

business rules and machine learning not only predict to future outcomes, but also prescribe decision options and the impact of each option.

On the other hand, **Profitect** is leveraging prescriptive analytics through pattern detection and machine learning to identify areas for improvement like inventory accuracy, out of stocks, pricing accuracy, unsellable merchandise, and assortment discrepancies for companies like **Unilever**, **Abercrombie & Fitch** etc. Thanks to prescriptive analytics, these companies have realized 2-5% increase in sales with 10-15% basis point margin improvement.

Even traditional technology companies are partnering with niche companies offering prescriptive analytics solutions. For instance, **Wipro** has partnered with **Lone Star Analysis**, a Dallas-based specialist in leading-edge predictive and prescriptive analytics solutions to enhance Wipro's integrated industrial internet of things (IIoT) platform by predicting future outcomes in real-time and turning that knowledge into action.

Though 'prescriptive analytics' has immense potential to generate better insights, companies need to invest into the right sight of products based on legacy platforms, regulatory requirements as well as future growth requirements in order to reap the maximum benefits.

Today's News

UIDAI plans public outreach on dos and don'ts of sharing ID number

After TRAI chief's Aadhaar dare ignited a debate on public display of the 12-digit number, the UIDAI is planning a user outreach to sensitise people about the dos and don'ts of sharing their biometric identifier. The Unique Identification Authority of India intends to equate the Aadhaar number with other personal information (such as PAN, bank account) to caution users against placing their personal details in the public domain, particularly on digital platforms like Twitter and Facebook. "It is necessary to inform people that they should use Aadhaar freely, without fear, and a detailed FAQ will be issued in this regard," Ajay Bhushan Pandey, CEO of UIDAI, told.

Source – *The Economic Times*

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Interoperability pits payment banks against mobile wallets

An undeclared war appears to have broken out in India's digital payment space between mobile wallet companies and some payment banks. Mobile wallet interoperability, a significant upgrade that would allow users of different wallet companies to transact with each other, has emerged as a thorny issue for payment banks, which were licensed to drive digital payments in India. Some payment banks set up by telecom companies have approached the Reserve Bank of India to voice their opposition to wallet interoperability, ET has learnt.

Source – *The Economic Times*

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This News Letter has been prepared with the assistance of Vikas Madaan and Manish Kulkarni

Infosys betting big on cybersecurity market

Infosys is eyeing a slice of \$5-billion opportunity in offering cybersecurity solutions to its 2,000 plus enterprise customers, that is expected to grow 10-12% CAGR in the next five years. Narsimha Rao Mannepalli, head of cloud, infrastructure and security (CIS) at Infosys, said there is renewed governance focus from the board on cybersecurity, and the company is betting on it in a big way, adding talent and restructuring a lot of their internal talent to this business segment.

Source – *The Economic Times*

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Xerox reinvents itself for the digital age with AI

Best known for its heritage of printing, Xerox is now moving its focus to becoming a digital provider through use of technologies like Artificial Intelligence and more. Ritesh Gandotra, Director - Managed Document Services, Xerox India shares his views on how the company is re-inventing its product lines to transform user experience and make people more productive and secure.

Source – *The Economic Times*

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HSBC launches online platform MyDeal to raise funds via capital markets

HSBC has launched a new digital platform to simplify capital raising process through capital markets by providing real-time access to information such as investors' feedback, profiles, client orders and deal pricing.

Source – *The Economic Times*

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Next wave of Internet users will drive \$50 billion worth of online commerce in India

The next wave of Internet users in the country, which will be driven by 500 million users has the potential to unlock over \$50 billion worth of transactions in online commerce in the country, according to a report. A joint study by Bain & Company, Google and Omidyar Network titled 'Unlocking Digital for Bharat: \$50 Billion Opportunity' said that it will take anywhere between three to five years to reach the target but many challenges remain on not just how to bring more people online but many challenges remain on not just how to bring more people online but also convert online users into transacting users.

Even though India has the second-highest number of active Internet users globally at 390 million and average 40 million users are being added per year, in terms of penetration, India is far behind China and Brazil with only 28% penetration as compared to 64% in Brazil and 53% in China.

Source – *The Economic Times*

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IBM to end digital spending waste via blockchain process

IBM is developing a blockchain process that will help end digital spending waste and address transparency and trust issues among advertising partners.

Matthew Candy, Vice-President and Global Leader for IBM iX, told BusinessLine that IBM has been using its Artificial Intelligence (AI) system Watson since last year to target consumers in programmatic ad buys, and in the process significantly reduce costs. Programmatic ad buying is the algorithmic purchase and sale of advertising space in real time, wherein software is used to automate the buying, placement and optimisation of media inventory via a bidding system.

Source – *BusinessLine*

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World Bank to issue world's first blockchain bond

The World Bank is taking a step into the brave new world of digital finance to sell the first-ever bond to be issued entirely using blockchain technology, the bank announced on Friday. More than just funds, the World Bank aims to gain experience using blockchain— a digital public registry of transactions — that could lead to “a golden future” for financial services for developing nations, a bank official told AFP.

The technology is most often associated with cryptocurrencies — like bitcoin — which often raise suspicion about their reliability and volatility, as well as their use for criminal purposes. But because there as yet is no central bank-backed digital currency in existence, the two-year blockchain bond will rely on real-world money: Australian dollars.

Source – *Mint*

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Paypal partners HDFC Bank for better payment experience to bank customers

PayPal has partnered with HDFC Bank to offer a safer, faster and more convenient payment experience for HDFC Bank card holders and help drive incremental digital spend. HDFC Bank cards will be presented as a payment option during enrollment and subsequent payments, with the ability for consumers to easily open PayPal accounts and set it as their preferred payment method.

Source – *The Economic Times*

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Isro incubators to spot the stars in startup space

Indian Space Research Organisation (Isro) plans to set up incubators to groom space startups that build newer solutions in rocketry, communication satellites and applications from remote sensing data that could be exploited commercially and create a strong local commercial space ecosystem in the country.

Source – *The Economic Times*

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E-payments surge over 8-fold in 5 years to 2,070 crore

In a big boost to government's 'Digital India' initiative, e-payment transactions recorded a significant jump to 2070.98 crore in 2017-18, Minister of State for Information Technology (IT) said in a reply to a question in Lok Sabha yesterday.

Source – *Financial Express*

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