TOPICS OF INTEREST FOR DISCUSSION WORKSHOPS
The Digital Partner
for established enterprises

17,000 employees accelerate scalable digital impact

24% CAGR over the last 5 years by focusing on “Fewer Clients... More Attention”

We work with some of the largest enterprises in the world that are in the Fortune 500

Our vision is to enable 5,000 minority women to secure employment from diverse communities in the IT industry by 2020

3bn lives will be touched by UST Global

25 countries provide a base for UST Global to operate from

Through our human-centered innovations, we are committed to building intuitive partnerships with the businesses that we serve, touching the lives of our clients and their customers.

We create the next big thing by pushing the boundaries of digital technology, redefining the science of enterprise transformation and using it at the heart of everything we do.

We break through physical barriers in favor of digital agility to meet rapidly changing customer needs.

We optimize operations through next generation algorithms, A.I. and advanced analytics tools.

We win the hearts and minds of customers by understanding them better than our competitors.

We tap into the wealth of expertise within the UST Global family to deliver the next big thing for our clients.
Case Studies Telecom:

- **Translating IT Services into business value**: how to cover full range of B2B services avoiding “pain points” and adding business value & velocity, to achieve efficiency?
- **IT Service Management Transformation**: How to leverage on process & tools simplification to create profitable revenue streams by ITSM integration?
- **Learn how to develop an efficient IT operations automation** for the Global Video Services & Infrastructure of a Telco, with DevOps and predictive analytics capabilities for video operations efficiency?
- **Telecom Value Added Services storage strategy and implementation**: how to deliver more value to the customers and efficiency over the network?
- **Business Agility is key for a Telco transformation**: why it helps to respond to market needs faster than competitors and also to be able to launch more innovative products faster?
- **Telcos are complex companies**: do you need help to support the definition and set-up of a specific operating model for the Agile Office?

Case Studies Media:

- **Concept to Camera** is the first and only studio-level workflow platform starring fully-integrated Creative & Production Management System for entertainment industry (film and TV content creation). It is designed to manage the production process from the studio perspective:
  - How can Concept to Camera assist you to **accelerate and streamline** your creative process?
  - How to effectively **manage a film deal-making and contract process**, and in the same business suite, manage your talent, deals, contracts, casting and production in a comprehensive way in a single view?
  - **Studio in a box**: A series of integrated modular applications that manage the business workflow for making a motion picture.

Case Studies High Tech:

- **Embedded system capabilities** to improve product design, hardware & firmware, testing and manufacturing support in the semiconductors sector.

OSS/Network: Approach to Operations Support Systems and Network for Telco operators

- **Transforming NOC services to the new hype**: taylor-made models to bring in agility and flexibility for the upcoming network revolution whilst ensuring end to end service levels (alarm monitoring, fault management, configuration and performance management)
- **Bring in operational efficiencies to reduce costs in Network Integration and Planning/Optimization of heterogeneous networks in different domains.** What measurable business value can RPA bring in automating your network?

Platforms: IoT & Connected Car PoC

- **Get to know Connected Car monetization phases** and how to build a new IoT business in a month, getting on board and launching Connected Car in 4 weeks. **Today, everything is about data.** Get to know **your customer through IoT**. Have you tried voice user interfaces (VUI)? They are the next generation of computer human interaction and will make your SEO tremble.

Platforms: 3rd parties’ services orchestration

- **Unleashing network effects benefits** explosion out of the orchestration of 3rd parties’ products & services into a business platform.

Platforms: Digital Marketplace for Telco, Media and Consumer Electronics

- **A Marketplace Platform (mobile & web)** to offer products and services to end customers. Companies **increase the revenues** by offering new products and services, **improve loyalty** and **gather new customer data**.
UST Global - VERTICAL INDUSTRY JointPods

Banking, Financial Services & Insurance JointPod

Case Studies:

- **API Strategy, a pragmatic approach to Digital Transformation**: Get to know how to approach new business models with API economy, API owners and API consumers.

