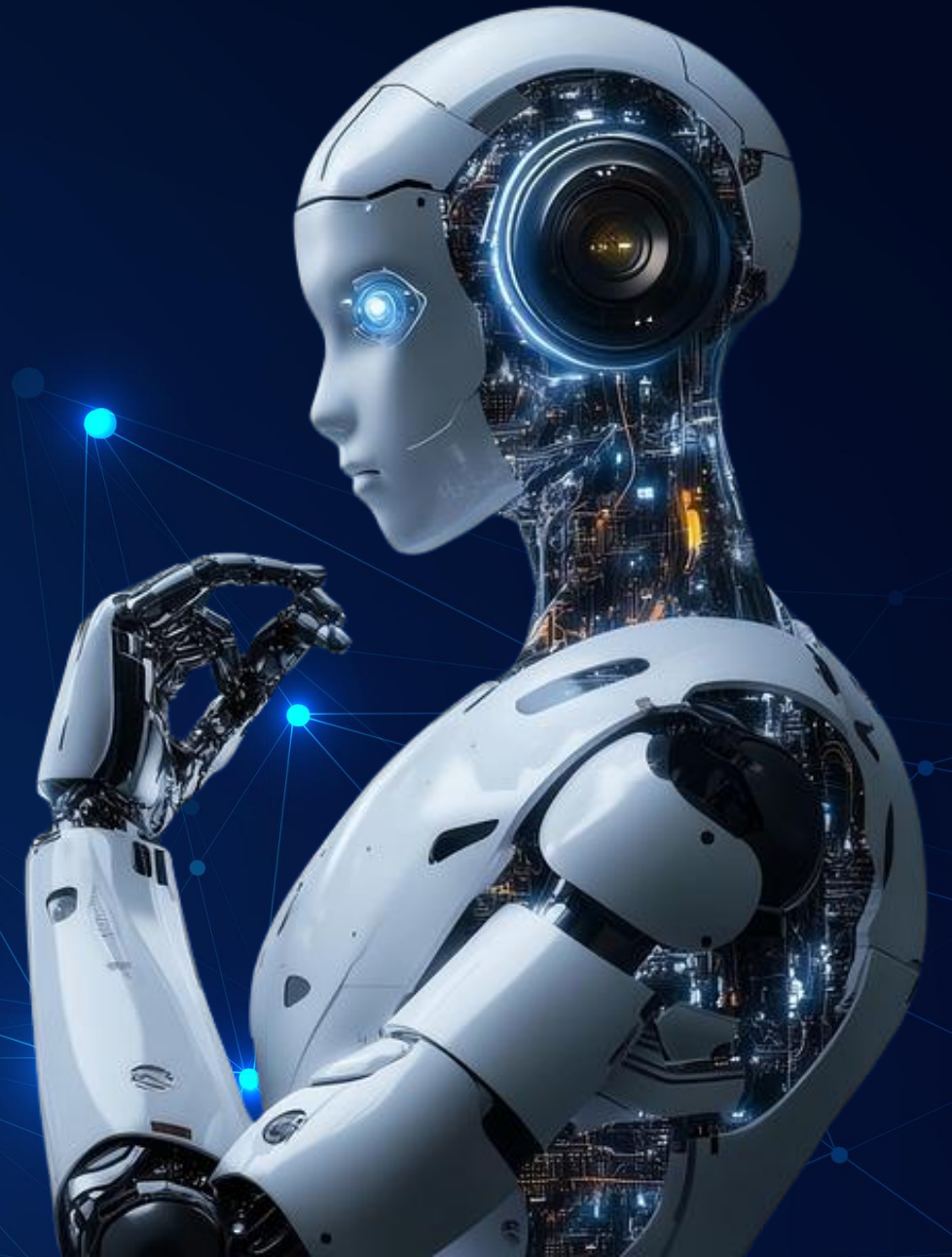




AI-Powered Decision Support Systems

Rethinking How Decisions Are Made with AI

GB Corp Case Study



AI-Powered Decision Support Systems

How Data & AI Changed My Life 😊?



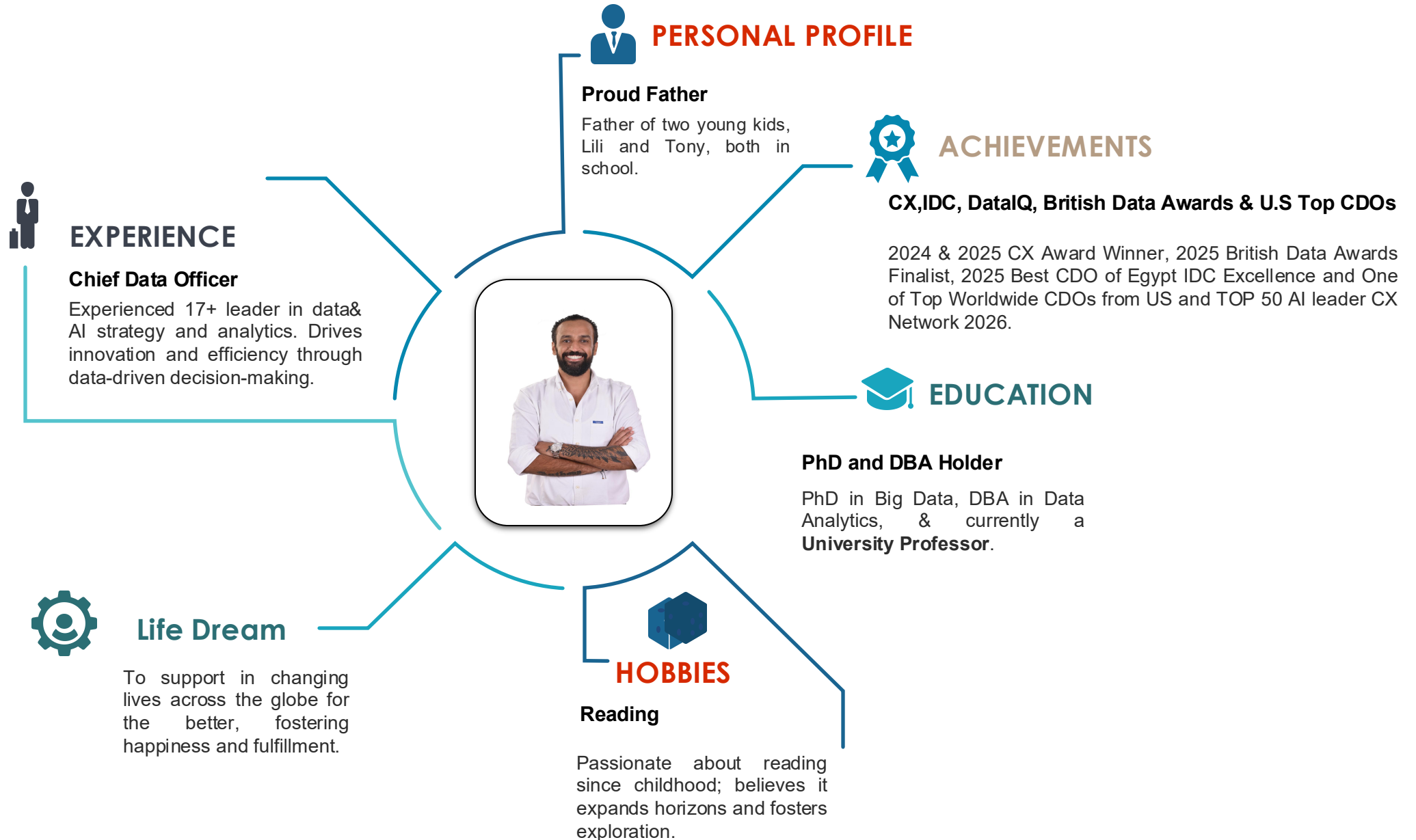
148 Kilo :)



*After years of
Data & AI*

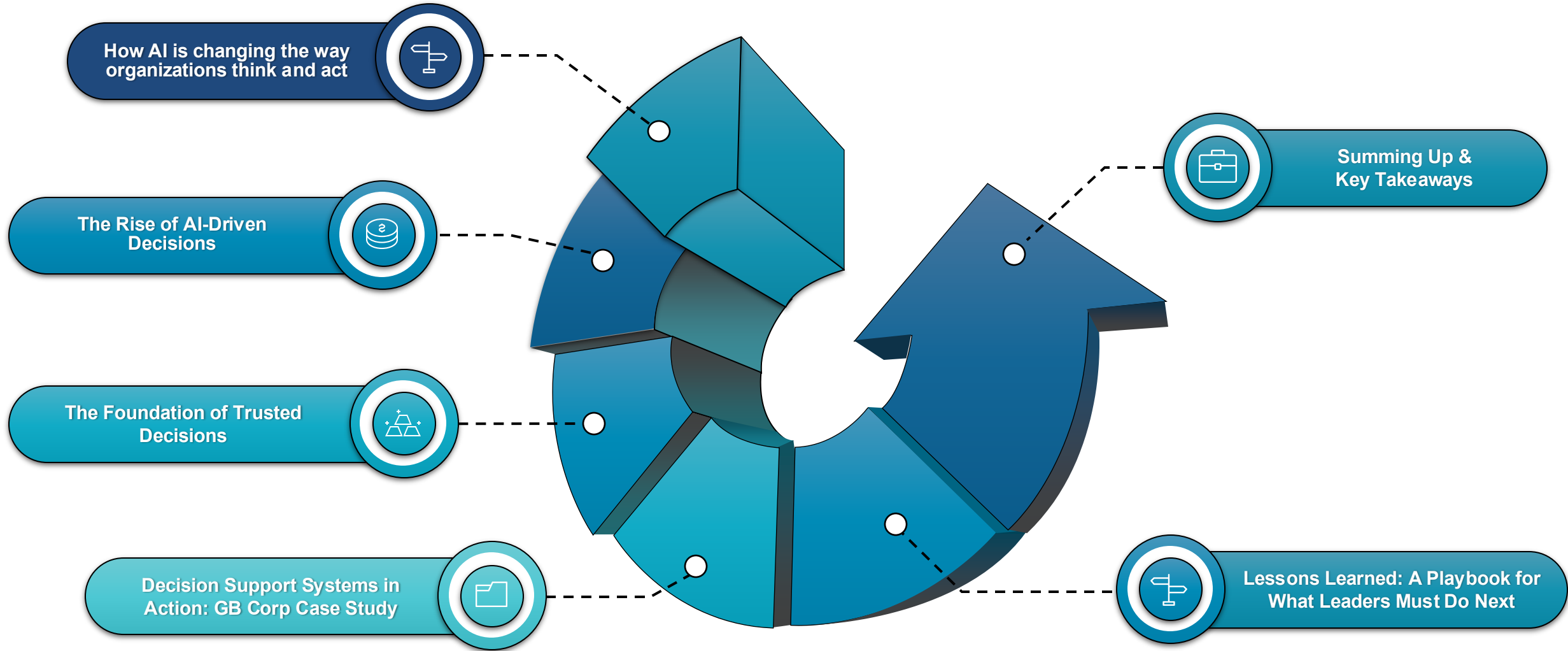


**Almost 60% weight loss & Endless
Challenges 😊**



AI-Powered Decision Support Systems

Presentation Agenda



How AI is changing the way organizations think and act



The Rise of AI-Driven Decisions



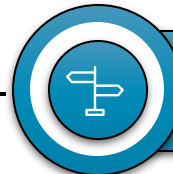
The Foundation of Trusted Decisions



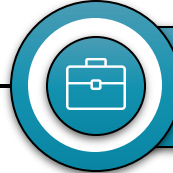
Decision Support Systems in Action: GB Corp Case Study



