Co-creating an Improved R&D System Through AI-led Data Processing

This is our story of co-creating a robust, Artificial Intelligence (AI)-led data foundation to power the Research and Development (R&D) efforts of a leading Consumer Packaged Goods (CPG) company.

WNS Triange

As we know...

Swift accessibility to quality and consistent data is vital to R&D teams developing next-gen products and shortening the go-to-market time. However, the R&D landscape at most companies continues to be characterized by manual intervention, leading to protracted processes, lack of quality and updated information, inconsistent reporting and product defects. Enterprises need an automated data extraction and contextualization platform that can quickly create structured and harmonized data sets for business analysis.

The challenge for our client was...

To streamline its efforts to upgrade to a new Laboratory Information Management System (LIMS). Gathering all the information into the new system required digitizing several thousand laboratory documents. However, manual efforts to review and codify each document slowed the migration, impeding the launch of the new system.

As the consulting partner...

WNS assessed the client's data management landscape and recommended a two-phase solution to improve data availability and dissemination. This involved:

1. Digitalization of test method and documentation

2. Application of Machine Learning (ML) / deep learning models to automatically identify parameters aligned with the LIMS

As the co-creation partner...

WNS Triange – WNS' data, analytics and AI practice – enabled the CPG company to develop a robust, cloud-based data strategy and translate it into concrete outcomes. Leveraging Triange NxT, a core pillar of WNS Triange, the client adopted an AI-led platform-centric approach to build a strong data foundation and drive faster time-to-market.

We deployed our proprietary AI and ML led data capture and processing platform to accelerate the migration to the new LIMS. The platform ingested research documents across varied sources and formats, and automated information extraction and parsing. It generated standard XML formats and migrated them into the new LIMS. The platform also generated key insights through an interactive dashboard.

The client quickly migrated to the new LIMS...

Maintaining consistently updated information readily available to the production units. Our solution also ensured compliance with the latest approved composition for producing high-quality products.

Tangible benefits for the client include:

- **USD 50 Mn** in estimated lifecycle savings. This roughly translates into **10X ROI**

WNS (Holdings) Limited (NYSE: WNS) is a leading Business Process Management (BPM) company. WNS combines deep industry knowledge with technology, analytics, and process expertise to co-create innovative, digitally led transformational solutions with over 400 clients across various industries. WNS delivers an entire spectrum of BPM solutions including industry-specific offerings, customer experience services, finance and accounting, human resources, procurement, and research and analytics to re-imagine the digital future of businesses. As of September 30, 2022, WNS had 57,503 professionals across 60 delivery centers worldwide including facilities in Canada, China, Costa Rica, India, the Philippines, Poland, Romania, South Africa, Spain, Sri Lanka, Turkey, the United Kingdom, and the United States.

WNS Triange (formerly WNS Research and Analytics practice) powers business growth and innovation for 120+ global companies with data, analytics and Artificial Intelligence (AI). Driven by a specialized team of over 4000 analysts, data scientists and domain experts, WNS Triange helps translate data into actionable insights for impactful decision-making. Built on the pillars of consulting (Triange Consult), future-ready platforms (Triange NxT), and domain and technology (Triange CoE), WNS Triange seamlessly blends strategy, industry-specific nuances, AI and Machine Learning (ML) operations, and intelligent cloud platforms.

Driving a futuristic edge are WNS Triange's modular cloud-based platforms and solutions leveraging advanced AI and ML to provide end-to-end integration and processing of data to actionable insights. WNS Triange leverages the combined strength of WNS' domain expertise, co-creation labs, strategic partnerships and outcome-based engagement models.

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