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# Knowledge Solutions Group

## *corporate overview*

*“Performance with a purpose”*

[www.ksgcorp.com](http://www.ksgcorp.com)



Knowledge Solutions Group is a global consultancy and professional services company with a history of delivering full complement of business services from discovery to solution design based on AI and Machine Learning to cognitive process analytics to implementation to maintenance, principally for the Media, Utilities, Telecommunications and Life Insurance verticals, using global resources, optimized methodologies and global standards:

- We make it possible for your business to create unique value by application of Blockchain, Cognitive Process Analytics (CPA), Internet of Things (IoT), Information Technology (IT), Machine learning (ML) and Artificial Intelligence (AI) techniques.
- We conceive, design, implement and deliver integrated and optimized business solutions, processes and customer oriented solutions that impact businesses by allowing to deploy their business knowledge and intelligence, in a most effective way.
- We use Big Data and Social Media based Data Analytics to drive the right audience to the right Marketing Campaigns thereby improving conversion rates.
- It's your business and market knowledge that you use to solve your business problems. We just make a way for that to happen intelligently !



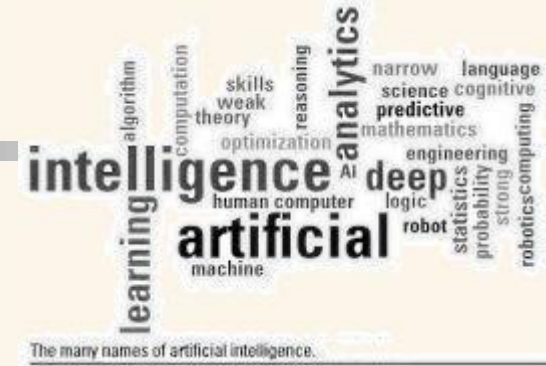
# KSG Background

→ **Four Locations Worldwide:** *Tokyo Japan, Hong Kong, Bangalore India and California USA.*

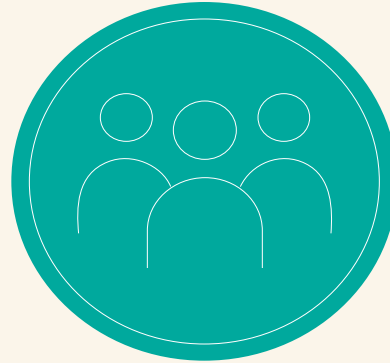
- Robust Experience in Blockchain, DLT, Smart Contracts, AI, ML, IoT, Cognitive Process Analytics, Software Process Improvement (SPI) and Social Media Analytics.
- Demonstrated competence in niche professional consulting services for the Media, Utility, Telecom, Automotive, Logistics and Insurance industries
- Core technologies organized along vertical industry lines.
- Headed by renowned experts in Social Media, IoT, M2M, Risk Management, Data Analytics, Localization, Design Optimization, Artificial Intelligence, Machine Learning, Genetic Engineering and Blockchain/CryptoCurrency with considerable academic and industrial contribution.



# Key facts about KSG



**14** years  
in IT business



**25+**  
Employees Worldwide



Customers in **5+** countries,  
including Fortune 100 companies

KSG is an international **consulting company** with HQ in Tokyo, Japan, and office in Bangalore India. We also use a core partner ecosystem to augment our capabilities and offerings.



# KSG Worldwide



## KSG highlights:

- First Incorporated in Japan in 2002.
- Office opened in Hong Kong in 2016.
- Leadership by Dr. Sourav Kundu, Incorporated as Yugen Kaisha in Japan and LLC / PLC in other countries.
- Japanese Yugen Kaisha
- Global Consulting Professionals on contract and full-time basis.



