

NDS COGNITIVE LABS

THE BASICS OF CHATBOTS



For nearly two decades, NDS Cognitive Labs rapidly and affordably has implemented sophisticated conversational AI, cloud, and outstaffing solutions. Giving clients competitive advantage, resilience, and growth, drawing from our exclusive access to 13,000 highly skilled technology professionals.

Co-located in Mexico and the United States and serving North America, South America, Europe and India with highly skilled technology teams trained in U.S. and global standards, we are aligned with top global technology platform companies including IBM, Amazon, Microsoft, Google and LivePerson among others.

As founders of the first cognitive computer association in Latin America, we drive the growth and development of technology talent through teaching and affiliations with four of Mexico's leading technology Universities .

In addition to our efforts to advance technology throughout the world, we're proud to support the Teletón Foundation's Children's Rehabilitation and Inclusion Centers where we contributed a chatbot to answer questions about donations, conditions, disabilities, locations and more.

“NDS Cognitive Labs is led by technology experts, educators and brothers Gustavo and Ricardo Parés, who are passionate innovators of superior customer experiences for some of the world’s largest companies.”



Gustavo R. Parés **Founding Partner and CEO**

An international technology expert and global educator, Gustavo Parés leads NDS Cognitive Labs as founding partner and CEO, designing and implementing digital transformation, cloud computing and conversational AI solutions, advising clients and teaching students in North and South America, Europe, South Korea and India.



Ricardo L. Parés **Founding Partner**

Entrepreneur focused on business, sales, marketing, global speaker and media contributor in topics like Data Science and Customer Experience. Well known for thought leadership, continuous innovation and expertise in emerging technologies such as 3D Ads and Immersive Customer Experiences, Parés is a frequent speaker in the United States, Canada, India, Mexico and Europe.

WHAT WE OFFER

CONVERSATIONAL AI/ Chatbot/ Virtual Assistant

Meet customer demands, improve user experiences, and enhance human capabilities with AI implementation and training for non-AI personnel

Communicate in any language 24/7 through voice, text and chat to save time, solve problems and increase sales.

REAL BUSINESS
RESULTS, IN REAL TIME,
ALL THE TIME

- Affordable and quick scalability
- Interact 24/7/365
- Omnichannel consistency
- Sales conversions
- De-risk transactions
- Reduce costs
- Better customer data
- Personalize relationships
- Assistance for human agents
- Scale HR process
- Immediate response

IMPROVE INTERACTIONS
AND OPERATIONS
ACROSS YOUR
ORGANIZATION

- Sentiment analysis
- Speech to text and text to speech
- Data analytics
- Supply chain efficiency
- Better customer data

CREATE EFFICIENCIES
ACROSS A WIDE RANGE
OF FUNCTIONAL AREAS

- Financial Contact Center Chatbot
- Call Center Chatbots
- Application Bots
(book tickets, order food, call a cab)
- Productivity Bots
(improve organizational efficiencies)
- Manufacturing Bots
(track progress across the supply chain)

BENEFITS

REDUCE RISK, SAVE TIME AND MONEY

Customize existing technologies and migrate to the cloud to gain decision-critical data while increasing resilience, avoiding disruption, and reducing costs

FOCUS ON BUSINESS RESULTS RATHER THAN TECHNOLOGY

73% of IT professionals say they are focused on cloud optimization to save costs. More than half say they plan to spend more on cloud-based applications as a result of Covid-19

GET ACCESS TO NEW TECHNOLOGIES, AFFORDABLY

With a huge network of top providers, we help build secure, end-to-end cloud technology stacks to make powerful new solutions available to companies of all sizes

CHATBOTS / VIRTUAL ASSISTANTS

IBM Watson Assistant: creates virtual assistants with advanced AI.

Amazon Lex: enables voice and text.

Microsoft LUIS: supports machine learning based on natural language.

Google DialogFlow: creates conversational AI applications with voice or chat.

OMNICHANNEL INTEGRATION

Integration on social media: Facebook, Whatsapp, Twitter, Telegram.