Lessons Learned: A Playbook for What Leaders Must Do Next



Summing Up & Key Takeaways

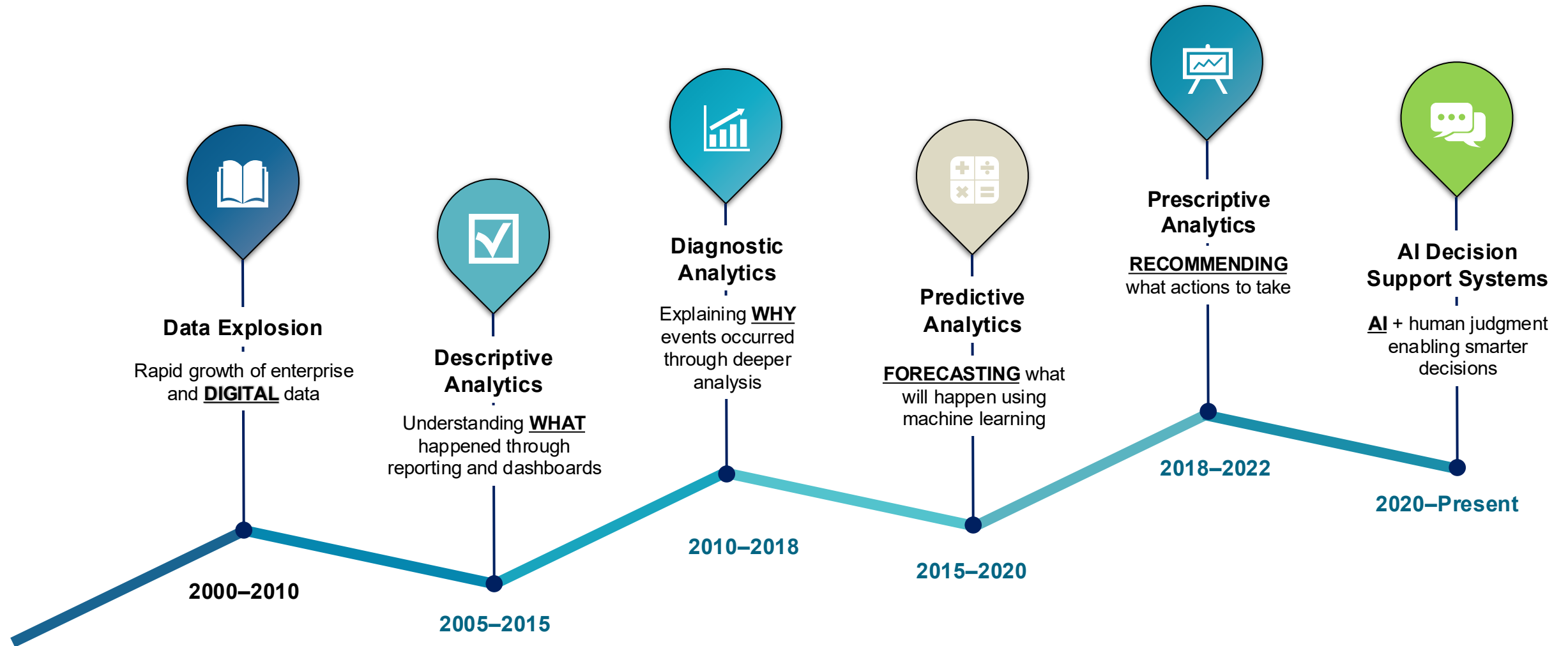


AI-Powered Decision Support Systems

The Data Explosion: We Are Living in the Age of Data



WE ARE LIVING IN THE AGE OF DATA ...



We Renovated the Penthouse (and added Synergy). The Basement Is Still Flooding.

TOP FLOOR: SYNERGY & MONETIZATION



Plans look amazing in decks

THIRD FLOOR



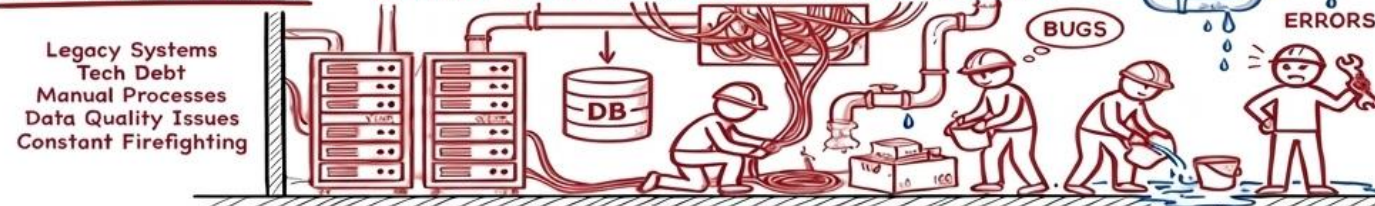
Looks great in decks

MIDDLE FLOORS ANALYTICS / BI / REPORTING



Needs support to run

THE BASEMENT DATA FOUNDATION / INFRASTRUCTURE



Ignored by the Board

THE REALITY: Shiny AI on top, Crumbling Infrastructure underneath. Prioritize the Foundation!

The
Foundation
of Trusted
Decisions 😊

Case Study

GB Corp

THE POWER OF MOBILITY

GB Corp

AT A GLANCE

1940

Foundation



Operating In

25+

Global Brands

32000

Employees

+

GB Corp Subsidiaries

Provides integrated mobility solutions. Whether you are moving from point A to B, planning for a better opportunity, or aspiring for a better quality of life, we make the next step easier.

 Academy

 Auto

 Ventures

 Logistics

 Capital



GB Capital

Our solution encompass :

Consumer financing
Lease and Factoring
Securitization
Fleet operations & leasing

SME financing
Mortgage financing
Sharia compliant
Micro financing



GB Auto Line of Businesses



Commercial Vehicles & Construction Equipment



Passenger Cars



2 & 3 Wheelers Bajaj



Tires



Ready Parts



GB AUTO BRAND PORTFOLIO

SPARE PARTS



2&3 WHEELERS



CONSTRUCTION MACHINERY



BUSSES & MINIBUSES



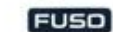
PASSENGER CARS



TIRES



TRUCKS



AI-Powered Decision Support Systems

GB Corp Data **Pain Points** Before Transformation



Missed Master Data Management (Data Assets Layer)

Customers Data

Inaccurate customer profiles

Disconnected data across touchpoints

No single source of customer truth

Limited insight into customer lifetime value

Product Data

Inaccurate financial reports from poor Product data quality

Disconnected metrics across BU's and Heads (codes & Desc)

No trusted source for strategic KPIs and Vision

Inaccurate in Finance monthly closing !!!!!

Vendors Data

Missing or outdated vendor data

No real-time view of vendor performance & Evaluation

Lack of spend visibility across vendor \$\$\$

Inconsistent data in Procurement Cycle & Reports

Documents

Fragmented content across systems and formats

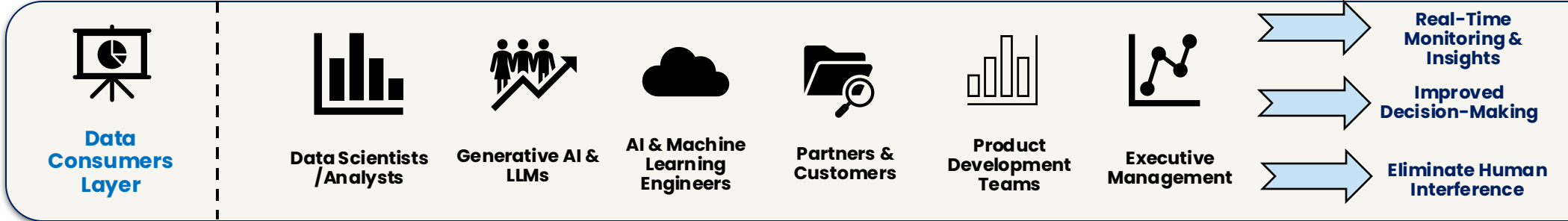
No centralized access to critical documents

Lack of version control and traceability

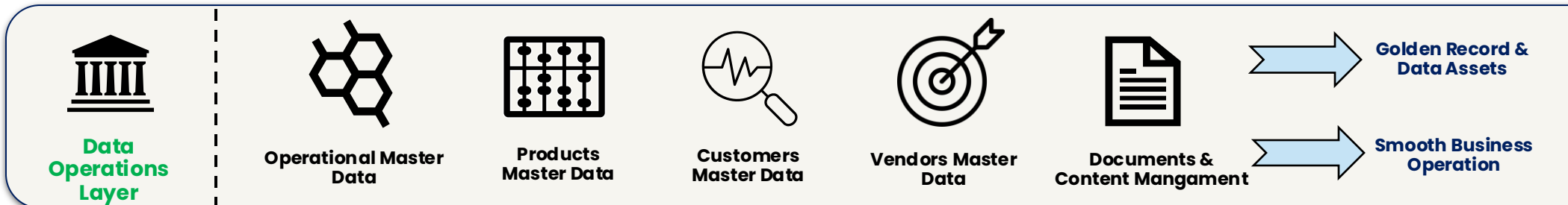
Difficulties retrieving content for audits or CX analysis

AI-Powered Decision Support Systems

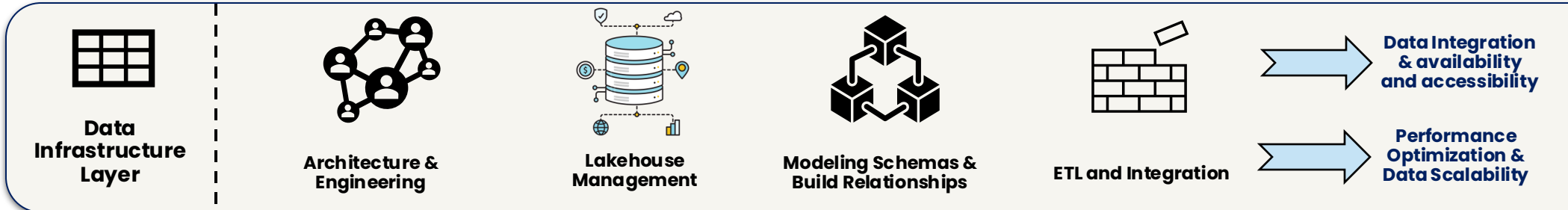
GB Corp's Data Strategy & Layers: Overview



- The objective of the data consumer layer is to **provide end-users with access to data and insights for decision-making, reporting, and analysis**, particularly in the context of data analytics and insights using AI/ML technologies.



- The objective of the data operations layer, often referred to as the data management layer, is to ensure efficient and effective handling of data throughout its lifecycle and to maintain a **"Golden Record"** in the data lifecycle.



- The objective of the data infrastructure layer, which includes components like Data Warehousing (DWH), data engineering, and data modeling, is to provide a **robust foundation for data management** (Data Operation layer) and analytics (Data Consumer layer).



Data Operation Layer



- The objective of the data operations layer, often referred to as the data management layer, is to ensure efficient and effective handling of data throughout its lifecycle and to maintain a "Golden Record" in the data lifecycle.