# Our Customers' Profile

Our customer profile spans across a wide variety of industries including:

State Govt. of Florida, Seiyu Japan, Edenred HK, KPMG Japan, Cigna HK, Citibank, Sun Microsystems (Oracle), AXA Life Insurance Japan, AIG Japan, Microsoft Japan, Vodafone, Daiwa Computers, Honda Motorcycle, Fujitsu, various E-commerce Vendors, various Content Providers and Application Service Providers



# Companies That Use Our + Partners's Software



76% of our **turnover** comes from **1 year +** Customers



# Our Mobile Commerce Experience



Mobile e-payment system  
used by more than 20 mln people

Viber, one of the world's most popular VoIP and  
messaging apps with 600+ mln users

Mobile TV apps used by T-Mobile, Orange, MTV, BBC,  
Fox Entertainment Group and others

Mobile app awarded Best Imaging Application by a  
prestigious press photographers association

Field audit mobile app used by  
Burger King, KFC, Friday's and others



# Banking and Financial Experience

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## Experience in the banking industry

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10 years, all-round services



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## Experience in mobile development

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10 years, 10+ projects

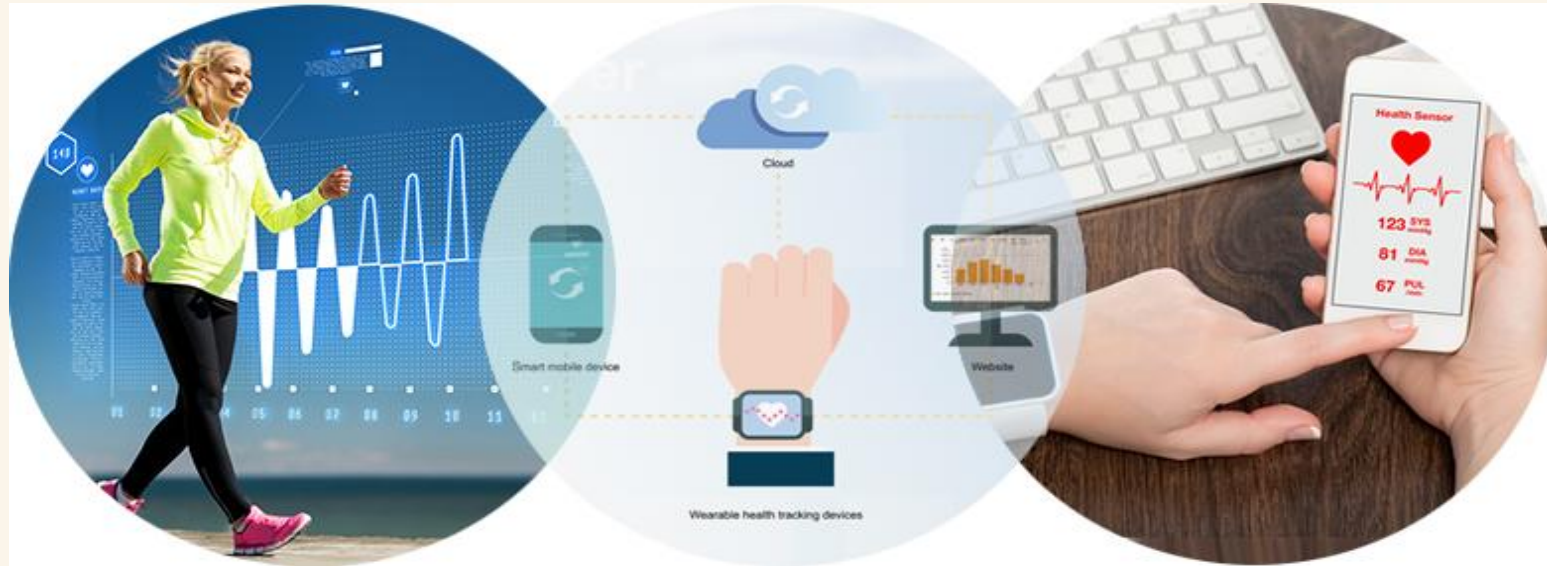


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Top-notch mobile banking solutions