- **Digital Marketplace**: A Marketplace Platform (mobile & web) to offer non-financial products and services to banks customers. Banks increase the usage of their debit/credit cards by customers, improve bank loyalty and gather new customer data.

- **Real time international payments** powered by Blockchain.

- Banking, Financial Services & Insurance industries are immersed in an increasingly competitive landscape, with new players disrupting the traditional business way, and the need to differentiate with a new digital approach and reduced time to market. Do you know that Enterprise Agility has become a must for the success of any digital transformation program and what should be the roadmap?

Platforms: **CATAMERA**

- **Building blocks for a great On-line experience for banks**, in the form of integration ready web components: How can a banking platform like Catamera help your bank to innovate and evolve at the speed your clients expect when launching a brand-new experience?

Platforms: **NeoBank**

- Fintech, X-tech, neo/challenger banks and other trends are unveiling the need of On-life banking, covering people needs related to financial and non-financial services. The next frontier in the banking evolution is the development of a platform to leverage network effects through an ecosystem of financial and non-financial third parties.

Platforms: **3rd parties’ services orchestration**

- Unleashing network effects benefits explosion out of the orchestration of 3rd parties’ products & services into a business platform.

Retail JointPod

Case Studies:

- **Robotics & Automation**: How to exponentially increase value of shop floor & distribution centers through AI & Robots?

- **Next-Gen Artificial Intelligence**: How NGAI affects business entities worldwide? How AI helps with valuable analytics towards companies ROI? AI and Social Network, what is future engagement with the Customers?

- **Deployment of IoT Solutions**: How IoT solutions are helping business entities today? (In Store & Supply Chain & Farm to Fork)

- **OCEF – (OmniChannel Experience Framework)**: We are in the age of hyper personalization, so how can OCEF augment and support the whole concept of personalization using a O2O ecosystem (On-line to Off-line / Off-line to On-line)? Including, not limited to, Voice Recognition, Beacons Next-Gen, Social Networks Ecosystem, Mobility as IoT, Enterprise Integrations...

- **Mobility**: Usage before a rational purchase decision...how this is changing customers and evolving?

- **Next-Gen Vision Recognition**: Out of Stock & Premium Shelves, full ecosystem between brands and retailers, cashier less, next-gen in store checkout for retailer?

- **Next-Gen Retail Solutions**: How to enhance customer experience by reducing retailers whilst bill?
Case Studies:

- **Digital communication platform** for energy & utility final customer.
- **Customer Contract System (CCS)** supports contract negotiation, execution, monitoring and compliance for client’s regulations.
- **CRM** providing ability to targeting of customers via phone, mail, and electronic campaigns.
- **E-Procurement** Initiative for a leading utilities company.

Industry offerings

- **Blockchain**: how to help to your business reinvention establishing new revenue streams where newly connected business models are now the key?
- As contributors to essential infrastructure, do you have the trust and compliance to be protected against both physical and cyber attack?
- Are you aware how to prevent fraud control using Analytics + Big Data to process information and integration into Control Systems?
- How IoT devices and their associated analysis can help you on surfaces exploration, optimization works & performance and production forecast?
- One of the biggest challenges is how to transport electricity to people where and when it is needed. Do you know how the AI can help you about this?
What is Business Agility?
- Agile Governance. How to keep track of the progress in an Agile World.
- Agile HR. How to apply Agile in the HR department.
- 4th Generation Agility. Applying Agile outside of the IT world.
- Leveraging Agile Strategy in a VUCA world.
- How to make your organization ready for next generation mobility (digitalization + Enterprise agility).
- Create your new MVC and MVP much faster with 4th generation agility.
- Roll out new features in your User and back office applications faster and stay ahead of your competition.
- How to make your organization ready for fast changing information (digitalization + Enterprise agility).
- Reduce your costs of prototyping with eXtreme Manufacturing.
- Design your organization for the present and develop it for future.