→ **Our Objective to have a Golden Record as a Company Assets :-)**

Data Quality & Observability

Data Governance

Security, Protection & Privacy

AI-Powered Decision Support Systems

Data as the Foundation of CX Excellence: Master Data Layer



Operational Master Data Layer

Customers Master Data

3 Million + Cleansed Records & Golden Record

OCR & OTP in Coding & RPA in Data Validation

Customers Segmentation Camping ROI \$

360 Customer View

Product Master Data

Product Catalog Project Structures & Tree

Items Transaction Module

Items Relationships

Demand Planning Mangement

Vendors Master Data

Supplier Transaction Module

I-Suppliers GB Corp Website & I-procurements Module

RPA in Data Validation

Suppliers Risk Matrix & Performance

Documents & Content Mangement

Archiving & Room Establishment

Document Filtration & Disposal

OCR & Digitization

Laserfiche

AI-Powered Decision Support Systems

AI-Powered Customer Journey Transformation Examples: Segmented Customer Profiles

file Edit View Folder Tools Window Help ORACLE

Customer Segmentation Customer Segmentation

Segmentation Setup | Segmentation Results

Customer: 1153657 احمد سمير احمد عتيبي Get Customer Data

No. Of Purchased Cars: 1 Frequent Visits (SP): 4 SC Frequent visits: 4 SP Type Mechanical: 3 SP Counter: YES

Last Purchase Per Years: 2.98 Total Price: 505255.13 GB Insurance: No SP Type Body: 0 SP Outlet: YES

Source: Showroom Payment Type: Cash Last Visit (Months): .67 SP Type Accessories: 0

Instances Details


Instance No.	Lot No.	Brand	Model	Warranty Condition	Origin	Insurance with GB Auto	PM Visit	Mech Repair warranty	Cash	Body Repair Hemaya	Ins	Cash	Freq visits	Service Last Visit(Months)
552253719	KMHLN41BBMU15	HYN	Passenger.HYN.ELANTRA	IN	Imported	No	8	3	0	0	1	0	4	.67

Results

Setup Line	Instance No	Criteria Name	Score
1	Per Customer	No. Of Purchased Cars	5
4	Per Customer	Last Date of Purchase(Per Years)	7
7	Per Customer	Source	2.5
10	552253719	Warranty Condition	1.5
26	552253719	Origin	3
		Total	57

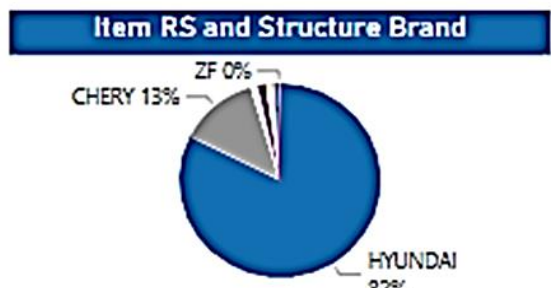
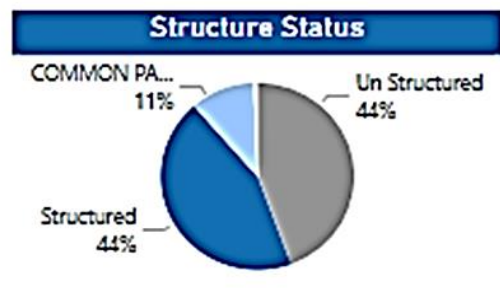
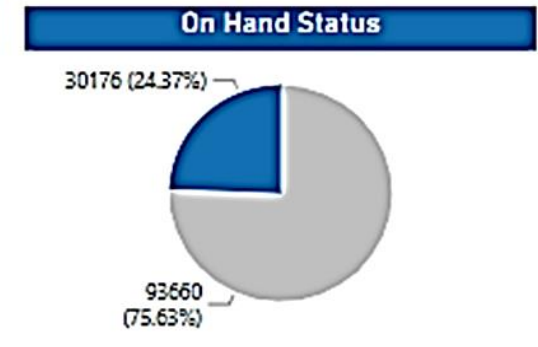
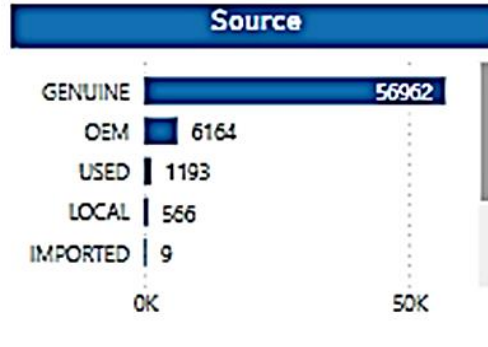
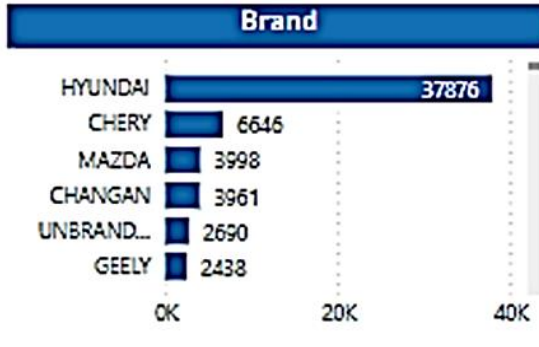
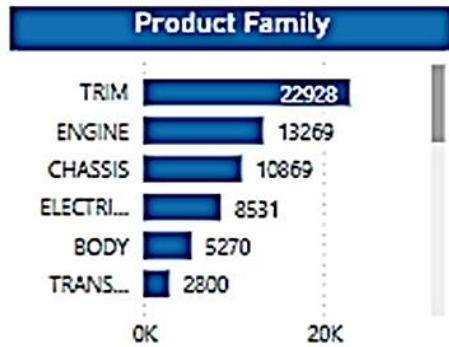
Segmentation: Upper Proud View Results

Customized Camping Personalization



AI-Powered Decision Support Systems

AI-Powered Customer Journey Transformation Examples: Items Relationships



Item Code Search

Search

- CJ60-6109110
- HD7122ADE00TIGGO7
- UNI?RUBBER?MAT?MAC
- 96612552

Applicable Model Search

Search

- Maxima Cargo
- RE4S Compact FL UG
- 11T EG TRUCK
- 11T M TRUCK

All Items

Items Relationships

Applicable Models

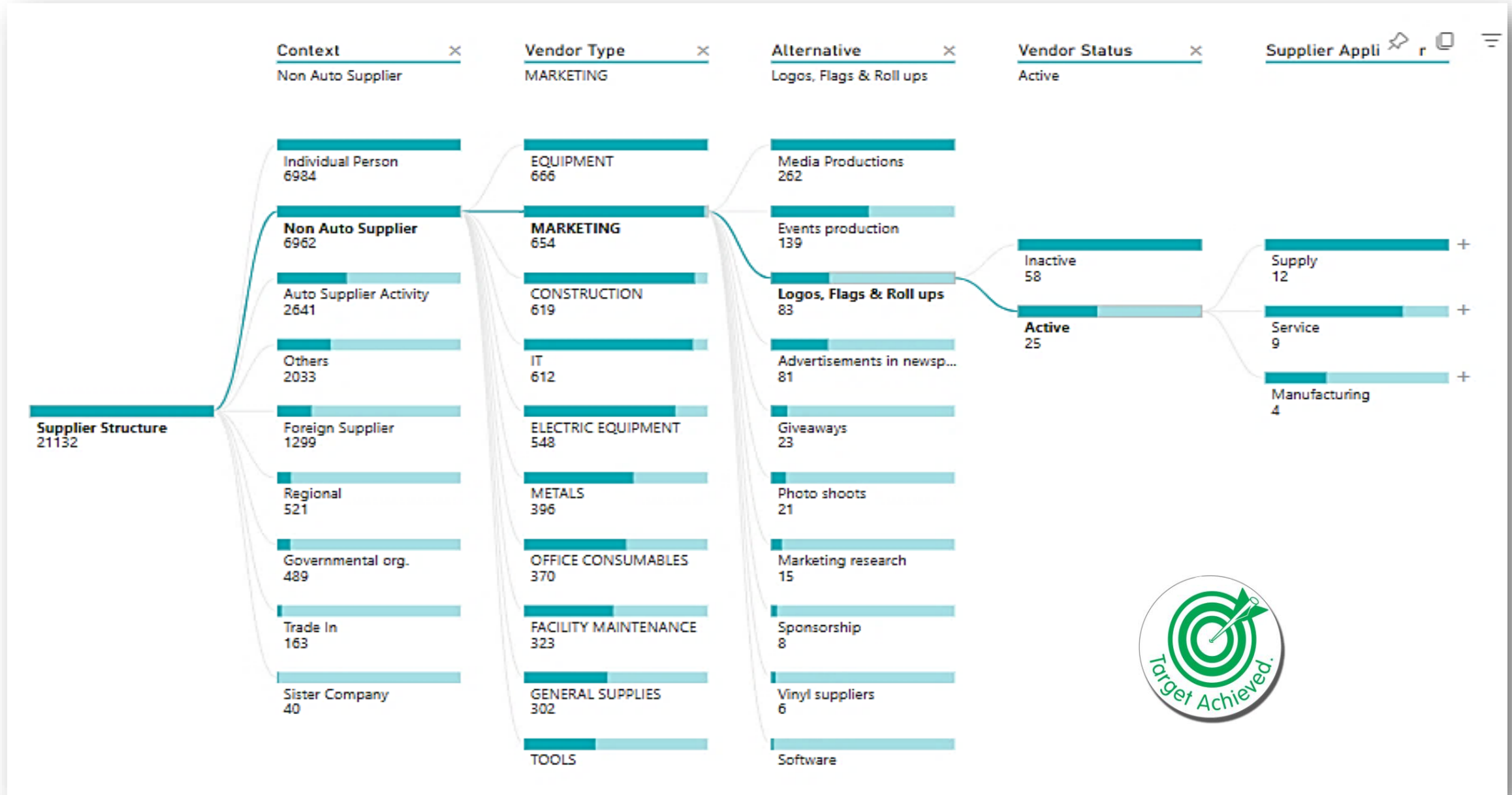
INV ID	Item Code	Description	Product Type
35993	2454438010	CYLINDER-CAM POSITION SENSING	DEFAULT PO ITE
35994	2455102500	ROCKER ARM A	PARTS
35995	2455122020	ROCKER ARM(A)	DEFAULT PO ITE
35997	2455133050	ROCKER ARM ASSY	DEFAULT PO ITE
35998	2455142000	ROCKER ARM A	PARTS
35999	2455142205	ROCKER ARM A	PARTS

INV ID	Item Code	Description	Related Item I
36004	2461022600	ADJUSTER ASSY ROCKER ARM LASH	
36006	2461033050	ADJUSTER ASSY ROCKER ARM LASH	
36022	2481026020	IDLER ASSY TIMING BELT	

INV ID	Item Code	Description	Applicable M
36136	2523145001	BELT V COOLANT PUMP & GENERATO	HYUNDAI - HC
36264	2538025000	BLOWER ASSEMBLY	HYUNDAI-VER LC
36365	2542545000	COVER THERMOSTAT	HYUNDAI - HC
36840	2811321000	FILTER AIR CLEANER	IR-SANTA FE C 3/3L(13-15)

AI-Powered Decision Support Systems

AI-Powered Customer Journey Transformation Examples: Suppliers Automated Structure Dependency



Data Infrastructure Layer

→ Preventing People from doing stupid things with data :-)