Integrate with collaboration tools: Slack, Microsoft Teams, Skype for Business, Yammer.

Be present on owned media channels: App mobile and Web.

Integrate into the most popular AI tools: Alexa and Google Assistant.

MULTILINGUAL CHATBOTS

Automatic Natural Language Processing (NLP): based on algorithms, automatic and manual translation techniques, detects any language and responds in kind regardless of when or how the new language is introduced.

Dialect recognition recognizes: phraseology and words specific to countries and regions and keeps up even when visitors change the way they refer to the same topic.

OUR EXPERIENCE WITH CHATBOTS



BANKING AND FINTECH

Leading banks use NDS Cognitive Labs for Conversational AI solutions that build relationships and reduce costs.

Though banks dedicate considerable resources to customer service, many still struggle to answer inquiries quickly and effectively resulting in low customer satisfaction and high employee turnover.



MANUFACTURING

Retailers embrace AI technologies to chat and sell

Customers can now choose to buy from big companies or small, even from an individual person selling online. Adapt to this trend now, or risk losing sales and market share.



RETAIL

Retailers embrace AI technologies to chat and sell

Customers can now choose to buy from big companies or small – even from an individual person selling online. Adapt to this trend now, or risk losing sales and market share.



MARKETING AND ADVERTISING

Deliver omnichannel communications consistently to increase conversions offering consistent, timely, and conversational interactions across owned, earned, paid, and social media makes the difference between laggards and leaders for today's tech savvy consumer.

Thanks to AI chatbots, advertisers can deliver customized suggestions, promotions and content, and gauge a customer's purchase intent and sentiment based on their internet and social media browsing habits.

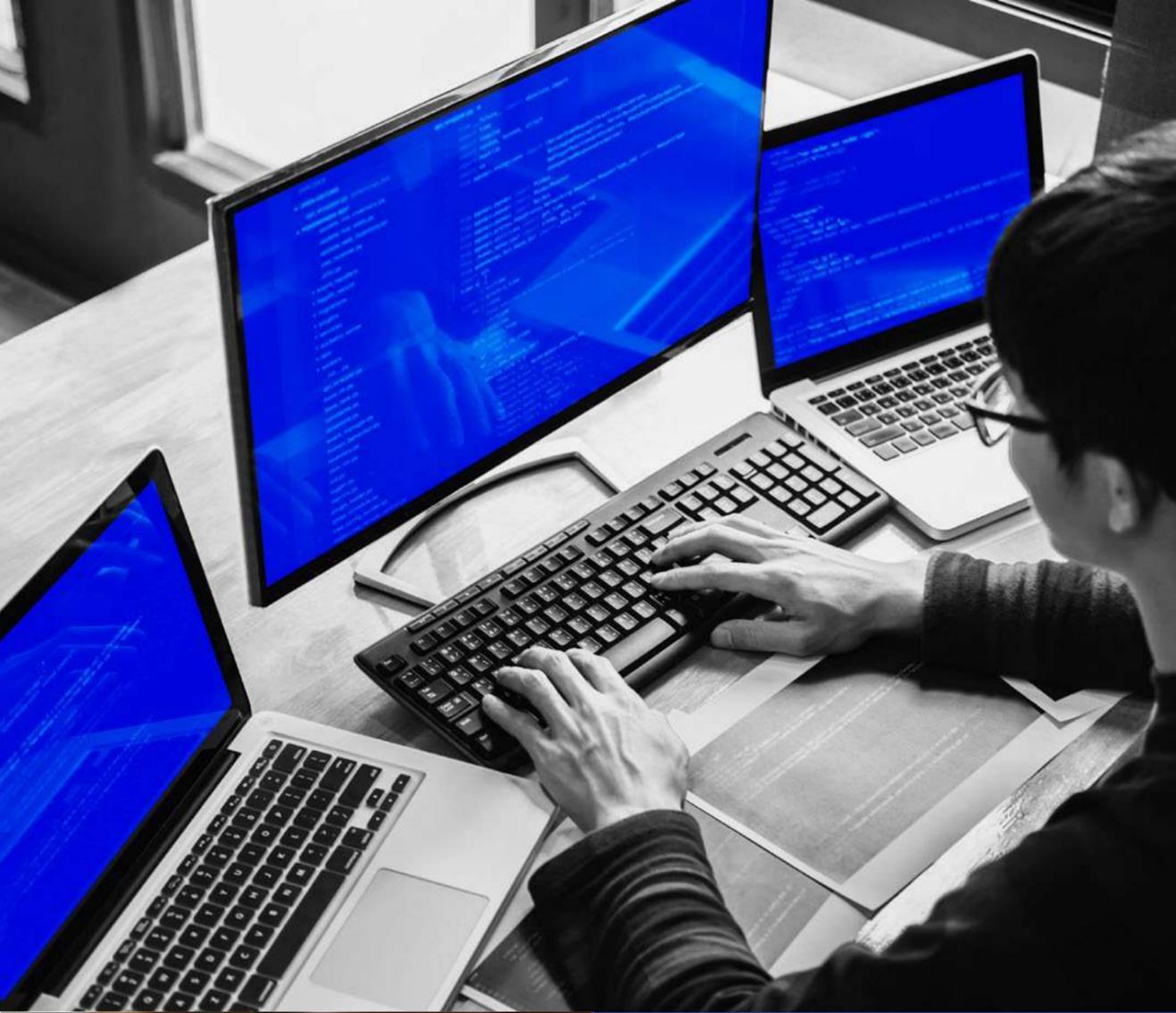
Research proves that when ads are targeted to intent through ads placed on pages with relevant content, sales soar.