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# Internet of Things: eSmart Health



•System: **Android, iOS, MAC, PC**

•Summary:

- Measure health data accurately using compatible health devices
- Upload health data wirelessly to the cloud
- Manage and share health data via mobile app and website anytime
- Share and social networking function
- Give advices and alerts

•Client : **PCCW**

Project : eSmart Health



# Social Media Analytics for media group



## Social Listening

- Using our tools to manage end-to-end **social listening for all groups website**
- Identify and map all the visitor demographics (UID, age, gender, location, device, area of interest etc.)
- Use social data to create targeted campaigns

## Migration Planning

- Conduct an end-to-end feasibility to identify state of current readers and subscribers.
- Conduct pre-migration survey within the ecosystem (readers, subscribers, advertisers and sponsors) to continually assess the readiness of the group for digital migration.
- Build in-house digital publishing, tracking and dissemination platform to pilot the digital strategy.

## Digital Strategy

- Identify tools, resources and platforms needed for migration.
- Pilot the first set of subscribers/readers (ex: 100K readers) on digital platform.
- Measure analyze and improve digital adoption for the group.
- Roll out the project to all the group magazines and publications.



# AI and Data Analytics : Insurance Use Cases



## •Customer Analytics & Insight



- Used an extended 360 degree view of the customers to transform their business
- Increased retention rates up to 40%

## •Claims Analytics & Optimization



- Reduced processing time for lowest-risk claims by 90 percent
- Saved more than US \$2.5 million through early fraud detection and prevention in the first six months

## •Telematics



- Enhanced single view of the customer
- Price based on actual risk of individual driver
- Ability to provide value added services

## •Producer Analytics & Effectiveness



- Up to a 10% increase in revenue through producer targeting / improved incentives
- Almost a 20% reduction in sales support labor, increased deal value and cleaner underwriting

## •Catastrophe Modeling



- Improved speed of risk modeling from days to hours and hours to seconds
- Increased accuracy through integration of mapping software and thousands of data points

## •Portfolio Management



- Improved combined ratio by taking corrective actions to portfolio sooner
- Accelerated analytics and discovery of portfolio segments



# Sourav Kundu (Dr. Engg.) - Tokyo and Hong Kong

## Introduction

Sourav Kundu has a Doctor of Mechanical Engineering (Dr. Engg.) Degree from Tokyo Metropolitan University in March of 1996. Sourav has a strong and extensive work experience in BFSI Technology, specially Insurance and has been engaged in a variety of multi-geography Finance, Core Accounting, Regional Finance Allocation projects as a Project Management Consultant with top-level companies such as AXA Life, Cigna International, Sun Microsystems, Citi Group and UBS Japan and Cigna Global Individual (Cigna Corp.). Sourav, has also taught courses in IT PMO, E-Commerce and Computer Science, Mechanical Engineering, etc. at universities in Japan, USA, Turkey, Australia, Italy, France, The Netherlands, Germany, UK, Singapore and India. At various companies in Hong Kong, Sourav has current overall responsibility for the Information Technology Platform, Strategy Leadership, IT Project Management Office and overall IT Solution Delivery. He is also Honorary Visiting Professor of Information Technology at Sangyo Gijutsu Daigaku (AIIT, Shinagawa, Japan).



## Education:

- University of Calcutta (India) B. Engineering (Civil Engineering and Architecture), India
- University of Sydney (Australia) M. Design Computing (Sydney University Australia)
- Tokyo Metropolitan University Dr. Engg. (Thesis No. 342) (Tokyo Touritsu Daigaku, now Shuto Daigaku, Japan)
- Publications: **Over 40 technical publications** in major international journals and international conferences on IT and related banking and e-commerce