Data Quality & Observability

Data Governance

Security, Protection & Privacy



Data Infrastructure Layer



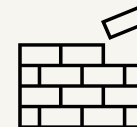
Architecture & Engineering



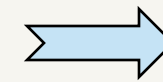
Lakehouse Management



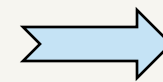
Modeling Schemas & Build Relationships



ETL and Integration



Data Integration & availability and accessibility

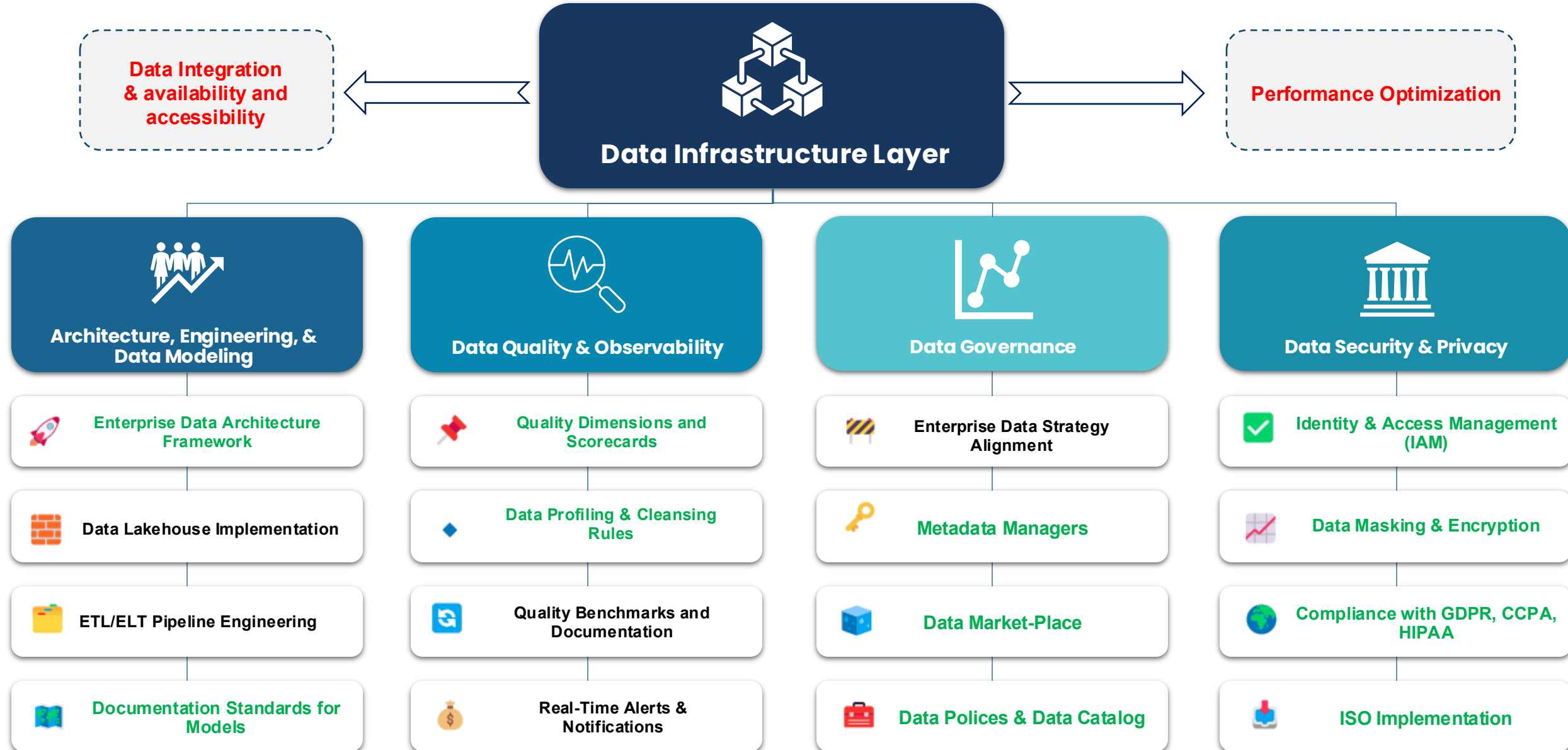


Performance Optimization & Data Scalability

- The objective of the data infrastructure layer, which includes components like Data Warehousing (DWH), data engineering, and data modeling, is to provide a robust foundation for data management ([Data Operation layer](#)) and analytics ([Data Consumer layer](#)).

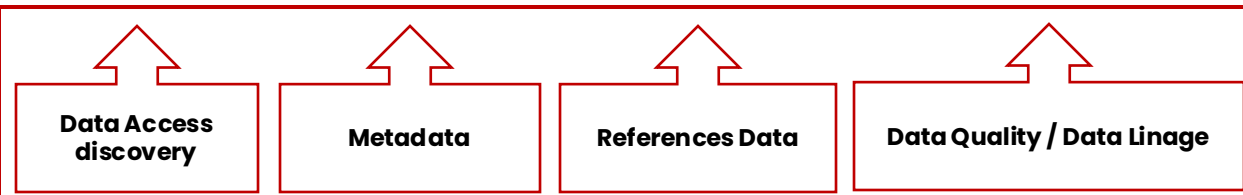
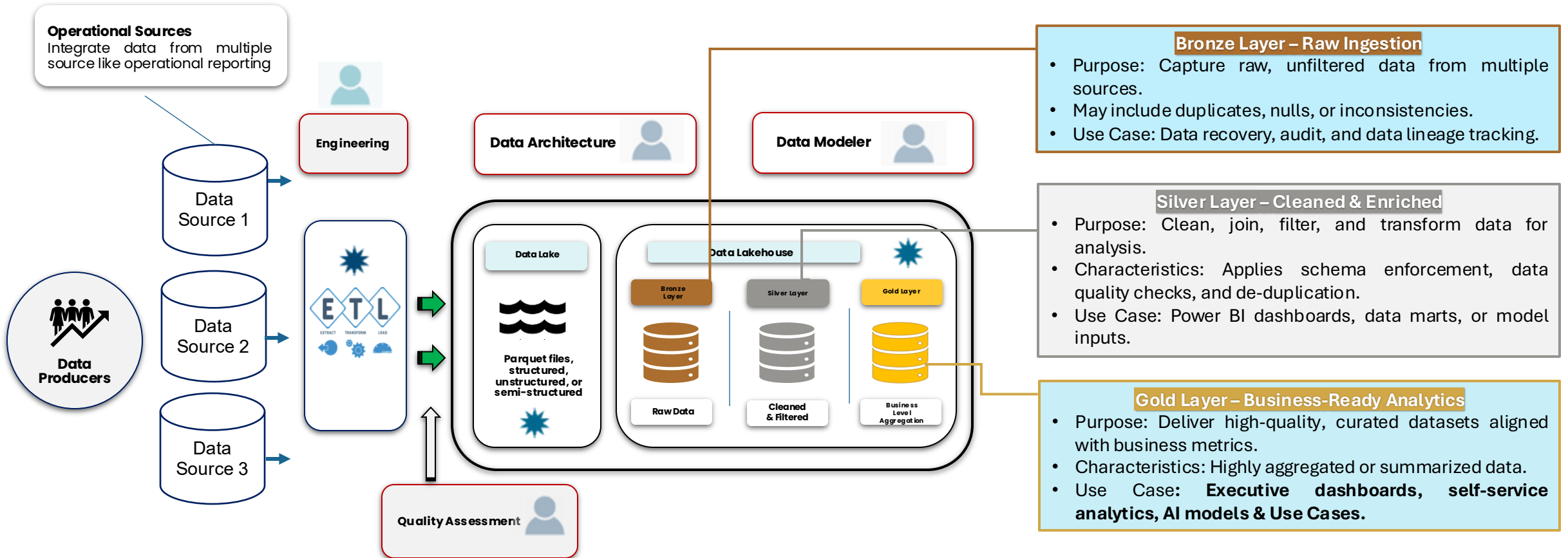
AI-Powered Decision Support Systems

Data Infrastructure Layer Overview: **Technical Backbone**



AI-Powered Decision Support Systems

DATA Strategy Aligning with GB Corp's Framework!



A **Data Catalog** is An Organized Inventory Of Data Assets That Enhances Data Discovery, Ensures Data Governance, Enabling Users To Easily Find The Data

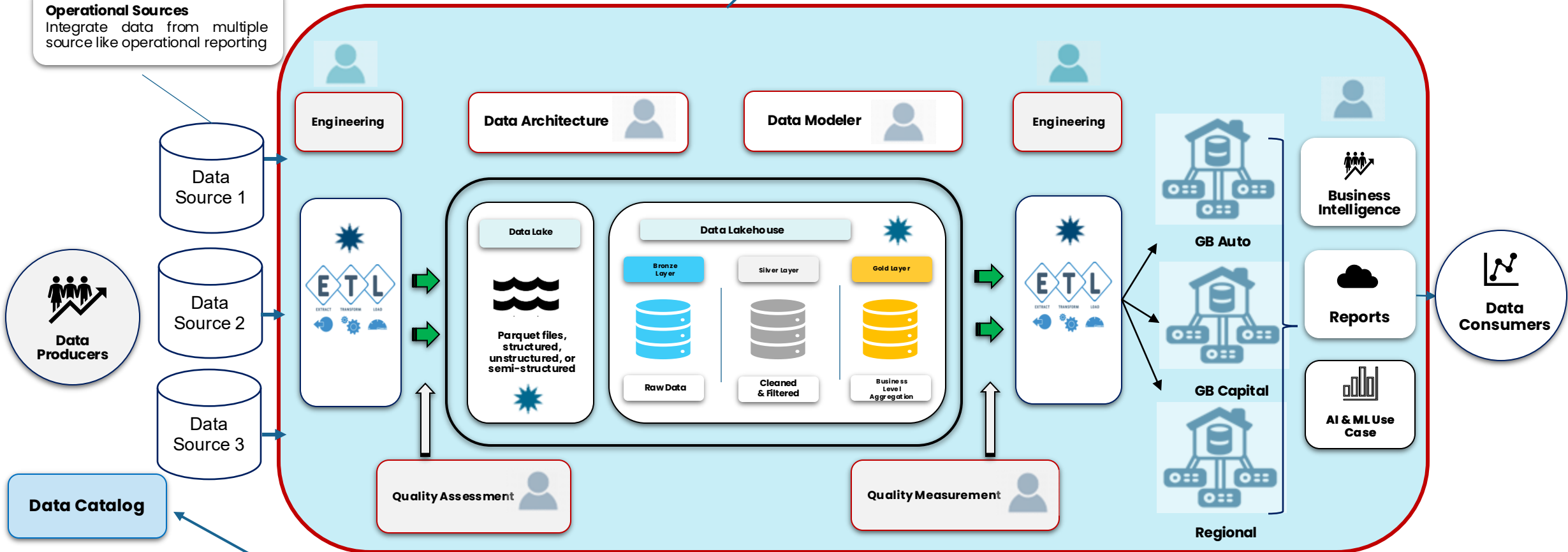
AI-Powered Decision Support Systems

DATA Strategy Aligning with GB Corp's Framework!

Unified Data Platform (Data Lakehouse, ETL and Data Modular, AI/ML Capabilities)



Operational Sources
Integrate data from multiple source like operational reporting



Data Catalog

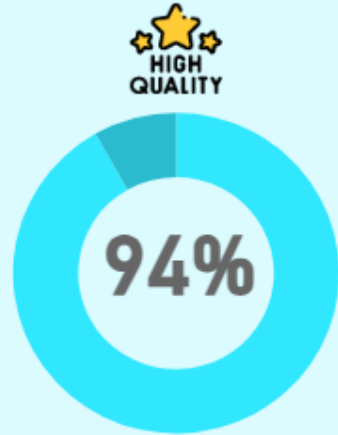


A **Data Catalog** Is An Organized Inventory Of Data Assets That Enhances Data Discovery, Ensures Data Governance, Enabling Users To Easily Find The Data

