

PARO

Your Partner
for **AI-Driven**
Profitable Growth

→ paro.ai

Navigate **Growth** with **Precision**

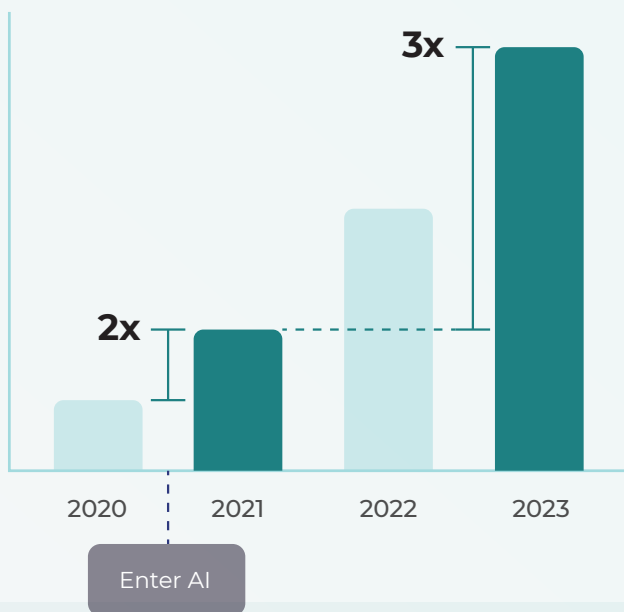
For astute leaders focused on strategic growth, effectively allocating resources and investments is imperative in today's climate. Yet few organizations have clear visibility into the factors truly driving performance.

Just three years ago, Paro itself had less than 1x annual revenue growth and struggled to understand what drove performance. Enter artificial intelligence. Operationalizing AI into the business enabled the executive team to identify high-impact growth levers and redirect focus to investments that drove predictable, sustainable growth. **Within a year, Paro's revenues doubled, and they have tripled in the two years since.**



CATALYZE GROWTH WITH AI

AI's Effect on Paro's Annual Revenue



Paro delivers the predictive analytics and data-backed recommendations to optimize your growth investments. Our AI solutions uncover hidden drivers of performance, providing the clarity and confidence to allocate budgets and teams to initiatives that yield the greatest returns.

Explore how Paro's AI excellence and consultative approach can provide precision to accelerate business growth. Our team is ready to collaborate with you to propel your organization into a new phase of rapid, sustainable expansion.

Our **AI Capabilities** for Profitable Growth



01

ILLUMINATE & OPTIMIZE GROWTH DRIVERS

Get clarity on the factors that truly drive results. Our **Impact Engine** analyzes data to reveal the variables that have the biggest impact on your results, while our **Growth Simulator** models different growth scenarios and predicts impact. Together, these capabilities enable you to focus on the highest impact levers to efficiently optimize performance and yield the highest returns.

02

FUTURE-PROOF YOUR FORECASTING

Generate continuously updated forecasts as new data emerges, enabling increasingly precise and timely predictions over time. Our accurate and dynamic **AI-powered forecasting** methods enable data-driven decision making, accurate planning and revenue predictions for both your existing portfolio and future-signed business.

03



BOOST CUSTOMER LIFETIME VALUE

Power relevant, personalized sales and marketing efforts through our **Client Cluster** segmentation approach and **Next Best Solution Engine**. This powerful combination enables you to target and guide each customer on their journey by suggesting the ideal next action or purchase. Through granular personalization, you can increase customer engagement and capture a larger share of their spending.