TRAVEL AND TOURISM

These planes, rooms, and restaurants practically book themselves with Conversational AI. The reliance of travelers on websites and messaging apps like WhatsApp and Facebook Messenger are a gift to the travel industry.

They provide the opportunity to reinvent the travel experience before, during, and after a visit in whatever channel the customer prefers. Chatbots are the new "concierge" for hotel and flight reservations, can track and report the movement of public transportation, and serve as cultural promoters stimulating visits to local attractions, restaurants, and shopping, making them more informative and fun.



DIGITAL TRANSFORMATION

Cost-effective solutions for AI, cloud and digital transformation solutions that automate, analyze, and infuse artificial intelligence and machine learning into operations

REDUCE RISK, SAVE MONEY

Customize existing technologies and migrate to the cloud to gain decision-critical data while increasing resilience, avoiding disruption, and reducing costs

With a huge network of top providers, we help build secure, end-to-end cloud technology stacks to make powerful new solutions available to companies of all sizes

GET ACCESS TO NEW TECHNOLOGIES, AFFORDABLY

FOCUS ON BUSINESS RESULTS RATHER THAN TECHNOLOGY

73% of IT professionals say they are focused on cloud optimization to save costs. More than half say they plan to spend more on cloud-based applications as a result of Covid-19

CLOUD COMPUTING

SOLUTIONS

Cost-effective solutions for AI, cloud and digital transformation solutions that automate, analyze, and infuse artificial intelligence and machine learning into operations

ADAPT QUICKLY AND EFFECTIVELY TO THE NEXT “NEW NORMAL”

Get secure access to powerful new solutions through end-to-end cloud technologies



- Access to the latest technologies
- Expand business model strategies
- Accelerate growth
- Improve customer satisfaction and sales
- Reduce risk
- Enable Agile Development

Save time and money

Bypass costly hardware, installation and management and focus on business rather than technology



- Deliver everything from simple apps to cloud-enabled enterprise applications
- Develop, run, deliver and manage application functionalities
- Manage and deploy containerized applications and clusters
- Databases without physical hardware, installing software, or configuration

STATE-OF-THE-ART SECURITY FEATURES AND SEAMLESS INTEGRATION WITH LEGACY SYSTEMS

Infrastructure as a Service (IaaS)

Efficient and affordable, this model enables you to use cloud computing quickly, easily and only pay for what you use. Nothing to buy, manage or support.

PLATFORM AS A SERVICE (PaaS)

Deliver everything from simple cloud-based apps to sophisticated, cloud-enabled enterprise applications without worrying about infrastructure.

