

flamingo

CRE8TEK



Informational Webinar
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Dr Catriona Wallace

Flamingo is an ASX listed Enterprise **Software as a Service** (SaaS) technology company.

Flamingo provides an **Artificial Intelligence & Conversational Commerce** platform that helps companies improve their online sales conversion rates by guiding customers through their purchase experience.

Using machine learning our **Cognitive Virtual Assistant, ROSIE**, learns how customers want to interact with an organisation and then automates this.

ROSIE has conversations with customers about the questions they have. This is called **Intelligent Automated Conversations**.

The Flamingo platform helps companies to provide more convenient, personalised and faster experiences online, leading to **higher online conversion rates, lower costs and engaged customers**.

AI POWERED CONVERSATIONS



Online Chat

+



Website embed

+



Forms

+



Machine Learning

=

Intelligent
Automated
Conversations
Online

Introducing



ROSIE

WHO IS ROSIE?

- Is a **Cognitive Virtual Assistant** (CVA) - developed using unique algorithms and machine learning capability
- Learns about conversations customers have about particular:
 - Businesses
 - Products
 - Interactions
 - Problems
- Has constrained, context-rich conversations with customers so does not need big data
- Learning can be benefited by consuming data related to:
 - Interactions
 - Employees
 - Existing chat logs
 - Other data
- Has conversations with customers and optimizes journeys to achieve the best outcome for customers and businesses
- Learns from every interaction
- Organizes and analyzes your test data
- Can be integrated using APIs