Are you ready to bring in Artificial Intelligence and Machine Learning to save your operational cost, with improved quality and quick turnaround which can scale up as you wish?

Have you ever thought of a unified solution that could solve all your operational problems of different platforms and domains, with quick turn around?

Have you ever wondered how the new industry trends like AI and ML could help you to save your operation cost, expedite the resolution, maintain the quality and scale up as situation demands?

Have you been wondering if there can be something more than traditional automation that could save operational cost, expedite the resolution, maintain the quality and scale up as situation demands?

Are you ready to bring in Artificial Intelligence and Machine Learning to intelligently automate your entire back-end office, with improved quality and quick turnaround which can scale up as you wish?

Would you think your back-office operations involves lot of repetitive tasks that take up considerable man power and would like to have a solution with savings?

Have you been thinking on how to reduce the resolution time of customer complaints with high accuracy?

Have you thought about how to reduce the customer wait time during a call with the customer care executive?

Have you ever wondered how to intelligently automate the entire IT operations to reduce cost, expedite the resolution, maintain the quality and scale up as situation demands?

Would you think that your associates queue up to get served by the IT operations to resume their productive work?
How to apply AI to your business, leverage its possibilities and predict your own outcomes?
Do you know how AI can help to take better business decisions?
Are you worried about using cloud hosted AI providers like google, amazon because they need your data out of your network?
Do you see your IT team finding it hard to understand and implement AI solutions?
Do you see your AI developers spending lot of time in building AI solutions?
Do you have a disciplined approach for AI based solution development?
Do you have a situation where your employees are not able to find relevant information even when that exist?
Do you manually process large amount of physical documents in the form of filled forms, statements etc. to capture relevant information?
Do you have a repository of customer feedbacks, requests, emails or complaints from where you would like to generate insights?
Do your company have repository of voice recording of customer interaction from which you would like to generate insights?
Have you thought of implementing voice / text based chat solution for your customers?
Have you considered using an easy to use studio to build and manage chat solutions?
Do you think a robotic agent with your business knowledge can help your employees or your customers?

UST Global - CROSS CAPABILITIES
ICE: Intelligent Computing Environment

UST Global complete suite of intelligent machine learning tools

• Anomaly Detection
• Natural Language Processing
• Forecasting Algorithms
• Parallel Processing
• Data Intake Files No SQL
• Rich Preprocessing Libraries


• XPRESSO.ai Implementing conversational AI solutions within the enterprise.
• ISO 27001 certified development centers.
• Abzooba Innovation Academy fostering and cultivating world-class data scientists.
• 150+ Employees (>30% from ITs and other premier institutes). Most employees have advanced degrees in engineering, mathematics and Computer sciences.

• Partnership with several academic institutes and System Integrators.
• Founded in 2010 300%+ YoY growth with 4 offices worldwide.

Reduce cognitive overload within enterprises by augmenting Human Intelligence with Machine Intelligence

• Would you be interested in improving your checkout experience through a contactless process?
• Are you interested in exploring the impact of AI in reducing shrinkage?
• How to manage your out of stock situation in shelves efficiently using AI?
• Would you like to explore the application of Machine Learning in improving your markdown strategy for fresh products?
The next big thing about chaining blocks...

- Do you want to know how the intersection between Blockchain and AI can help you radically improve your margin costs, develop new products, enter new markets and increase your customer loyalty?
- Are you ready to learn what are the best Blockchain practices and most advanced platforms and solutions in your industry?
- Have you ever thought of an easy to use tool to help you set up and create your customized Blockchain solution saving up to 80% go-to-market time?
- Do you want to understand how Blockchain technology can help you to take advantage of PSD2, GDPR and MiFID II regulations to design new products and create open innovation ecosystems and revenue streams around your own platform?
- Do you wonder how your business can leverage Blockchain technology and advance cryptographic techniques to help you know more about your customer while keeping the highest privacy standards and best practices in alignment with GDPR regulation?