FUNCTIONS AS A SERVICE (FaaS)

Develop, run, deliver, and manage application functionalities without the complexity of building and maintaining infrastructure.

CONTAINERS AS A SERVICE (CaaS)

Manage and deploy containerized applications and clusters without the complexity of building and maintaining the infrastructure.

- AWS: EC2
- Google Cloud Platform: Google Compute Engine
- Microsoft Azure: Azure VM
- IBM: Bare Metal Server, Virtual Server (VPC, Classic, Power)

- AWS: EBS Elastic Beanstalk
- Google Cloud Platform: App Engine
- Microsoft Azure: Azure Web Apps
- IBM Cloud: Cloud Foundry, OpenShift

- AWS: Lambda
- GCP: Google Cloud Functions
- Microsoft Azure: Azure Functions
- IBM Cloud: Cloud Functions

- AWS: Fargate, Elastic Container Service, EKS Elastic Kubernetes Service
- Google Cloud Platform: GKE Google Kubernetes Engine, Cloud Run
- Microsoft Azure: AKS Azure Kubernetes Service, Azure Container Instances
- IBM Cloud: IKS IBM Kubernetes Service, OpenShift



CLOUD MIGRATION

Cost-effective solutions for AI, cloud and digital transformation solutions that automate, analyze, and infuse artificial intelligence and machine learning into operations

PIVOT, ADAPT, AND RESPOND TO CHANGE WHILE SAVING TIME, MONEY AND RESOURCES

- Improve resilience, avoid disruption
- Get affordable access to new technologies
- Improve and modernize existing technologies
- Save time and money
- Enable more decision-critical data
- Reduce risk
- Focus on business results rather than technology
- Increase your ability to pivot, adjust and compete

Optimize and modernize your applications for availability, fault tolerance and speed, and gain access to advanced technologies like artificial intelligence and machine learning

- Move your applications and data to the cloud without new architecture
- Deliver, run and access applications without physical hardware or installing software
- Optimize workflows, data architecture and infrastructure needs
- Build applications directly on the cloud

LIFT AND SHIFT

Move your application and data to the cloud quickly and easily

- AWS: EC2, S3, EBS Elastic Beanstalk, Fargate, Redis
- Google Cloud Platform: GCE Google Compute Engine, Google Cloud Storage, App Engine, GKE Google Kubernetes Engine, Cloud SQL.
- Microsoft Azure: Azure VM, Azure Blob Storage, Azure Web Apps, AKS Azure Kubernetes Service, Azure Database.

CLOUD OPTIMIZATION

Optimize your workflows, data architecture and infrastructure for the cloud environment to be highly available, fault tolerant and fast.

- AWS: EC2, S3, EBS Elastic Beanstalk, Fargate, Redis)
- Google Cloud Platform: GCE Google Compute Engine, Google Cloud Storage, App Engine, GKE Google Kubernetes Engine, Cloud SQL.
- Microsoft Azure: Azure VM, Azure Blob Storage, Azure Web Apps, AKS Azure Kubernetes Service, Azure Database.

CLOUD DEVELOPMENT

Based on best practices, experience and cloud services we'll build your applications directly on the cloud.

- AWS: EC2, S3, EBS Elastic Beanstalk, Fargate, Redis.
- Google Cloud Platform: GCE Google Compute Engine, Google Cloud Storage, App Engine, GKE Google Kubernetes Engine, Cloud SQL.
- Microsoft Azure: Azure VM, Azure Blob Storage, Azure Web Apps, AKS Azure Kubernetes Service, Azure Database.

DATABASE AS A SERVICE

Deliver, run and access a database without physical hardware, installing software, or complex configurations.