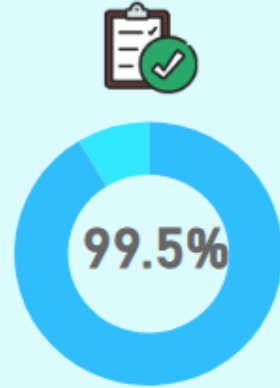


Suppliers Master Data

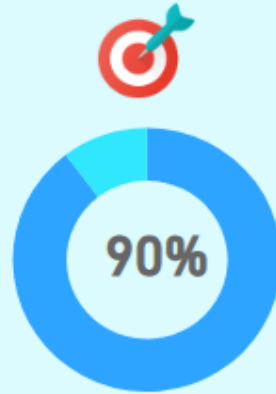
Quality Scorecards



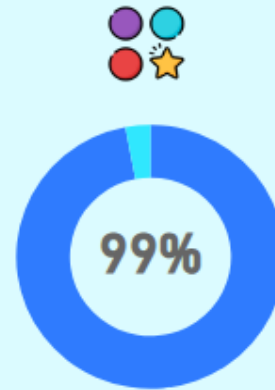
SMDM Quality Score



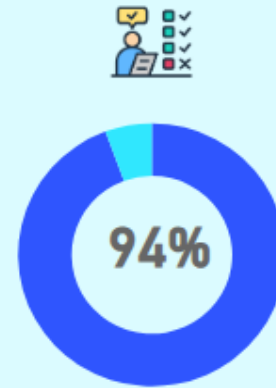
Completeness



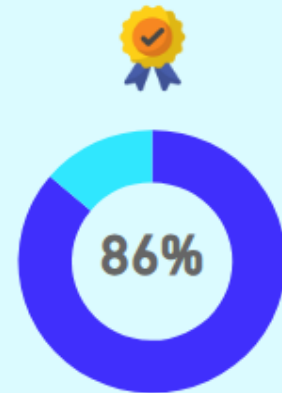
Accuracy



Uniqueness

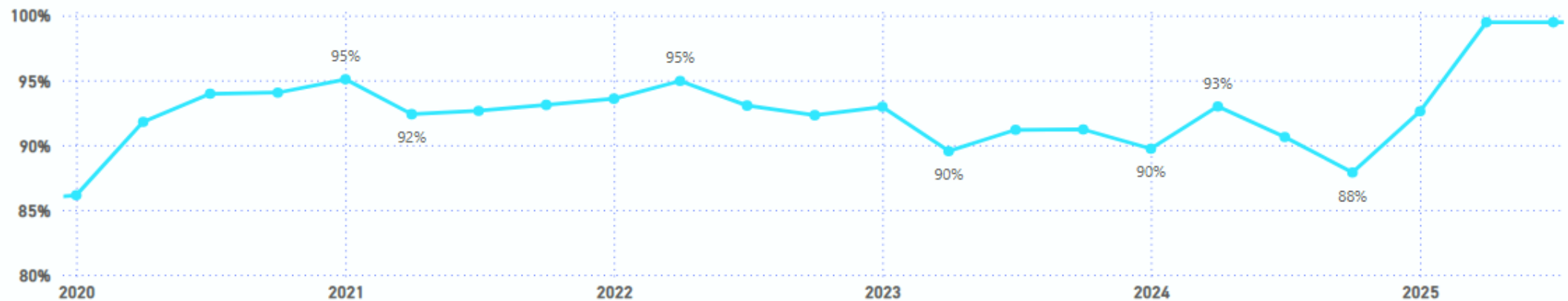


Consistency



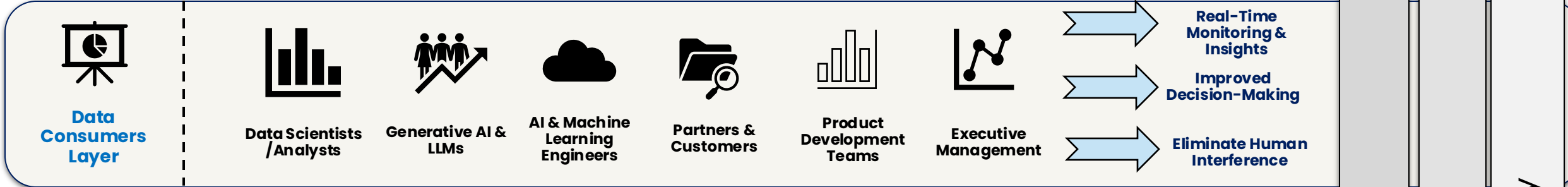
Validity

Suppliers Creation Date

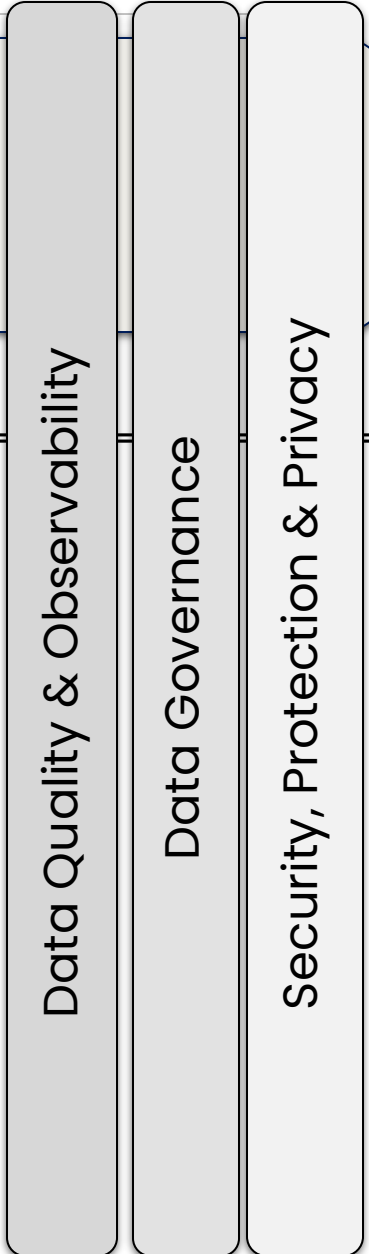


AI-Powered Decision Support Systems

GB Corp's Data Strategy & Layers



- The objective of the data consumer layer is to provide end-users with access to data and insights for decision-making, reporting, and analysis, particularly in the context of data analytics and insights using AI/ML technologies.

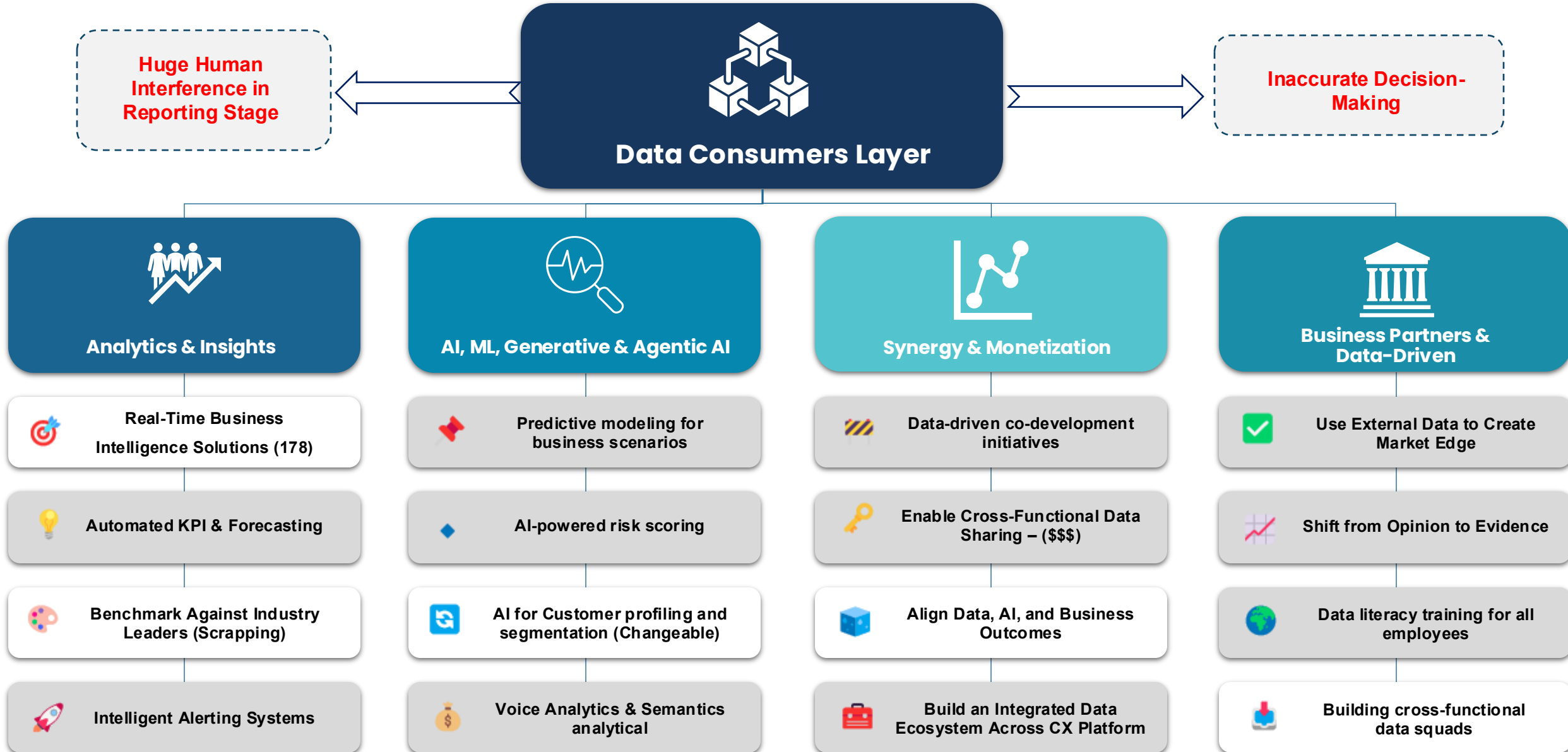


→ Our Objective to Cost & Time and to enhance the Decision making :-)

Data Consumer Layer

AI-Powered Decision Support Systems

AI-Powered Customer Journey Transformation: Data Consumers Layers



How Data Management & AI are Reshaping CX

AI-Powered Customer Journey Transformation Examples: **AI-powered Leads Generator and Scoring Platform**



Description: Designed to revolutionize lead generation for the used car market. Leveraging customer segmentation, and pricing recommendations. It identifies scores leads and streamlines communication to enhance efficiency in the sales process.

Today's Product:

Segment Served:	GB Auto
Business Line:	Used Cars- Fabrika
Data & AI Role	Data Scraping, Filtering, Prioritization, Modeling, Data Enrichment + System Integrations
Data Source & System:	Contract Cars, Hatla2ee, Dubbizzle, Yalla Motors & Open Souq

How Data Management & AI are Reshaping CX

AI-Powered Customer Journey Transformation Examples: AI-powered Leads Generator and Scoring Platform



contactcars.com

Search Brands, Models, ...

Cars Motorcycles Dealers & Showrooms News & Reviews

Home Show All Motorcycles New Motorcycles Used Motorcycles

All New Motorcycles All Used Motorcycles

New Cars Prices Today in Egypt

Motorcycle Almost New

Brands Prices Scooter Body Type More Imported Info

Type brand name ...

Mercedes	BMW	Hyundai	Skoda	MG	Kia
Chery	Toyota	Suzuki	Peugeot	Audi	Volkswagen

Show All Brands

New Cars for Immediate Delivery with Market Prices



Cairo , Maadi

اكسياندر كروس بريميموم xpander cross 2024 pre...

1.5 A/T Highline 2WD

1,500,000 EGP Min. DP: 300,000 EGP

Mitsubishi Xpander 2024 New

Automatic Imported Specs



Cairo , New Cairo & 5th Settlement

Cla 200 amg 2024

3,050,000 EGP Min. DP: 610,000 EGP

Mercedes CLA 200 2024 New

Automatic

How Data Management & AI are Reshaping CX

AI-Powered Customer Journey Transformation Examples: AI-powered Leads Generator and Scoring Platform