**'Rosie guides customers to
achieve what they set out to do'**

AI

Artificial Narrow Intelligence

- Rich data not big data
- Constrained
- Contextual
- Proven
- Mature now

Artificial General Intelligence

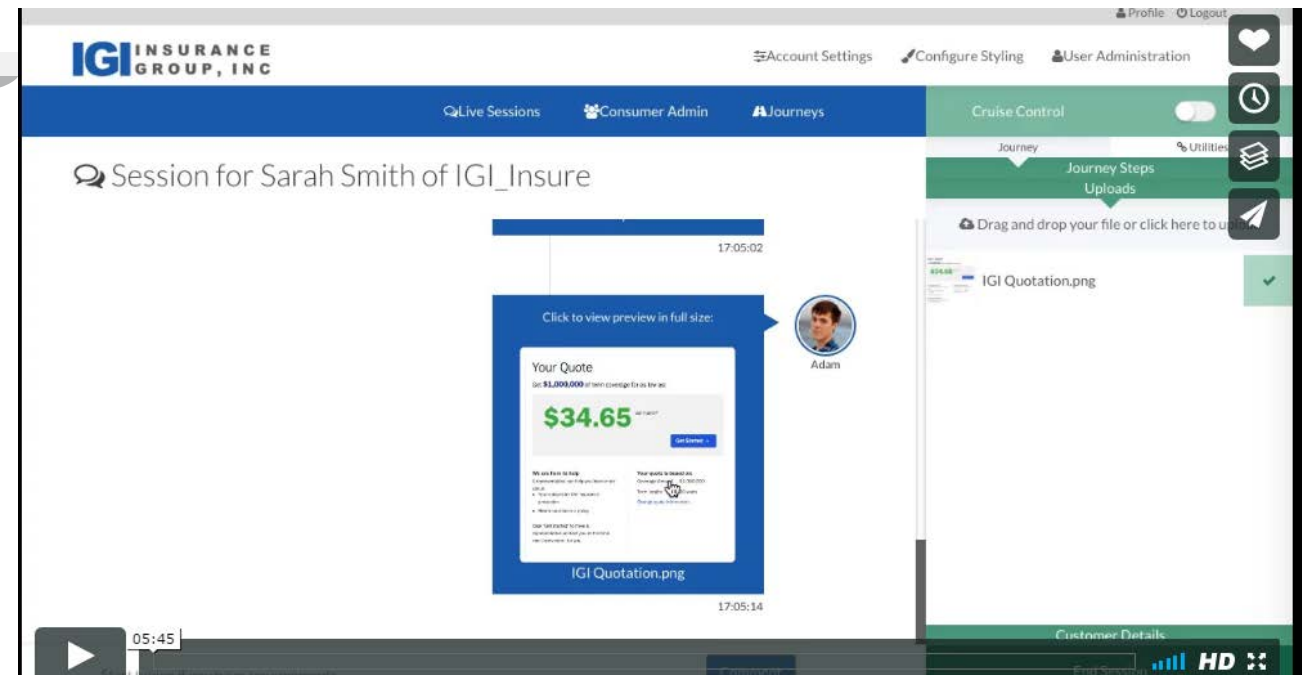
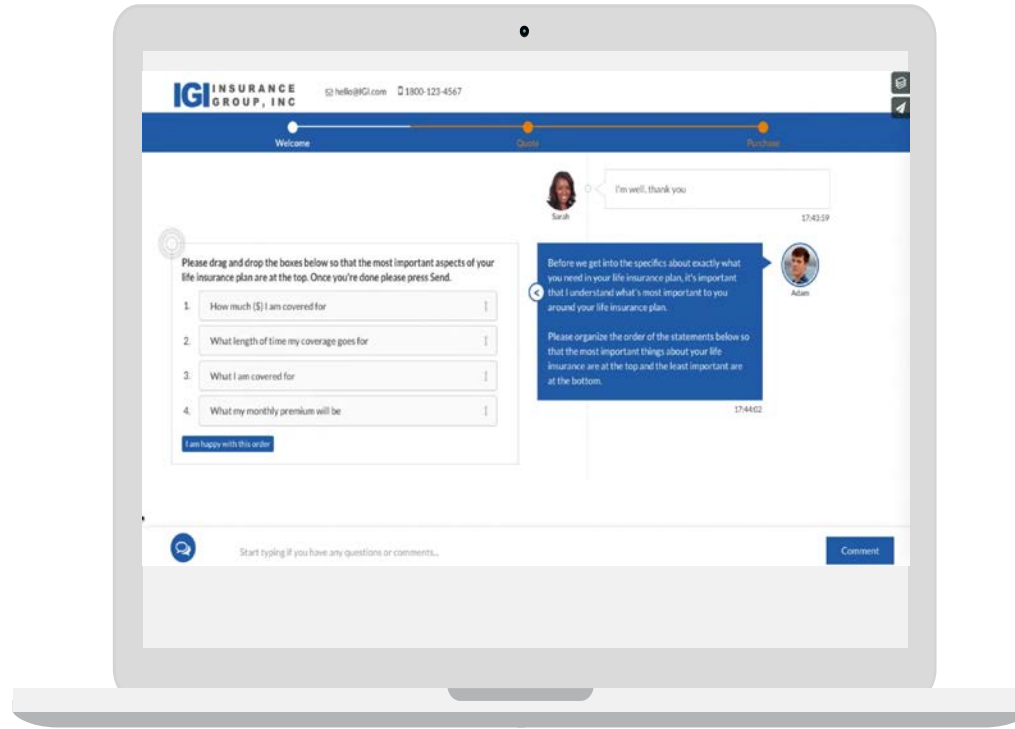
- Cortana + Siri + Alexa
- Very broad
- High level of inaccuracy
- Matures in about 2 years