## Working Experience / Key Skills / Key Project Experience :

- 1990 -- 1996 : Education Dr. Engg (Ph.D.)
- 1994 – 1998 : Conceptualize, Design, Business Requirements Development , Launch of Calcutta’s oldest E-Commerce and Daily News Website -- **Calcutta Online**
- 1998 – 2007 : Conceptualize, Design, Business Requirements Development , Launch of Calcutta’s first Regional Language (Bengali) E-Commerce site -- **Bengalnet**
- 2001 – 2003 : GM Motors’ “Buy Power” Car sales, Car Configuration and Car Agent test Drive E-Commerce Engine on Web (as a Tech Lead in Deloitte Japan)
- 2004 – 2009 : Run large Regional IT and Analytics Projects with multiple cross-country Vendors for Web Based Insurance Sales , Underwriting and Product Configuration
- 2009 – 2014 : **Head of IT Finance**, Strategic Sourcing PMO, IT Procurement and IT Vendor Strategy at CIGNA Global Individual, Regional IT and Regional Finance, Hong Kong.
- 2014 – 2017 : **Chief Solution Architect**, Knowledge Solutions Group, Technology Consulting/Solution Design in **Artificial Intelligence, BlockChain, Machine Learning**
- Notable Projects**
- ❖Senior IT PM Consultant - Vendor Management and IT Vendor PMO at Hartford Life Insurance KK, (now Orix Insurance) Japan. (2007, 2008, 2009) – Worked with IBM IIW (Insurance Information Warehouse) and Insurance Process and Service Models.
- ❖Senior Consultant for AIM (Architect-Implement-Manage) PMO methodology and implementation at Sun Microsystems KK, Japan for innovative E-Sales, E-Marketing and E-Delivery process design and deployment. (2004, 2005, 2006, 2007) - Exposure and experience in Sun Enterprise Tools and Sun/Oracle E-Commerce platform.
- ❖Senior Project Manager in IT SOX 404 Audit, Advisory (GITC, AITC) and CMM (Capability Maturity Model) at AXA Life Insurance, Japan



## Arijit Chowdhury



A recognized industry expert in data warehousing and Business Intelligence, more than twenty four years of Information Technology experience in Banking and Insurance Industry. Arijit has held a variety of leadership roles in the past in BFSI initiatives, being responsible for selling BI programs to executive and clients, drafted high level enterprise architecture to support and growing portfolio of BI applications and meets business criteria for successful BI implementation for BFSI. He also responsible for capability building and solution creation in the area of Business Intelligence and Data Ware Housing in large corporations like IBM and Dell Inc.

•Arijit has extensive worked in Telecom, Banking and Financial, Manufacturing, Insurance industries and include servicing some of the fortune 500 companies in the S.E. Asia, Japan, Europe and USA.

**He has been responsible for the overall Business Intelligence practice, “horizontal” across all industries and clients of the organization.**

**Created the forward looking strategy and solution for staffing and operations for the fast expanding BI practice, Big Data & Analytics for BFSI.**

- Extensive experience in Delivery Management / BI Project Management, Big Data, Data Analytics, Quality Management System, Business KPI Delivery.
- Experience in communicating with business stakeholders across level spread across geographies for Key Performance Indicator ( Business KPIs )
- Create a high level enterprise architecture to support a growing portfolio of BI applications for
- Developed BI & DW strategy and roadmap for large corporations
- Designed and implemented reporting and analytics solution

# Harry Takeuchi – Tokyo



## □ Introduction

Harry Takeuchi is an English/Japanese bilingual Japanese national who spent many years in publishing, experiencing the transitional phases from paper print to interactive media first hand. After having interned at the Japanese correspondent office for the US network TV CBS News for 2 years, he worked as an overseas export sales representative for an auto company for a short time. Then he joined Toyo Keizai Shimposha, one of the oldest Japanese publishers on economy, well known for the Kaisha Shikiho company manual. He worked as an editor for the English version Japan Company Handbook.

•After four years, he joined the rating company Moody's Investors Service as the publication specialist for its Japanese publications. During the 21 years of his presence with the company, the company's publication media changed from paper to CD-ROM to web publications, and headed the Japanese publication group during all those phases. Over the years he has developed connections with Japanese publishing, printing and web development companies.

