

The LIFEdata Difference

	Enterprise Applications	LIFEdata Platform
Deliverables	CRM, productivity, bots, RPA	Business Performance for the Intelligent Enterprise
Problems that can be Solved	Information retrieval (FAQ, for example), simple dialogs (customer service, for example), workflow automation	Cross-functional end-to-end processes
Modalities	Data, conversations	Actions
Channels	Web, mobile apps	Touch, Text, Talk also with Voice and Instant Messaging on any platform and application
Interaction Type	Turn-based question-answers or queries	Real-time, continuous, multi-modal
Data	Capture Analyze	Capture Analyze Human-Machine Intelligence Measure Predict Infer Improve
Analytics	Isolated decisions on static dashboards and reports	Real-time performance management across the entire organization
Business Intelligence	One-time understanding	Faster, better and continuous improving decisions
Knowledge	Siloed databases and dispersed information sources	Cross-functional, organizational knowledge on a single source of truth
Knowledge Growth	Multiple application isolated processes	Exponential, inferred, shared knowledge (Collective Intelligence), Self-Learning Organization
Knowledge Control	People	Enterprise
Return on Investment	Lengthy, costly human interpretation	Human-Machine Augmented Intelligence (Self-Driving Enterprise)