Artificial Super Intelligence

- E.g. Watson
- Thinks better than a human
- Matures 2025 - 2030



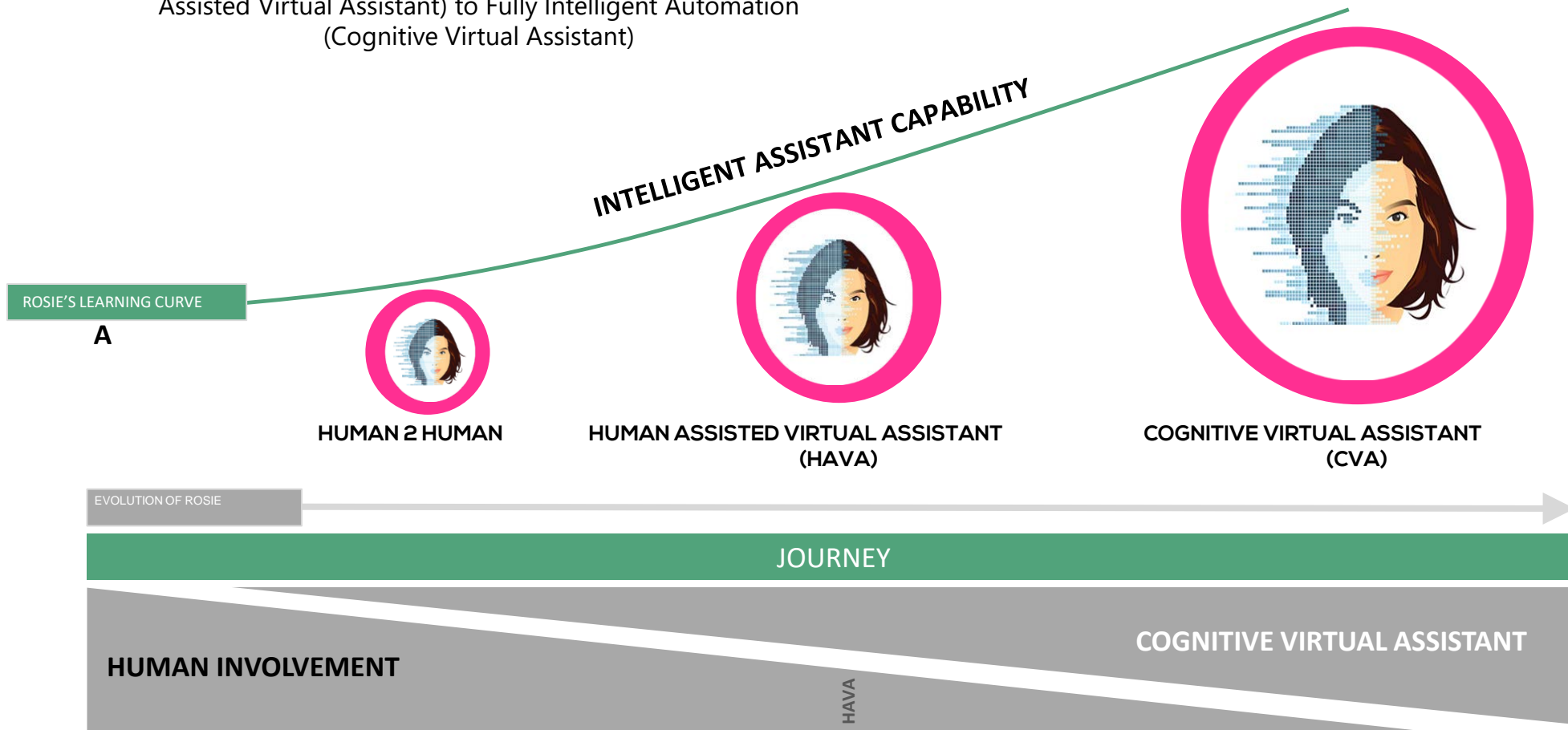
PRODUCT DEMONSTRATION



HOW 'ROSIE' LEARNS