- AWS: Amazon Aurora, Amazon RDS, DynamoDB, Amazon, ElasticCache, Amazon Neptune, Fargate.
- Google Cloud Platform: Cloud SQL, Cloud Spanner, Cloud Big Table, Firestore, Firebase, Memorystore, GKE Google Kubernetes Engine.
- Microsoft Azure: Azure SQL Database, Azure Database, Azure Cosmos DB, AKS Azure Kubernetes Service.
- MongoDB
- IBM Cloud: Cloudant, Db2, Informix, Database for PostgreSQL, ElephantSQL, Database for MongoDBs, Database for Redis, Database for EDB, Database for Elasticsearch, Database for DataStax



ADVANCED ANALYTICS

Infuse Artificial Intelligence and machine learning throughout operations to generate insights and recommendations for increased resilience, innovation, and sales

GET DATA-DRIVEN INSIGHTS THAT IMPROVE ROI ACROSS CUSTOMER SERVICE, MARKETING, SALES AND LOGISTICS

- Pilot new ideas
- Improve efficiency
- Process large amounts of data quickly
- Identify and respond to risk factors
- Save time and money

DISCOVER ACTIONABLE INSIGHT FROM YOUR DATA

- Data Processing
- Data Warehousing
- Data Lakes

TRAIN EVERYONE ON THE BENEFITS AND USE OF AI

Artificial Intelligence Training

With AI everywhere, even non-AI staff need training on how to implement and see the possibilities across all functional areas of your organization. AI training for technical and non-technical staff will increase innovation and enable you to pilot new ideas, improve efficiency, and modernize, integrate and improve operations at scale.



DATA LAKE

Leverage data in any format or source to gain insights and support critical business decisions.

AWS: AWS Lake Formation, S3, Amazon Athena, Amazon Redshift, Amazon EMR.

Google Cloud Platform: Google Cloud Storage, BigQuery, Dataproc, AI Platform.

Microsoft Azure: HDInsight, Data Lake Analytics, Azure Data Lake Storage, Azure Databricks, Azure Data Factory, Azure Synapse Analytics.



DATA PROCESSING

When time is of the essence and people are waiting, you need to process huge amounts of data quickly. High speed, flexible and scalable architecture minimizes risk, solves problems and increases opportunities.

AWS: Amazon Kinesis and Amazon EMR

Google Cloud Platform: DataFlow and DataProc

Microsoft Azure: Databricks, HD Insights IBM Cloud: IBM Cognos Analytics



DATA WAREHOUSING

Keep your historical and real time data in one place to be queried and analyzed, and deliver interactions and results at high speed.

AWS: Amazon RedShift

Google Cloud Platform: BigQuery

Microsoft Azure: Synapse Analytics

IBM Cloud: IBM Db2 Big SQL



OUTSTAFFING

Serving North and South America, Europe and India, NDS Cognitive Labs offers more than 13,000 highly skilled technology professionals trained in U.S. and global standards.

Outsourcing vs. Outstaffing vs. Global In-House Centers

Outsourcing is a project-based model focused on generating a product, the company works on many projects and are managed by the outsourcing company. Outstaffing, on the other hand, lets you choose and manage your own teams who work for you. We handle wages, bonuses, equipment, etc. Global In-House Centers are usually client-owned delivery centers and tend to perform specific functions that contribute to business priorities impacting the bottom line. Personnel are seen as employees of the organization rather than of NDS Cognitive Labs.

DIVERSIFY AND DE-RISK TECHNOLOGY IMPLEMENTATION

Increase your technology bench strength and quickly pivot to address market conditions, reduce costs, diversify your offshore workforce, and de-risk technology implementation.

MORE THAN 13,000 PRE-SCREENED TECHNOLOGY PROFESSIONALS

NDS Cognitive Labs maintains a growing database exceeding 13,000 technology professionals pre-screened by technical expertise, English language proficiency, corporate culture alignment, collaboration and other soft skills.

QUICK RAMP-UP FOR SPEED MARKET

Our high-level technology talent trained in U.S. and global standards can jump right in with the skills, credentials and experience needed to implement even the most complex digital transformation initiatives.