Date - Time Scraped

All

Fuel Type

All

Brand, Model

All

Mileage

All

Cars
9,308

Brands
79

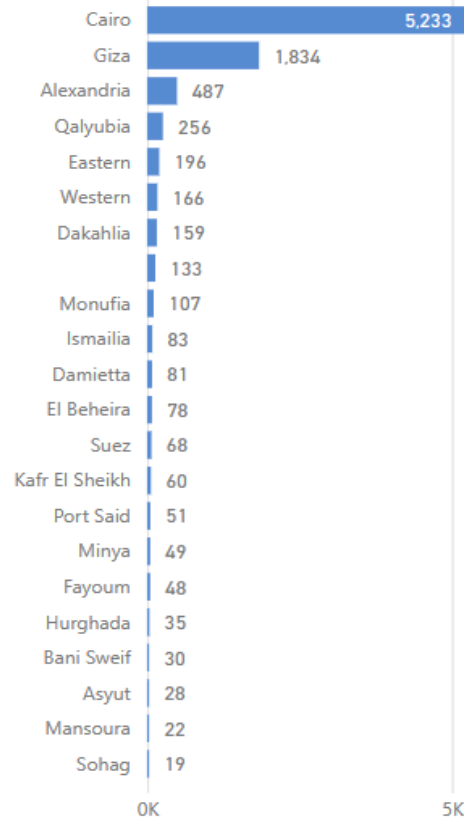
Models
590

Area
315

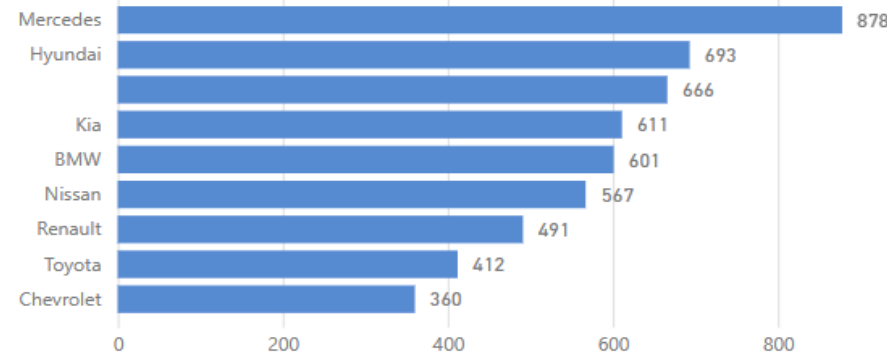
City
36

Colors
22

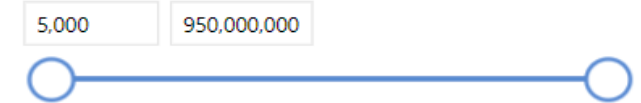
Car Count By Owner Location Trends



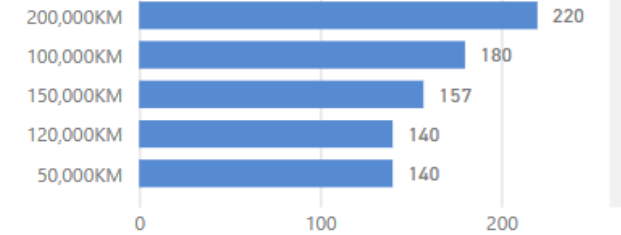
Cars Count By Brands & Models



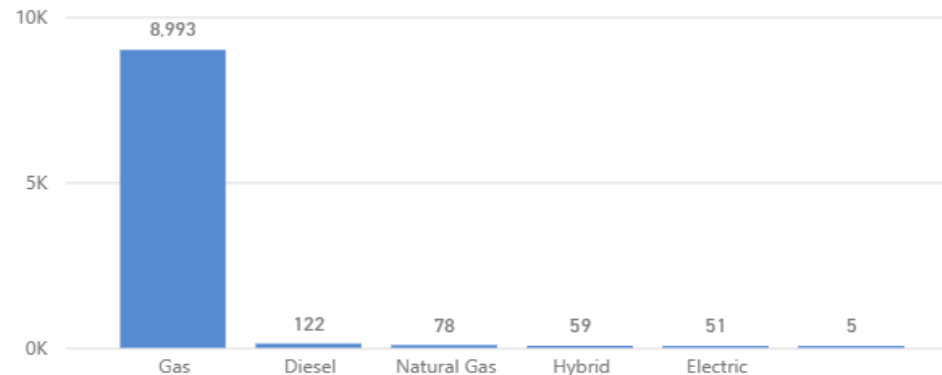
Car Price Range



Cars Count By Mileage



Cars Count By Fuel Type



Body Shape

Cars Count

Sedan	5,285
SUV	2,736
Hatchback	900
Coupe	136
Cabriolet	67
Station	67
Van	46
Other	39
Pickup	32

How Data Management & AI are Reshaping CX

AI-Powered Customer Journey Transformation Examples: **Data Scraping + Campaigns Management System**



فابريكا من جي بي أوتو ، الشركة رقم 1 في مصر في بيع وشراء العربيات المستعملة
شوفنا اعلان عربية حضرتك ومهتمين لشتريها، لو حابب تبيعها بأعلى سعر تقدر تكلمنا على 16661 وھنتواصل معاك خلال 24 ساعة من مكالمتك

Using CMS Automated SMS after publishing his/her car for selling on public on websites 😊



Fabrika is the number one company in Egypt for buying and selling used cars. We saw your ad and we're very Interested in buying your car at the best possible price. Please call us on 16661, and one of our agents will get in touch with you within 24 hours of your call. Have a great day 😊

Data → Reshaping our Customer Experience !

AI Powered
Decision
Support
System



We Renovated the Penthouse (and added Synergy). The Basement Is Still Flooding.

TOP FLOOR: SYNERGY & MONETIZATION

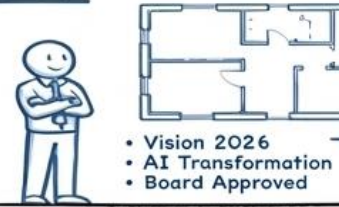


- Integrated Data-driven Cross-Selling
- Real-time Pricing Monetization
- Internal Efficiencies via AI Collaboration
- Sustainable Revenue Streams



Plans look amazing in decks

THIRD FLOOR



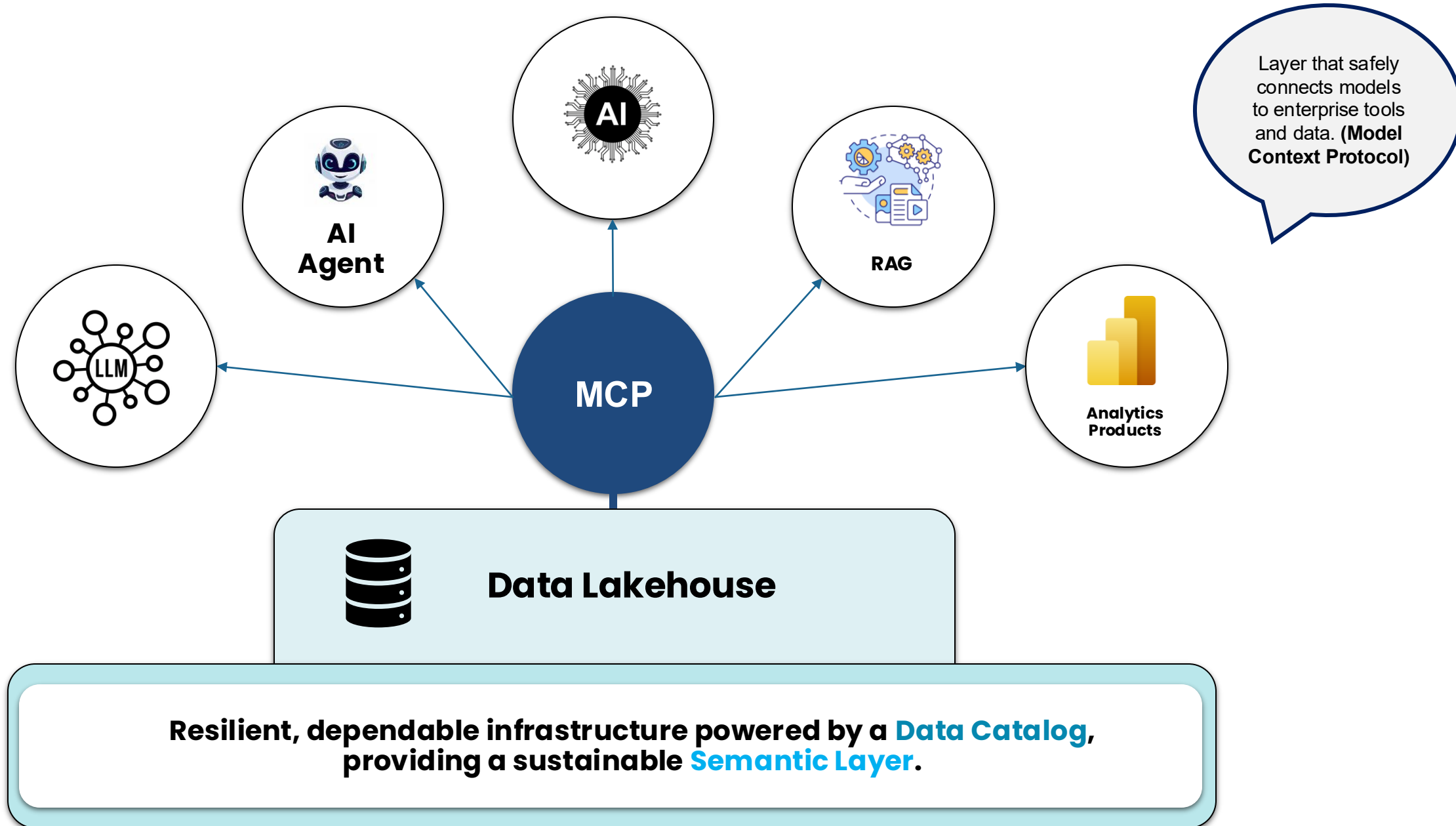
- Vision 2026
- AI Transformation
- Board Approved

Looks great in decks

THE REALITY: Shiny AI on top, Crumbling Infrastructure underneath. Prioritize the Foundation!