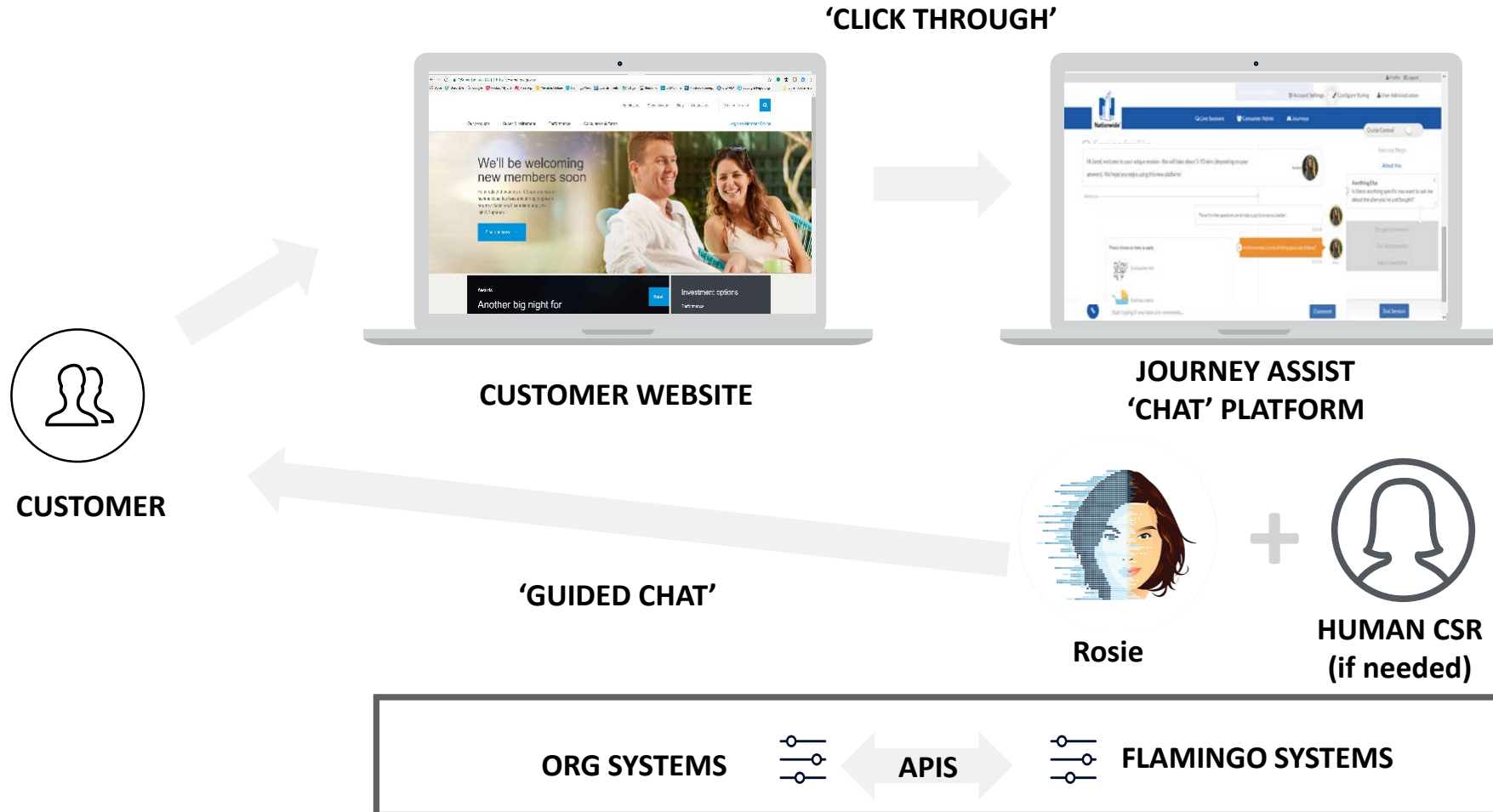
ROSIE has a continuum of automation from Human2Human to HAVA (Human Assisted Virtual Assistant) to Fully Intelligent Automation (Cognitive Virtual Assistant)