SOLUTIONS

GLOBAL IN-HOUSE CENTERS

The largest database of tech talent in LatAm for nearshore development, serving North America, Europe, Asia and India with Outstaffing, Global In-House Centers, and turnkey software development services

Co-located in Mexico and the United States, nearshoring with highly-skilled collaborative professionals reduces revisions and speeds development

- Diversify your offshore workforce
- Quickly address market conditions
- English language proficiency
- De-risk technology implementation
- Pre-screened for technical expertise
- Collaboration skills

Choose from more than 20,000 highly-skilled and accredited technology professionals trained in U.S. and Global Standards who speak English and understand your culture and work ethic

- Developers
- Testers
- UI/UX Designers
- Business Analysts
- Solution architects
- Agile Teams
- Project Managers



In-House Services

NDS Cognitive Labs provides affordable turnkey development and implementation of sophisticated automation, analytics, and AI solutions

Outstaffing

Select and manage highly-skilled technical professionals and teams

Global In-House Centers

Enable companies seeking a presence in LatAm to establish dedicated offices with teams working directly for them. We establish office space and manage all functions from administrative and HR to legal and infrastructure.

Business Process Outsourcing

Offering rapid implementation, customization and cloud migration, NDS Cognitive Labs helps organizations immediately digitize and dramatically scale their capabilities.

FUGA DE CEREBROS

The largest database of highly skilled technology professionals in Latin America, trained in U.S. and global standards



Highly-skilled and trained in U.S. and global standards

Top Talent from Mexico's Most Prestigious Universities

As a founder of the first Cognitive Computing Association in Latin America, NDS Cognitive Labs drives the growth and development of technology talent in Mexico through our affiliations with four of Mexico's leading technology Universities, including Monterrey Institute of Technology, National Autonomous University of Mexico, Universidad Iberoamericana, and Instituto Politecnico Nacional. We teach the best and the brightest, and then we employ them through our Fuga de Cerebros platform.

Exclusive access to over 13,000 highly-skilled and accredited tech professionals trained in U.S. and Global Standards

Superior language skills, proximity to the U.S. and Canada, convenient time zones, and a collaborative culture

Diversify your offshore workforce

Increase technology bench strength

AI training across client organization

Collaborative mindset

Accuracy and convenience

English language proficiency

Cost-effective bilingual workforce

Cultural affinity

Proximity to U.S. and similar time zones

University affiliations

Superior teams develop and implement with fewer revisions for better, faster results

From Agile Technology implementation to proof-of-concepts, our bilingual workforce (English/Spanish) offer hundreds of specializations and certifications across dozens of advanced technologies