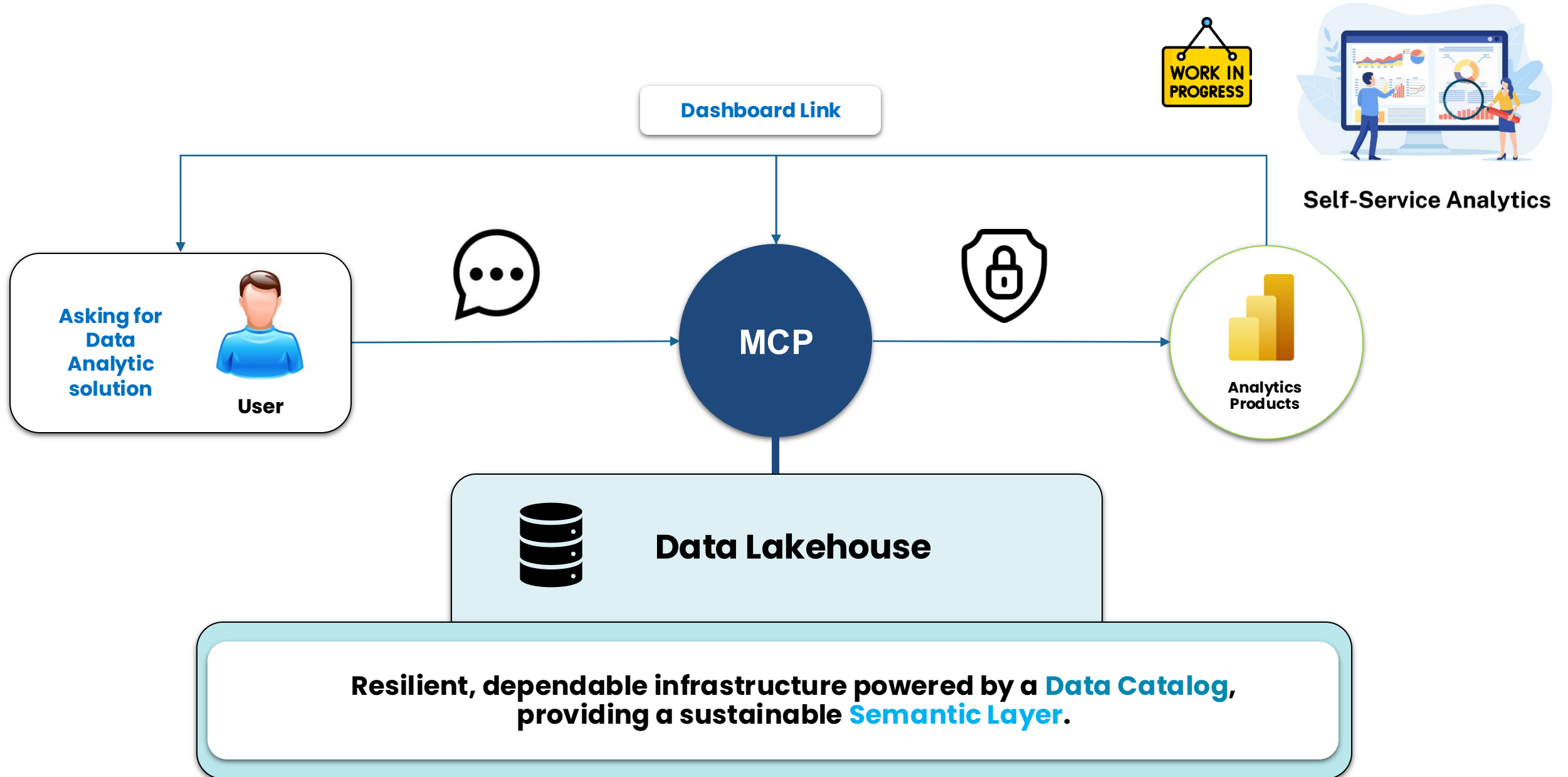
AI-Powered Decision Support Systems

Data Consumers Layer: MCP Overview



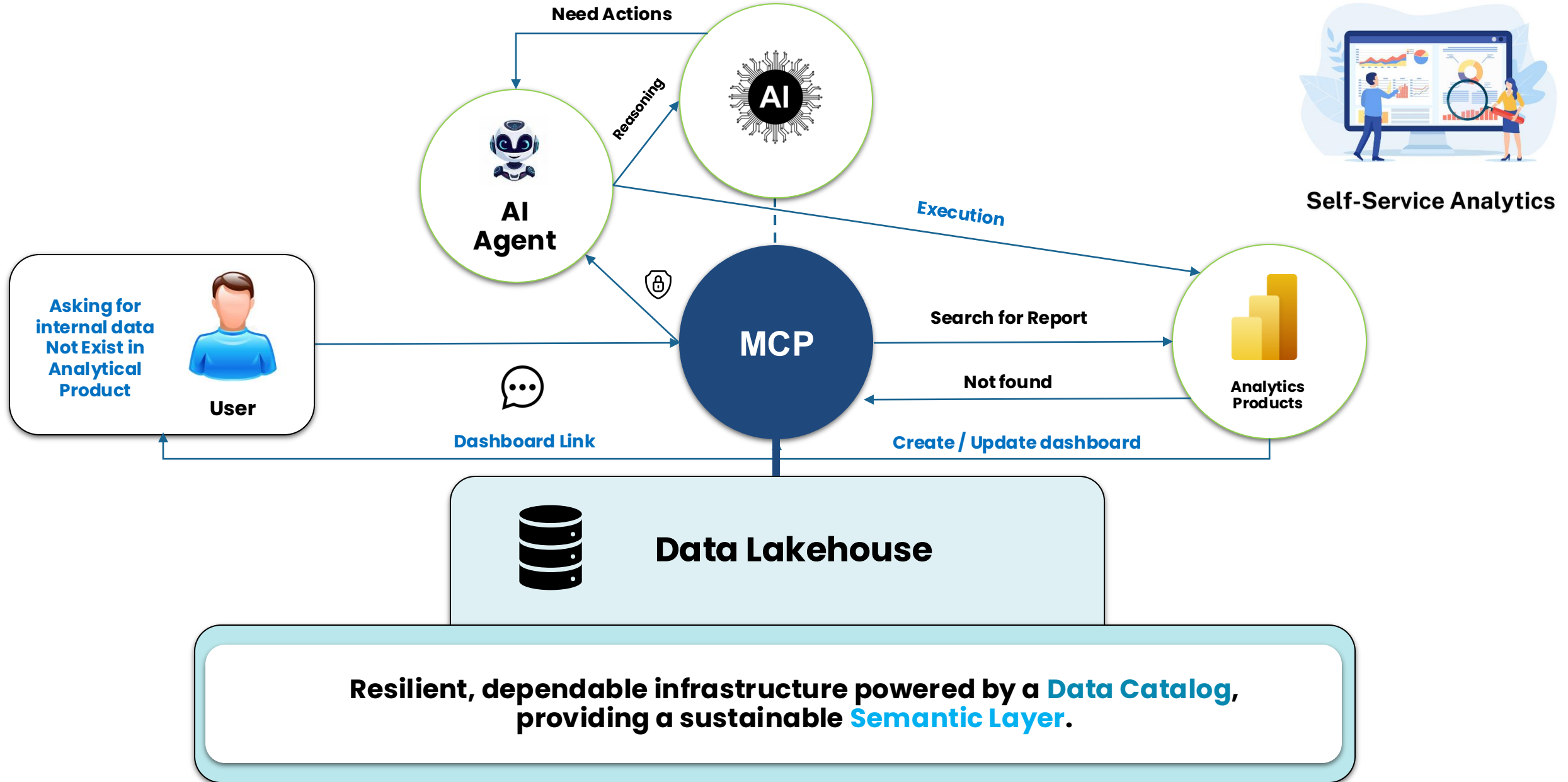
AI-Powered Decision Support Systems

Use Case 1: Ask for Data Analytic Solution



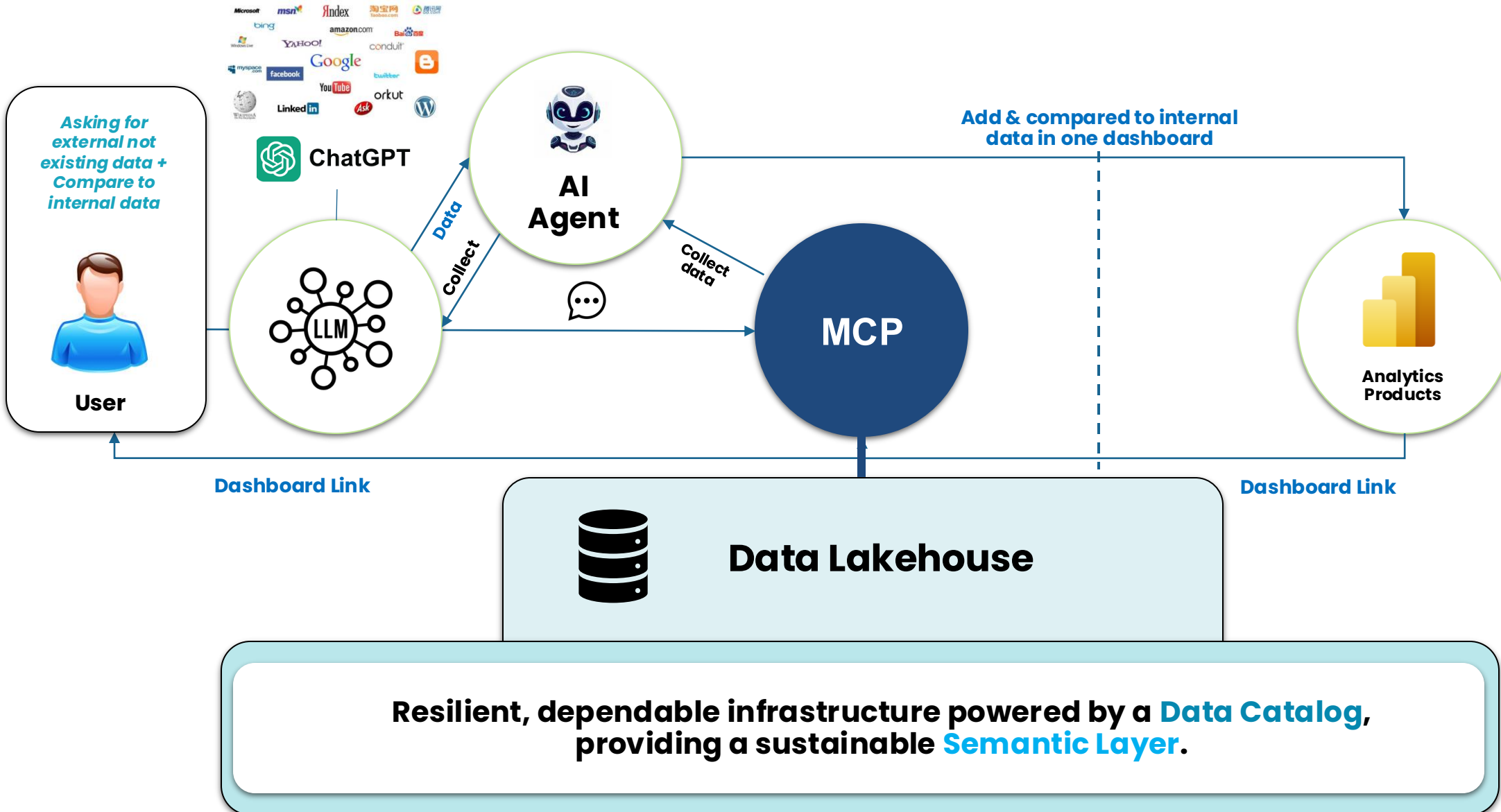
AI-Powered Decision Support Systems

Use Case 2: Ask for internal data Not Exist in Analytical Product



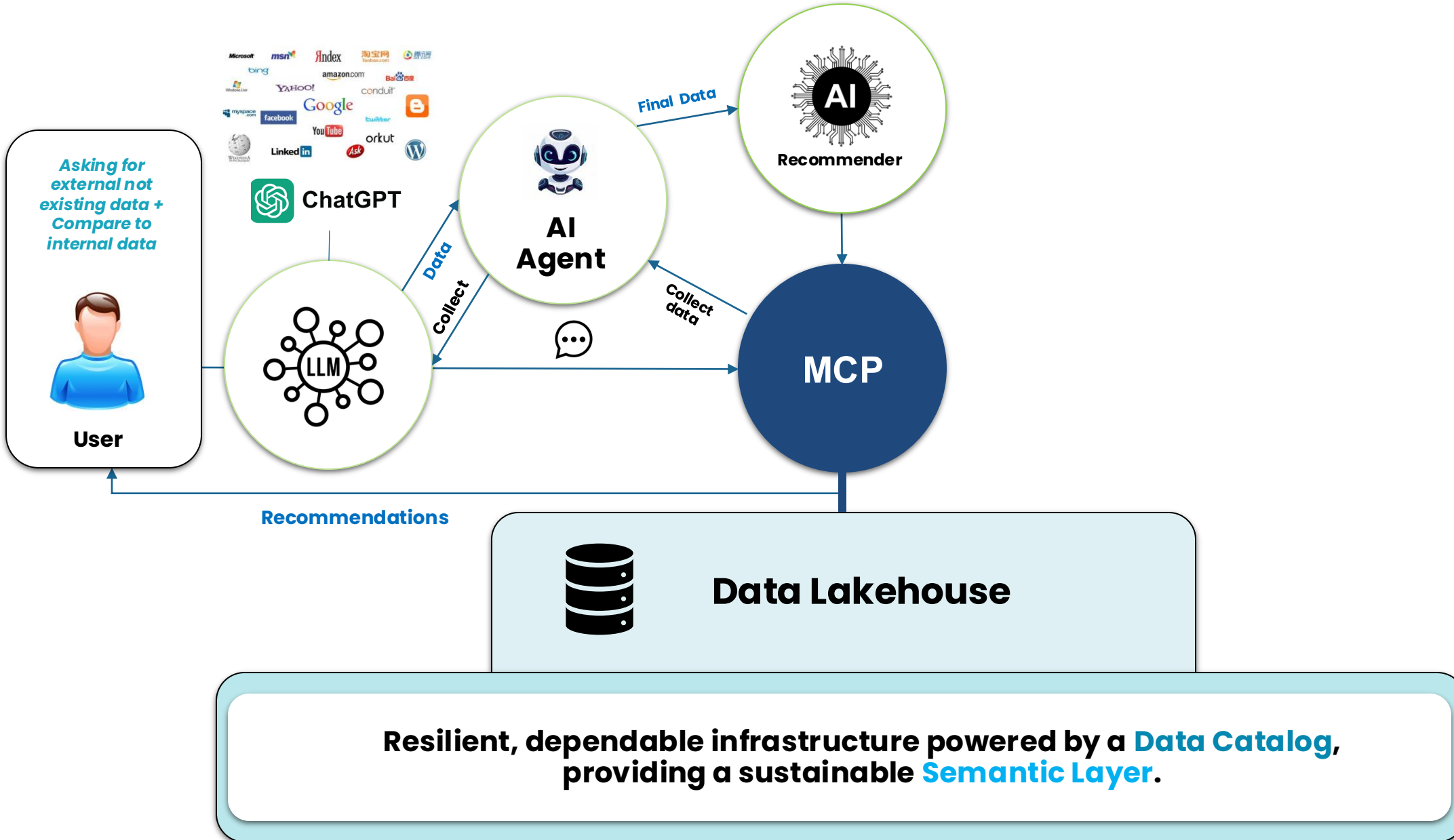
AI-Powered Decision Support Systems

Use Case 3: Ask for External Not Existing Data + Compare to Internal data



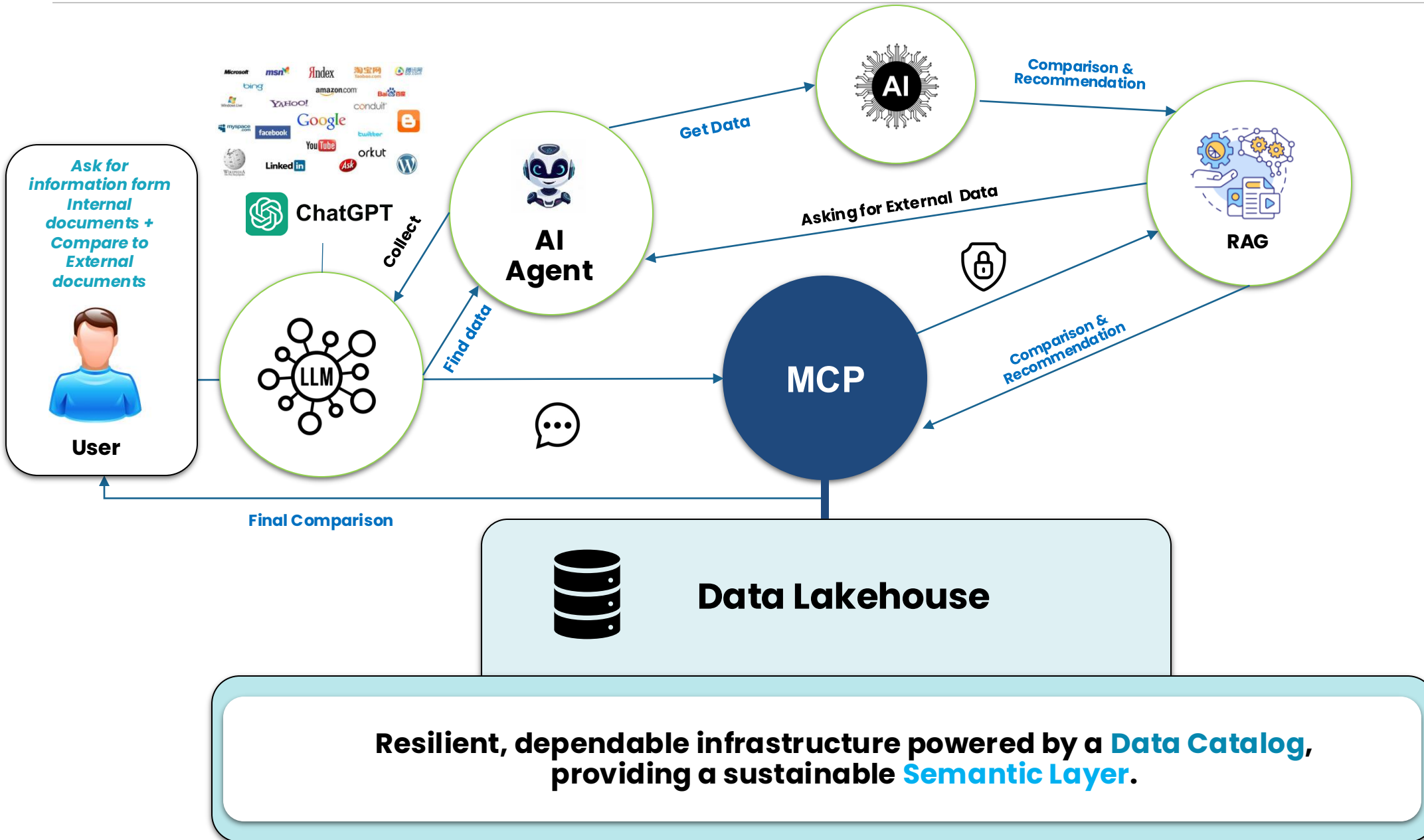
AI-Powered Decision Support Systems

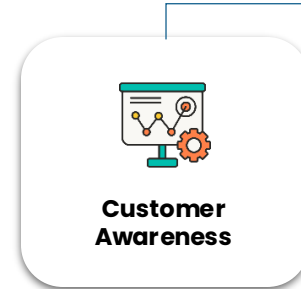
Use Case 3: Ask for External Not Existing Data + Compare to Internal data



AI-Powered Decision Support Systems

Use Case 4: Ask for information form Internal Document + Compare to External Document







Empowering GB-Corp: Unleashing the Power of Data for Informed Decision-Making

Empowering GB-Corp: Unleashing the Power of Data for Informed Decision-Making

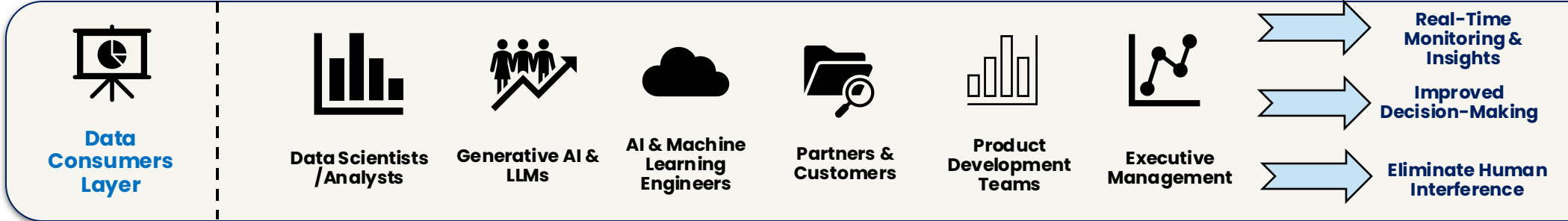
GB Corp data team launched the groundbreaking "Data-driven Organization" initiative, aimed at raising awareness and transforming how we leverage data within GB-Corp. Through a series of engaging workshops, we are equipping our Business Units with the tools and knowledge to make data-driven decisions, guided by insights from our customer touchpoints.

GB Corp's Data & AI Meantime Life Cycle & Learned Lessons

Insight fuels intent—use data to meet customers before they ask.

AI-Powered Decision Support Systems

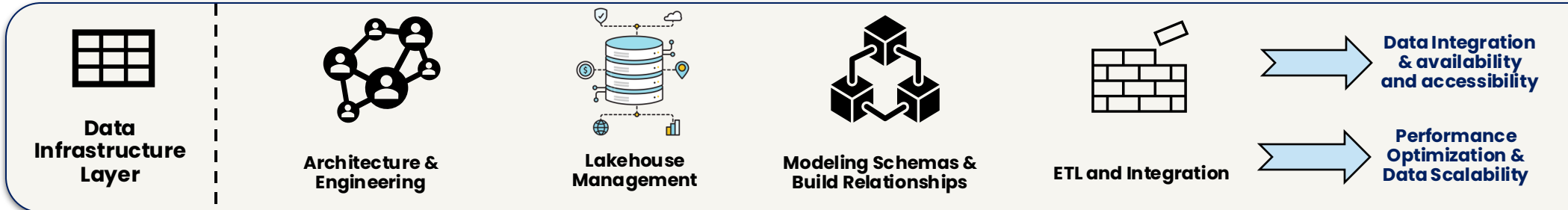