VIRTUAL ASSISTED



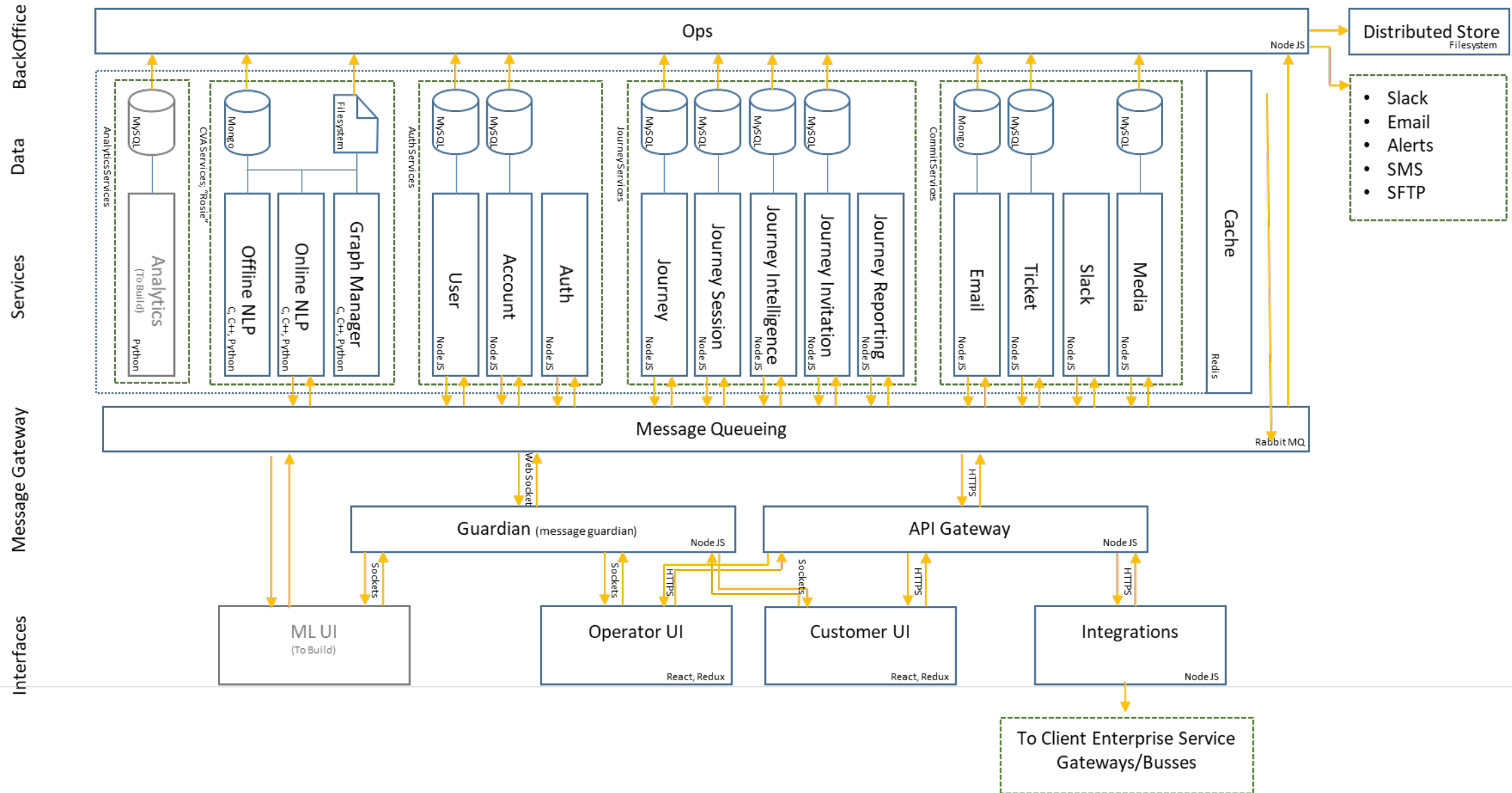
HOW FLAMINGO WORKS

Intelligent Automated Conversations



- THE PLATFORM IS FULLY CONFIGURABLE TO A COMPANY'S PRODUCTS & SERVICES
- MOBILE & DESKTOP NATIVE
- WHITE LABELED
- NO APP REQUIRED
- EMBEDDED INTO WEBSITE, EMAIL OR SOCIAL MEDIA
- CHOOSE THE LEVEL OF AUTOMATION NEEDED
- CAN BE USED IN HUMAN 2 HUMAN MODE
- FULL API INTEGRATION
- NO NEED TO CHANGE BACK END SYSTEMS
- DATA & ANALYTICS TO OPTIMISE PERFORMANCE
- ALWAYS ON – 24X7
- EXPAND TO PRODUCTS & SERVICES AS NEEDED