Developers

Testers

UI/UX Designers

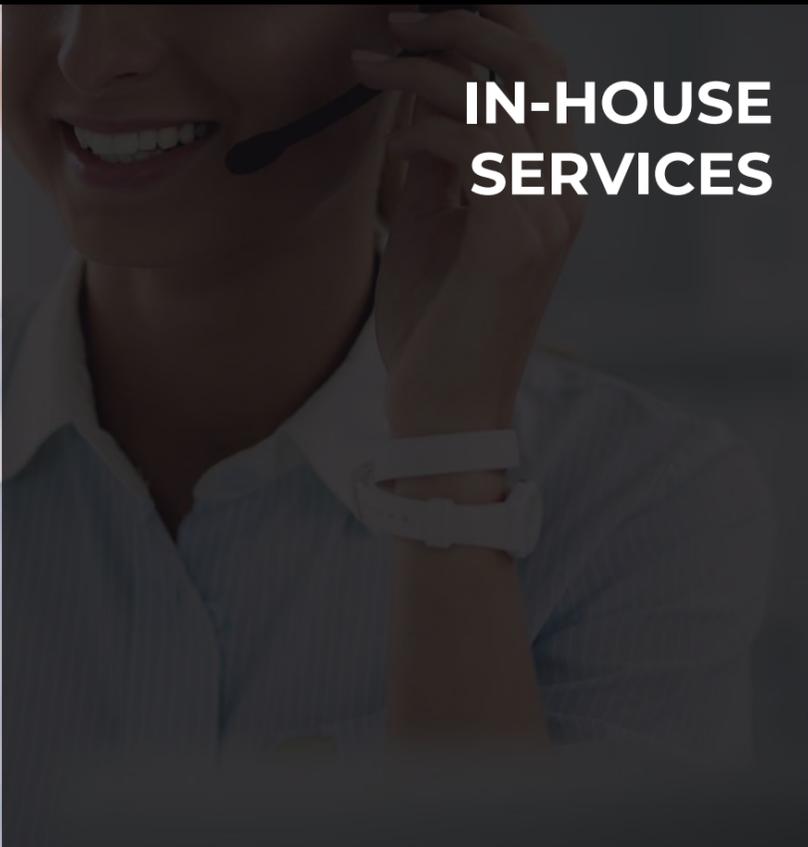
Business Analysts

Solution architects

Agile Teams

Project Managers

Three cost-effective and flexible implementation models from in-house development and implementation to Outstaffing and Global In-House Centers



IN-HOUSE SERVICES

NDS Cognitive Labs provides affordable turn-key development and implementation of sophisticated automation, analytics, and AI solutions

Enables clients to select and manage qualified tech professionals and teams who become an extension for your bench



OUTSTAFFING



GLOBAL IN-HOUSE CENTER

Enable companies seeking a presence in LatAm to establish dedicated offices with teams of technology professionals working for them

PARTNERS

Our experience across a wide range of industries enables us to bring hard-won insights and best practices to your business.

Advanced Analytics and Machine Learning

Infrastructure Modernization



- Db2 Warehouse
- Watson
- Cloud Pak for Data
- Streaming Analytics
- MQ

- Virtual Servers
- Red Hat
- Cloud Foundry
- Cloud Functions



- Redshift
- SNS, SQS
- SageMaker
- Kinesis

- Elastic Compute Cloud
- Beanstalk
- Elastic Kubernetes Service
- Lambda



- Big Query
- AI Platform
- Cloud Pub Sub
- Cloud Dataflow

- Athos
- Compute Engine
- APP Engine
- Cloud Functions
- GKE



- Azure Synapse
- Queue Storage
- Azure AI Platform
- Azure Stream Analytics

- Azure Virtual Machines
- Azure Apps Service
- Azure Kubernetes Service
- Azure Functions

PARTNERS

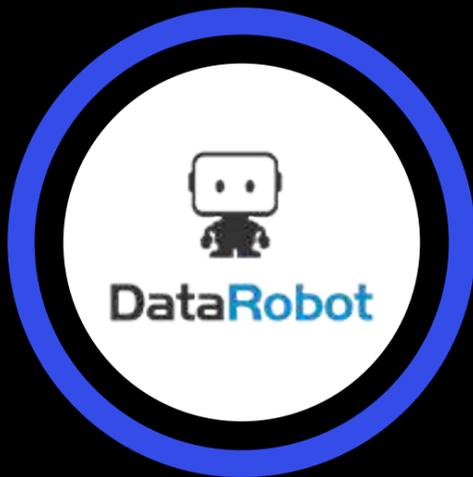
Advanced Analytics and Machine Learning

Infrastructure Modernization



- Operational analytics
- Real-time analytics
- Embedded analytics

- Atlas Database
- Atlas Charts
- Enterprise Server
- Kubernetes Operators
- Cloud Manager
- Data Lake



- Automated Machine Learning
- Data Engineering
- Decision Intelligence
- Trusted and Explainable AI

- MLOps
- Continuous AI
- Model Registry
- Continuous AI



- Snowpark
- Data Engineering
- Data Programmability
- Data Discovery

- Data Warehouse
- Data lake
- Comprehensive Data Security
- Infrastructure Security & Resiliency



- Low-code machine learning integrations
- Appian AI
- Process Mining
- Hyperautomation

- Robotic Process Automation (RPA)
- Appian Mining Prep

PARTNERS

Digital Transformation Solutions

Technical Talent Solutions



- Digital Channels (Conversational AI)
- Intelligence & Data (Advanced Analytics)
- Architecture (Cloud Solutions)

- Project-based Development
- Staff Augmentation
- Managed Teams

Software solutions to solve real-time problems



- Automated & personalized Support
- Best customer service
- Omnichannel
- Analytics; product value, customer value, business value



WHY MEXICO?