## □ Education:

•Sophia University (Japan) BA (Comparative Cultures)

## □ Working Experience / Key Skills / Key Project Experience :

•**Associate Director, Senior Product Strategist / Moody's Analytics Japan K.K.** December 2008 – August 2014

- Migration of website contents of the Moody's Japanese website from indigenous Japanese website to the newly multilingual global website (<http://www.moody's.com>.)
- Management of the Japanese website system, contents and data. Market research and group interviews with local investors for new website contents.
- Project management for internal publication database development.

•**Japanese Contents Production Manager / Vice President / Moody's Japan KK** April 2001 – November 2008

- Oversee production of paper and electronic publications (incl website <http://www.moody's.co.jp>) for client investors subscribing to Japanese language services offered by Moody's Japan.
- Project management for Interactive Japanese website development.

•**Assistant Production Manager / Moody' Japan KK** April 1993 – March 2001

- Startup of Japanese language publications for Moody's . Startup of Japanese language electronic media publications for Moody's. Startup of Japanese website for Moody's

•**Editor / Translator / Toyo Keizai Inc.** November 1989 – March 1993

- Translation and editing of Japan Company Handbook. Startup of Asian Company Handbook and development of FileMaker Pro system for data and text publishing.

•**Overseas Sales Representative / Suzuki Motor Co., Ltd.** April 1988 – October 1989

•**Intern / CBS News Tokyo** 1985 – 1987



# Contacts: *For further information about KSG, please contact...*

## **Sourav Kundu (Dr. Engg.),**

**Chief Solution Architect** - Tokyo, Hong Kong

Sourav, graduated with a *Masters in Design Computing* and a *Ph.D. in Mechanical Engineering*. He has taught graduate and undergraduate courses in prestigious universities around the world, in Computer Science, Artificial Intelligence, Optimization and Business (among other subjects). Sourav created KSG in 2002 with a vision of delivering world class intelligent business solutions and business advisory services, at an affordable cost. Today KSG can count among its customers some of the largest Japanese and multinational Fortune 100 companies in the world.

## **Hiroyuki (Harry) Takeuchi,**

**Chief Operating Officer**

Harry spent a large part of the 21 years with Moody's Japan as the Japan head of publications and web services. He, also has years of experience with major Japanese corporations, and being a full English / Japanese bilingual, he can share his rich know-how on Japanese business operations in English with our clients, as they come into the Japanese market.

### **Contact details**

Telephone : +81-3-5297-0676 / Fax: +81-3-5297-1216

Email: [info@ksgcorp.co.jp](mailto:info@ksgcorp.co.jp)

**Knowledge Solutions Group Inc.**

**Fujino Building 5F, 1-13-5 Kanda Sudacho, Chiyoda-ku**

**Tokyo 101-0041, JAPAN**

## **Arijit Chowdhury**

**President and CEO India**

A recognized industry expert in data warehousing and Business Intelligence, more than twenty four years of Information Technology experience in Banking and Insurance Industry. Arijit has held a variety of leadership roles in the past in BFSI initiatives, being responsible for selling BI programs to executive and clients, drafted high level enterprise architecture to support and growing portfolio of BI applications and meets business criteria for successful BI implementation for BFSI. He also responsible for capability building and solution creation in the area of Business Intelligence and Data Ware Housing in large corporations like IBM and Dell Inc.

**KSG Information System Private Limited**

### **India Office:**

R184, Concord Silicon Valley, Electronic City, Phase 1.  
Electronic City, Phase 1, Bangalore: 560100, India

Skype Id: [achowdhury2010](https://www.skype.com/people/achowdhury2010)

Telephone : **+91 98861 80263**

[www.ksgcorp.com](http://www.ksgcorp.com)

[info@ksgcorp.com](mailto:info@ksgcorp.com)