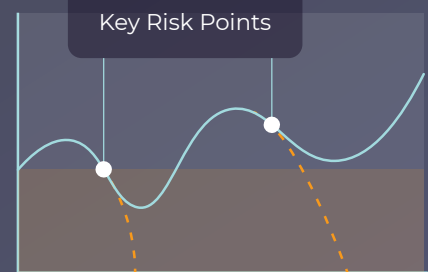
CUSTOMER SEGMENTS



NEXT BEST SOLUTIONS

-  Solution 1
-  Solution 2

RETENTION RADAR



04

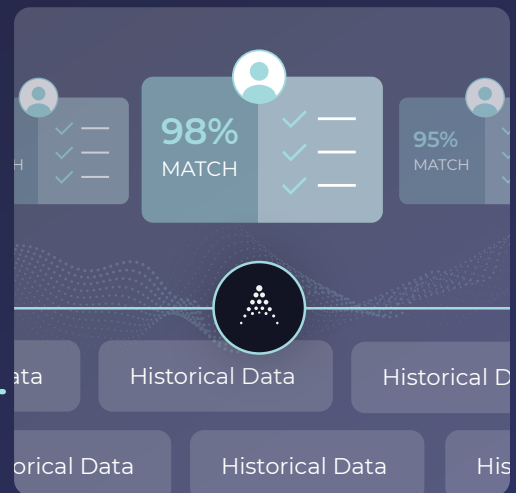
MAXIMIZE CLIENT RETENTION

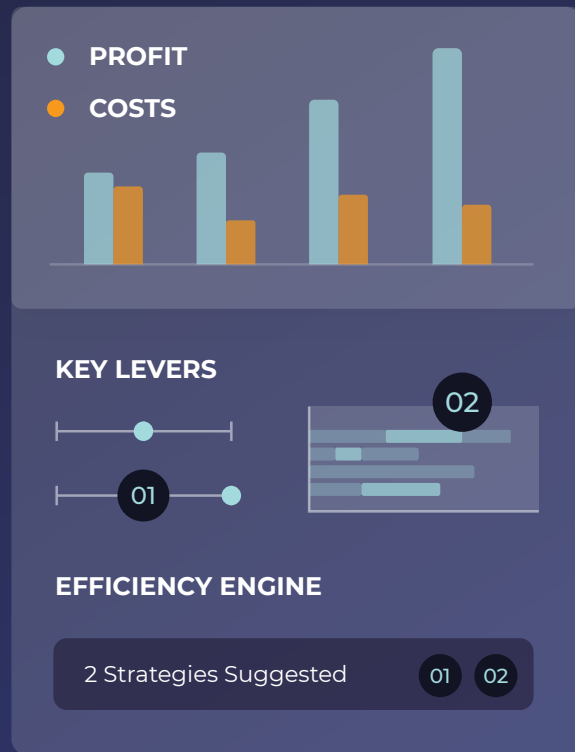
Use **Retention Radar** to forecast customer attrition risks and devise effective retention strategies using historical data and behavioral patterns. By gaining a clear understanding of clients at risk, your customer success teams can prioritize proactive retention initiatives, resulting in measurable reductions in client attrition.

05

GAIN TOTAL TALENT VISIBILITY

Focus on enhancing customer and talent satisfaction, and retaining top performers, by segmenting your talent pool through analysis of performance, skills, availability and other ideal attributes. By harnessing predictive analytics in our **Talent Optimizer**, you can identify responsive and available talent to meet demand while also calibrating supply levels and quality with resource requirements.





06

EFFICIENTLY MANAGE SUPPLY AND DEMAND

Maximize operational efficiency and cost savings with **Supply Shaping**, a powerful solution that allows you to calibrate supply levels to meet demand while minimizing acquisition costs. Our **patent-pending Matching algorithm** evaluates marketplace variables, enabling you to efficiently allocate resources and precisely pair supply with demand to significantly reduce recruitment time. Furthermore, unlock your potential for increased revenue by optimizing pricing based on contract scope using our innovative **Pricing Recommendation Engine**.

07

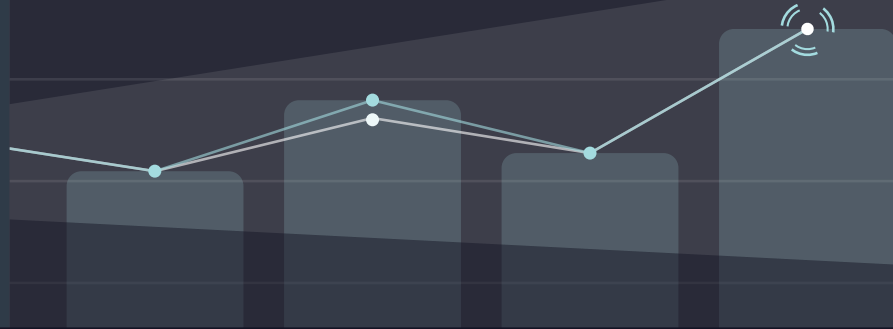
MAXIMIZE PROFITABILITY, MINIMIZE COSTS

Achieve unmatched sales and marketing efficiency with our cutting-edge **Efficiency Engine**. Seamlessly fine-tune your channel mix, spend and demand generation alignment to maximize results. Identify high-potential prospects in real-time, enabling prompt follow-up actions to increase conversion rate. With advanced performance analysis, our Efficiency Engine delivers data-backed strategies and agile optimizations, leading to substantial improvements in ROI through increased revenues and reduced customer acquisition costs (CAC).

The Tangible **Impact of AI** at Paro

97%

accuracy from AI-powered dynamic forecasting



20%



increase in average cross-sell contract value through **Next Best Solution Engine**

50%



decrease in time to win contracts through **Talent Optimizer**

10%

more revenue on optimally priced projects based on **Pricing Recommendation Engine**

100%

supply-demand parity during peak demand through **Talent Optimizer**

95%

first-time client-supply matching success through **Matching**

33%

reduction in customer acquisition cost through **Sales & Marketing Efficiency Engine**

25%

supply acquisition cost savings through **Supply Shaping**

4%

increase in client expansion quarter-over-quarter through **Next Best Solution Engine**

Partner with **Proven Innovators** in AI-Driven Growth



Pioneering AI Solutions Tailored to Your Needs

Our leaders and data scientists have 50+ combined years of pioneering AI and leading-edge technology experience that drives business growth. We customize solutions to leverage your unique data, systems and goals.



World-Class Technology & Data Science Leaders

Our team comprises award-winning technology leaders, AI thought leaders and data scientists from across the globe. We actively build and use industry-leading AI and data tech to deliver robust, reliable capabilities.



Profitable, Efficient & Sustainable Growth

We are focused on one thing: enabling businesses to grow profitably for the long term. We combine analytics excellence with a consultative approach to drive results.



Maximize Returns with Paro's Powerful AI Solutions

Paro's AI solutions deliver the predictive power to optimize your company's investments and drive profitable growth. Our capabilities identify your highest-potential opportunities and provide data-driven strategies to capitalize on them.

If you seek an experienced partner to propel your organization to new heights, contact us today. Our team is ready to collaborate with you to incorporate AI in your business, giving you the competitive advantage with insights to drive rapid, sustainable growth.



Go Beyond.



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