TECH STACK



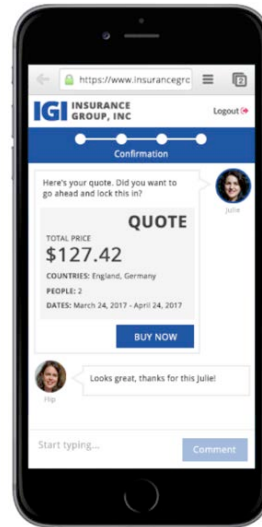
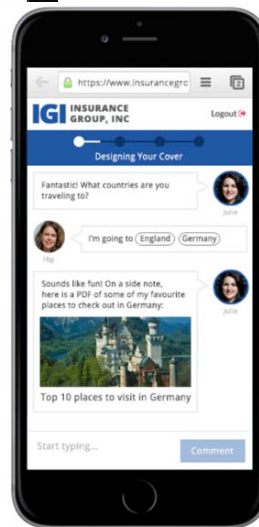
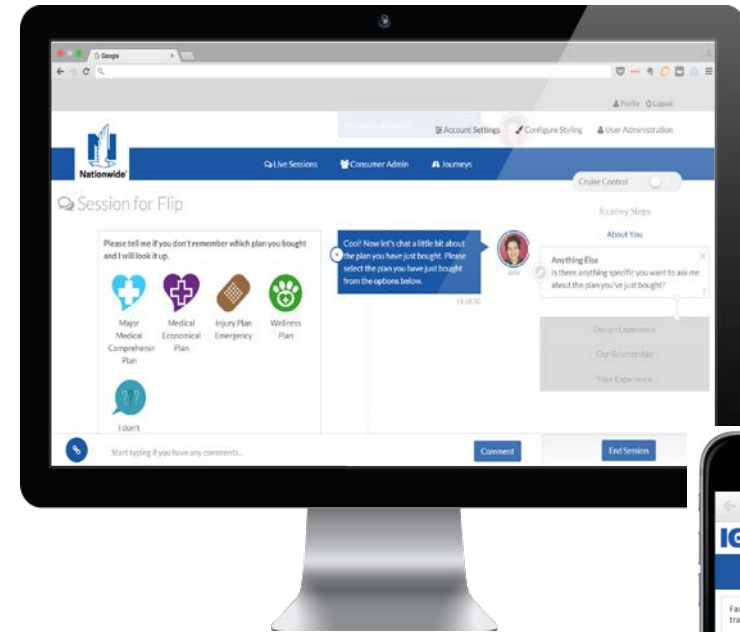
IMPLEMENTATION

Deploying into client companies is complex

1. Problem or Goal identification
2. Setting of commercial objectives
3. Security and Customer Data Privacy Review and Audit
4. Journey Design
5. Integration into client organisation's systems via APIs (Application Programming Interface)
6. Non-production mode Test
7. Production mode Test
8. Go-live

Typically 6 months and highly contingent on:

1. Degree of Security required
2. Use of Cloud
3. Client organisation's maturity around exposing APIs
4. Number of API integrations
5. Maturity of business processes



PATH TO REVENUE

FLAMINGO PRODUCT SUITE

CustomerCreate

Journey Assist

ROSIE

Analytics

Services

Sales Packages

Intelligent Automation

Basic

Integration

Service Packages

Data Discovery &
Insights

Advanced

Implementation

Enterprise Packages

Support

USE CASES

CUSTOMER
NEEDS AND
REQUIREMENTS
GATHERING

ONLINE SALES

ONBOARDING

CLAIMS

UPSELL
CROSS SELL

AUTOMATED
CUSTOMER
ENQUIRIES

HOW WE SELL - DIRECT

PROOF OF
CONCEPT

TEST OF THE CONCEPT

A constrained test of the platform is conducted. Hypotheses set and tested. Can be integrated or may not be.

TRIAL

TRIAL THE PLATFORM WITH LIVE CUSTOMERS

Platform is set up and implemented with live customers for a set period of time.

SUBSCRIPTION

PLATFORM SWITCHED ON

Upon the completion of the Trial the organisation may choose to switch the platform on in a monthly subscription model

REVENUE
SHARE

REVENUE SHARE

Client companies have the option to transfer to a lower subscription rate plus a performance fee for successful outcomes in the platform

PARTNERS

Management
consultancies
IT companies
Systems
Integrators

RESELLER

PARTNER RESELLS THE PLATFORM

A partner may on-sell the Flamingo platform to their own clients or other prospects.

INTEGRATOR

INTEGRATES THE PLATFORM INTO CUSTOMERS

A partner may conduct the integration of the Flamingo platform on behalf of Flamingo or for their own clients.

WHITE LABEL

WHITE LABELLING

A partner may take the platform as a White Label (non-branded) platform and add it to their product suite

IP DEV

IP DEVELOPMENT

A partner and Flamingo may jointly develop new IP

Q & A

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THANK YOU



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