Development Team
- ✓ 5+ trainers from AlphaZetta Analytics Academy
- ✓ External experts from international consulting firms Big 3/Big 4

Rating “Analytics 3.0 – 2021”



The fastest growing data analytics providers in Russia in 2020.

The research by CNews: The Russian market for data analysis solutions continued to grow despite the pandemic.

21.06.2021, Moscow

This segment of the IT market survived 2020 more or less successfully. The total revenue of the Top 15 rating participants increased by 15%, to ₹24.9 billion. So the result can be considered good, and the analytics market is still rapidly developing...

Unlike the last year, **three of the five fastest growing companies are not newcomers to this ranking ...**

RDTech earned the most from the sale of licenses (₹370 million), followed by Lanit (₹126 million) and **AnalyticsHub (₹122 million) ...**

№2020	№2019	Название организации	Город (расположение центрального офиса)	Выручка по проектам аналитики данных в 2020 г., ₹тыс., с НДС	Выручка по проектам аналитики данных в 2019 г., ₹тыс., с НДС	Динамика 2019/2020 гг., %
7	37	Сигма	Санкт-Петербург	894 266	48 502	1743,8%
22	30	AnalyticsHub	Красногорск	271 077	65 953	311,0%
2	4	Лига Цифровой Экономики	Москва	6 690 459	2 070 647	223,1%
33	42	Smart analytics rus	Москва	99 739	31 534	216,3%
15	—	ГКС (АО «Группа Систематика»)	Москва	498 800	164 350	203,5%

Source: https://www.cnews.ru/reviews/analitika_30_2021/articles/rynok_analitiki_prodolzhil_rasti

An innovative stack of partner solutions

Hardware & software



HUAWEI



Data platforms



Data transformation



Data visualization



Data Governance



Expert community
& marketplace:



The 1st IP product

AHUB-Forecasting. Version 2.0.

Analytical system for making forecasts of consumption in the electric power industry.

- Certificate of state registration of the computer program N 2019619309.
- Multi-genre approach to data analysis, including over 20 mathematical models and artificial neural networks.
- Testing on real data in 4 pilot projects in 2019/2020 (Inter RAO, Mosenergosbyt, Atomenergosbyt).
- High-precision forecasting of key performance indicators of power supply companies for work on the wholesale electricity market = savings of tens of millions of rubles per year.
- In 2020 the system passed an examination and received an official conclusion from the Skolkovo Expert Board on compliance with the requirements for a participant of the innovation center.



AlphaZetta partnership capabilities

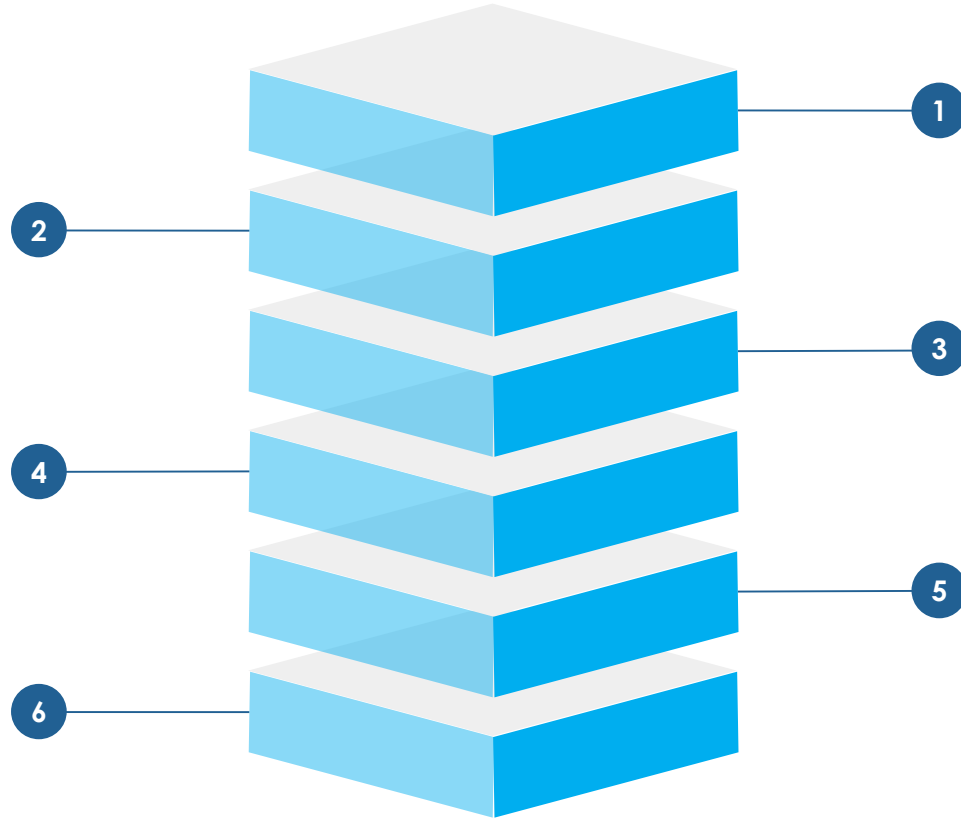
800+ Consultants

- Specified roles
 - Key skills
 - Short & long term
 - On demand
 - No overheads
 - Transparent rates
- Resource Augmentation**

Analytics Consulting
Industry Knowledge, Roadmaps, ROI, Strategy & Organisation, Analytics Processes & Methodologies, Training

Data Engineering
Data related Sourcing, Streaming, Processing, Profiling and Preparation, Big Data Architectures, Training

Data Warehousing & BI
ELT, ETL, Data Modelers, DBA, Testers, Training



1 Strategic Advisory
Recognised as senior thought leaders

3 Data Science
Research, Stats, Maths, Machine Learning, AI, OR, Visualisation, Insight Creation, Training

5 Subject Matter Expertise
Business Consultants, Governance, Technology, Solution Deployment & Integration, Training

Engagement
Project Manage end-to-end engagements (Outcome based)
Provides accelerators, IP, Use Cases, Solutions & Agile Methodology

Our strengths and differentiators

- Large federal and industry-leading customers.
- Accumulated many years of experience and competence in key areas of business.
- Strategic partnerships with new generation global and domestic vendors.
- Engaging international experts through participation in professional communities.
- Strategic investor with a high reputation in the business community.
- A close-knit team focused on business results.

The image features a dark blue background with a network of white dots and lines, resembling a globe or data map. The logo 'ANALYTICS HUB' is prominently displayed in white. Below the logo, contact information is listed in white text.

ANALYTICS HUB

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