Is your company aware of the top Enterprise Hybrid Cloud & Container Technology Challenges in 2018? Cloud cost management through enhancing cloud resource allocation and optimizing application environments as major challenges and priorities for leading enterprises.

With so many cloud options available and complex offerings across each vendor, making the right cloud strategy is essential for controlling costs and meeting your business objectives. Which could be the optimal cloud strategy for your company?

Do you know how to make a smooth transition to the cloud and what are the alternatives when top management issues that simple directive of: ‘Move some applications to the cloud!’? Architects face bewildering choices about how to do this, and their decision must consider an organization's requirements, evaluation criteria, and architecture principles. Let us show you how!

How will you define your journey to the Hybrid? Private Cloud, Public Cloud and beyond… How digital business is changing our application portfolios? How traditional architectures, private cloud, public cloud and edge will address those requirements? How edge computing will grow to be a significant portion of enterprise compute and storage capabilities?

How can be AWS & Azure services be leveraged in the most efficient way? AWS and Azure not only provide IaaS, they have close to 100 plus services across Compute, Storage, Databases, Analytics, Networking, Mobile, Developer tools, Management tools, IoT, Security and Enterprise applications.

Open source community and public cloud providers: How can my company benefit from the integration of open source solutions with AWS / Azure services, in the journey to be the enterprise?

SaaS solutions are available for complete business processes with standardized functions. How can we integrate traditional systems, enterprise cloud environments and SaaS solutions into a company’s cloud strategy? What about the main challenges: Hybrid IT, access, cost and time constraints?
DevOps

• Selling cyber to your board: CISOs are facing increasing pressure to deliver greater cyber resiliency. But at what price? We take a new approach to security by deploying cyber best practices for balancing risk, resilience, usability and price.

• Cyber talent shortages could be one of the biggest risks your organization faces in 2018. If you are looking for ways to hire and retain the best cyber professionals and keep them motivated, you may need to rethink your security operations strategy.

• Everyone knows that keeping your organization safe from cyber-crime is to manage risk. So how is this achieved, what do I need to do now, and what can wait?

• An active cyber defense program depends on a holistic approach to security operations. Learn from CYBERPROOF how our offensive/defensive methodology can make the difference!

• Most security professionals will agree that the line between compromise and breach is extremely fine. The key to keeping your organization safe and secure is the speed of response. And as the number of events that need processing grows exponentially, correlation and automation become ever more critical steps in the cyber security rulebook.

EdgeOps

• Why DevOps Tool Chain Orchestrator is required for large enterprises?

• How do you Build a unified control center and a single-pane of glass experience for multi-tool, multi-technology landscapes?

• How does DevOps Tool Chain Orchestrator help improve adoption of DevOps across enterprises?

• Why common framework for continuous monitoring and insights is essential in a DevOps world?
How gamification can take your brand to the next level? The answer to engagement is here and we know how to make it work.

Do you wonder how to choose between Hybrid, Responsive and Native applications? Maybe Android Instant Apps are the answer you are looking for, the next step in app evolution.

Have you ever wondered what's the difference between all those IoT platforms? Want to know how to choose the right for your business? We may have the answer.

Are you still thinking about Omni-Channel? The future is Opti-Channel, and we can help you develop it.

Get to know Connected Car monetization phases and how to build a new IoT business in a month, getting on board and launching Connected Car in 4 weeks.

Today, everything is about data. Get to know your customer through IoT.

Have you tried voice user interfaces (VUI)? They are the next generation of computer human interaction and will make your SEO tremble.

Are you familiar with UST Global SAP Consolidation & Harmonization Methodology and tools that will help to have around 40% less processes related costs?

How to have 360º view about your SAP environment allowing you to reduce around 15% to 40% less process related costs and increasing the flexibility your SAP Solutions?

Are you aware you can have a complete pay per use service without compromising in the quality and the efficiency?

How to drive new services, personalization, and other complex processes with ease by using HANA as a real-time platform?

Did you know with UST-Global SAP HANA Assessment you can have a complete roadmap including a Business Case for your HANA journey?