MEXICO: The New Global Technology Development Hub

Social, technological and economic factors are contributing to an explosion of innovation and technology development in Mexico

Social, technological and economic factors are contributing to an explosion of innovation and technology development in Mexico, making the country a prime hub for global organizations implementing artificial intelligence (AI), the Internet of Things (IoT), cybersecurity and cloud solutions.

As the technology innovation gateway to Latin America (LatAm), Mexico now has the largest fintech environment, tech start-ups have tripled since 2010, and government and VC investment in the startup ecosystem is skyrocketing. In addition, Mexico's working age population is projected

to be 68% by 2033, more than any other LatAm nation, according to ResearchAndMarkets.com.

Supported by higher education, a growing middle class, and women's participation in the economy, Mexico's workforce offers superior English and Spanish language skills, proximity to the U.S. and Canada, convenient time zones, and a collaborative culture. With more than 650,000 working technology professionals, and a technology workforce expanding three times faster than the global average, Mexico is primed to support international technology development.

SPANISH SPEAKING CHATBOTS

By 2060 the U.S. will be the world's second largest Spanish-speaking country

Today you can learn a language, get customer service, or access details about a product or service with the help of a chatbot, however, have you ever thought about the customer experience when some of the nearly 60 million people in the U.S. who try to buy your product or service don't speak English?

Spanish is the second most spoken language in the U.S. and the third-most used language on the Internet (after English and Chinese). By 2060 the U.S. will be the second largest Spanish-speaking country in the world, after Mexico.

According to analyst firm Forrester research, 63% of customers will leave a company after just one poor experience, and almost two thirds will no longer wait more than two minutes for assistance. A conversational AI chatbot that speaks Spanish can make an enormous difference. Organizations are rushing to implement bilingual chatbots across owned, earned, paid, and social media. Industries like fintech, manufacturing, retail, and tourism, are reaping tremendous rewards by helping customers make decisions, manage spending, eliminating bottlenecks, improving access, and supporting rapid response rates and offers.

As the use of AI chatbots has exponentially expanded, they are increasingly being integrated into the technology platforms customers, employees and other stakeholders use most. Integrations into messaging services like WhatsApp and Facebook Messenger are increasingly common and have the added benefit of providing consistent messages and gathering the data necessary to optimize their functionality. Some basic chatbots prompt callers through a phone tree, others like Siri or Alexa understand complex questions and even deliver jokes.

Spanish speaking chatbots, like their English-speaking counterparts, can answer up to 90% of inquiries in a fraction of the time of human agents, any time of day or night – increasing sales and satisfaction.

B2B companies are using chatbots across the supply chain to improve compliance, reduce routine questions, and query massive databases. Backend AI powered engines are making instantaneous decisions about credit and access while the chatbot responds to questions and makes suggestions.

Chatbots are being deployed at a breakneck speed across functional areas as well, qualifying prospects and closing sales. HR departments are screening candidates and moving them through hiring, onboarding and retention processes. Sales and marketing organizations are qualifying leads, helping customers find products, and removing barriers to purchase by approving credit, and answering key questions about shipping, delivery, returns and more.



Why don't all organizations have a Spanish-speaking chatbot? There actually is no reason, even large banks, public transportation organizations and multinationals promising customers Spanish-language communications options still have messages such as "sorry, I don't speak Spanish yet, but I'm working on it."

Through dozens of engagements, NDS Cognitive Labs has learned how to program, teach and enable continuous learning in Spanish, English, and Portuguese speaking conversational AI chatbots around the world. Thanks to Natural Language Processing, conversational AI chatbots can learn how questions are posed in any language and work in every platform from WhatsApp to a company website and they integrate easily into legacy systems.

Organizations who are serious about doing business in the North and South American markets offering conversational AI only in one language (English, Spanish, Portuguese) risk of losing customers, falling behind competitors and missing expansion of opportunities.

Companies leveraging AI, automation, cloud computing, and conversational AI across channels are increasingly including critical capabilities like Spanish language proficiency to ensure that experiences are tailored to the needs of the customer, meet expectations, and close sales.



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