GB Corp's Data Strategy & Layers



- The objective of the data consumer layer is to **provide end-users with access to data and insights for decision-making, reporting, and analysis**, particularly in the context of data analytics and insights using AI/ML technologies.



- The objective of the data operations layer, often referred to as the data management layer, is to ensure efficient and effective handling of data throughout its lifecycle and to maintain a **"Golden Record"** in the data lifecycle.

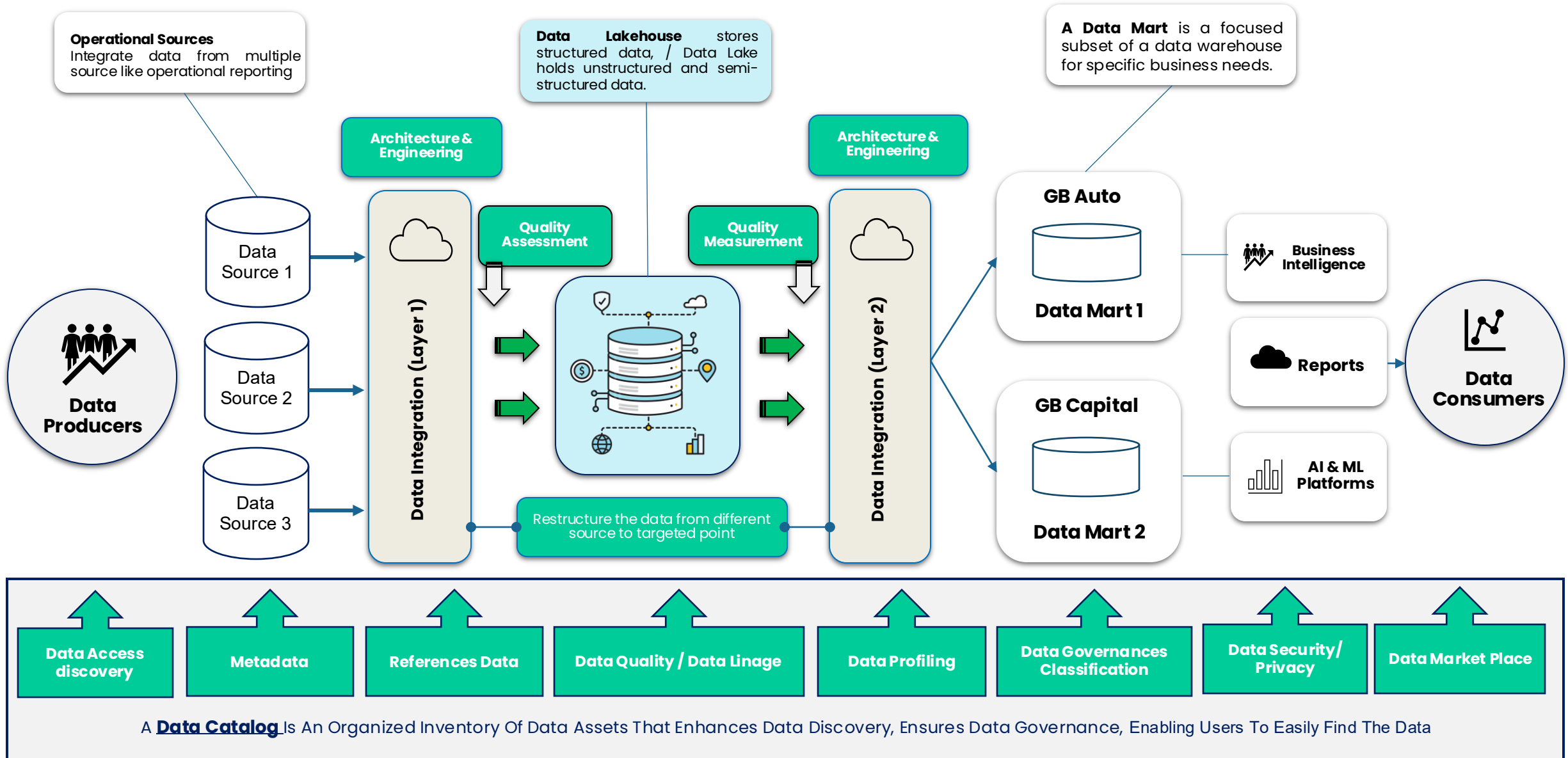


- The objective of the data infrastructure layer, which includes components like Data Warehousing (DWH), data engineering, and data modeling, is to provide a **robust foundation for data management** (Data Operation layer) and analytics (Data Consumer layer).



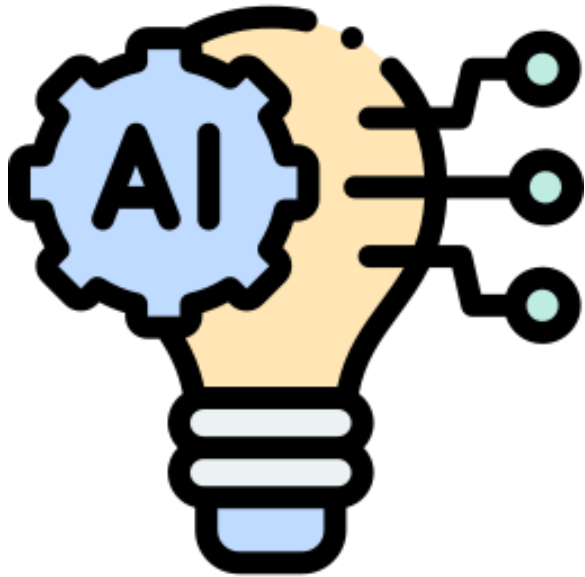
AI-Powered Decision Support Systems

Enhancing Customer Experience Through **GB Corp's Data Life Cycle**



AI-Powered Decision Support Systems

Lessons Learned: A Playbook for What Leaders Must Do Next



AI Solutions **WITHOUT** Data Foudantion



NOISE



AI Models **WITHOUT**
Business Alignment & Goals



COST



AI Results **WITHOUT** Measurable KPIs



HYPE

Thank You

I hope you enjoyed the session, and I hope I delivered what you wanted to hear from my side. Thank you! 😊

I'd be happy to
stay connected
anytime. If you'd
like, feel free to
reach out—I'd love
to hear from you
whenever it works
for you 😊



Dr. Bishoy Sawiris, PhD, DBA

Proud Father! | Chief Data Officer @GB Corp |24 &
25 CX Asia Data & AI Golden Awards 🏆 |25 British...