How to reduce your IT SAP complex landscape and reducing around 25% your IT infrastructure cost?

Who could help to drive contextual services and interactions that will allow you to unlock the power of customer, usage, and network data to provide context-aware services?

Are you informed UST Global SAP Team can help you to Increase revenue with new services, opening up new revenue sources by supporting new business models with greater flexibility using SAP Solutions?

Keeping an eye to the bottom line and driving profitability by becoming more efficient in core business processes?
An ideation organization: Innovation Central, an enterprise platform that allows organizations to master innovation & ideation lifecycle to accelerate digital transformation

- How might I harness the power of digital to accelerate my company’s business?
- How might emerging digital and wireless capabilities present new business opportunities and new ways to engage consumers?
- How might the move to increased digitization allow me to streamline processes and capabilities?
- How can I increase my company’s enterprise agility via digital/wireless to compete in the 21st century?
- How can I position my company’s digital expertise to catalyze new growth opportunities - for my company and my customers?
- Is it possible to leverage innovative techniques and methodologies to break down silos?
- How can I leverage crowdsourcing techniques to solve business problems and innovate?
- How do I develop an innovation program that sufficiently focuses my company and aligns executives?
- What governance models exist to guide my innovation initiatives, and what metrics should be used?
- How do I ensure a robust innovation portfolio will be developed and balanced to meet objectives?
MyDoc health platform, a seamless one-stop shop for healthcare ecosystem, integrating pharmacies, professionals and patients

- How to garner and sustain patient engagement through the entire care process? Patient engagement is key to keeping users active on digital platforms.
- How to measure digital health ROI: Measuring the success of healthcare campaigns can be difficult, whereas having a platform allowing anonymized data tracking & analysis.
- Is there a cost to user convenience in digital healthcare? In the traditional sense, yes, but removing inefficiencies and reducing waiting times makes the patient experience better. The on-demand economy has disrupted multiple industries but is healthcare out of bounds.
- Are we using Big Data efficiently in healthcare? Utilizing data and analysis improves patient experience, customize care, and scale the service for population-level healthcare.

A Design for Happiness Company: Crafting User Experiences in the pursuit of happiness

- How to start designing your strategies, products and services to increase consumer loyalty while reducing your time to market?
- Let’s uncover deep consumer insights with a small customer sample to reduce costs and time through our Design for Happiness model.
- Design for ‘mobility’ instead of designing for ‘mobile’. Be ready for the new era of fast decision making.
- How to prioritize and align channel efforts to provide a truly omnichannel experience from the customer’s point of view?
- Connecting data analytics with deep consumer insights to most effectively prioritize design initiatives.
- How to emotionally connect with consumers through solving emotional dilemmas?
UST Global® is a leading digital technology company that provides advanced computing and digital services to large enterprises around the world. Driven by a larger purpose of Transforming Lives and the philosophy of “fewer clients, more attention”, we bring in the entrepreneurial spirit that seeks the fastest path to value in today’s digital economy. Our innovative technology services and pioneering social programs make us unique.

UST Global® is headquartered in Aliso Viejo, California, operates in 25 countries. Our clients include Fortune 500 companies in Banking and Financial Services, Healthcare, High Technology, Insurance, Manufacturing, Media, Retail, Telecom and Shipping.

UST Global® believes in building long-lasting, strategic business relationships through agile and client-centric global engagement models that combines local experts & resources with cost, scale, and quality advantages of global operations.

CONTACTS:

UST Global HQ
5 Polaris Way, Aliso Viejo, CA 92656
+1 (949) 716-8757

UST Global Spain:
Ramírez de Arellano, 29 28043 Madrid (Spain)
+34 91 144 29 35 | marketing.spain@ust-global.com | ust-global.com

Centers of Excellence @ Spain:
• Algeciras • Barcelona • Madrid • Salamanca • Bilbao • Saragossa

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HUMAN CENTERED INNOVATION | ACCELERATING POSSIBILITIES | IMPACT AT SCALE