

Whoever controls the Media,  
controls the Mind.  
Whoever controls the Data,  
controls the Future.

**plain  
concepts**



Rediscover  
the meaning of technology



# Monica Stefan

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UK COMMERCIAL  
LEAD



# Paco Martínez

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UK TECHNICAL  
LEAD

# Agenda



## **Intro Plain Concepts**

Who we are and what we do

## **Big Data & Analytics**

Gain actionable insights

## **Artificial Intelligence**

Super-segment target audiences and reduce costs

## **Mixed Reality & Virtual Reality**

Engage customers in unique ways

# About us



**2006**

We are an award-winning Microsoft partner founded by 4 Microsoft MVPs



**350+**

Plain Concepts has more than 350 employees and growing



**14**

Global presence  
14 offices  
3 continents



**>2000 projects**

Cross-industry expertise with the latest technology

# plain concepts

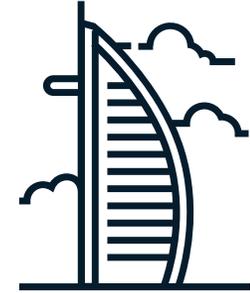
Rediscover  
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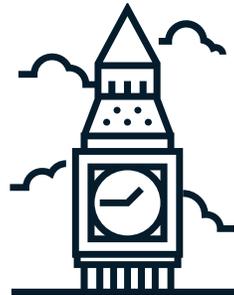
SPAIN



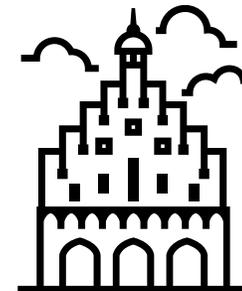
USA



UAE



UNITED KINGDOM



GERMANY



NETHERLANDS

[www.plainconcepts.com](http://www.plainconcepts.com)

For further information

[info@plainconcepts.com](mailto:info@plainconcepts.com)

# Our customers

Our customers are vast and cover a variety of business such as tourism and hospitality, construction, energy, telecommunications, banking, media, communications, entertainment and creative agencies.



# Our services



# Our products



wave engine

Our specialized **multi-platform 3D graphics engine for viewing business applications** that incorporates integration with a variety of files including BIM, CATIA, STL, live video, 3D mapping and more.

Wave Engine is **free, adapts to any platform** and is ready to use on Windows, MacOS, Linux, Android, iOS and Web.

[www.waveengine.net](http://www.waveengine.net)

# Our products

## smart concepts

A **cloud solution for Enterprise IoT and Artificial Intelligence Scenarios** with a focus on deploying a working system quickly while providing scalability and ease of maintenance.

Thanks to Smart Concepts **you can connect all your devices and sensors**, manage billions of events in Azure, get actionable insights in seconds, and rise your data value using Artificial Intelligence.

# Our products



Our **Data Lake platform based on Azure PaaS technologies**, focused on scalability, ease of maintenance and fast data ingestion and governance of all data sources within the company.

It ensures accessibility to quality data and significantly lowers the threshold to Business Intelligence and Machine Learning, becoming the next step for companies that want to access and leverage their data quickly and effectively.

[sidra.dev](https://sidra.dev)

# Our products

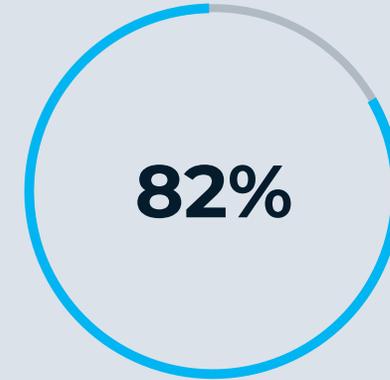


**PoC up & running in 2-4 weeks.** We can deploy our data platform to help govern and modernize customers' data assets in less than a week, and bring together a variety of data sources in record time (4 weeks).



# Big Data & Analytics

Sidra based projects that allow the clients to leverage their data capabilities in an easier and more robust way.



## Structure

Exploring, understanding and using unstructured information is a significant challenge for their organization.

# ROI analysis for campaigns

GroupM is the world's leading media investment company, responsible for one in three ads, with presence in over 100 countries. They had a production system with an aging architecture and a convoluted processing pipeline. Any error in a single file could halt the whole file ingestion process for all their systems

## Solution

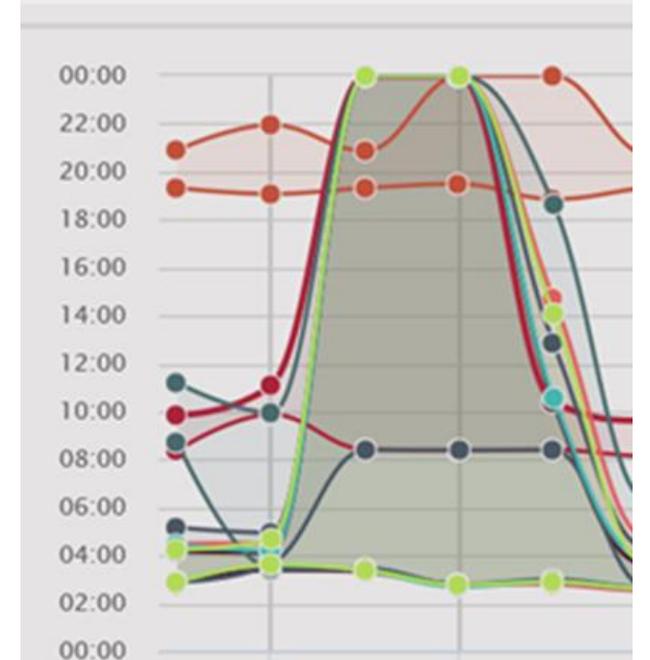
Developed a multi-market, company wide data lake, with a data ingestion system that currently holds **hundreds of Tb of data**. It can **analyze millions of advertising data** of its clients and their campaigns, across the **multiple combinations of ad servers** and different data formats that exist. Users can run simple data extraction jobs, or massive queries that summarize the information from millions of rows into only a few of them by simply selecting some key values in a **user-friendly interface, rendering reports in visualization dashboards.**

## Impact

KPI analysis led to improved campaign ROI.

Cost attribution across channels, applications, campaigns is now possible.

✓	3609	Gillette
✓	53502	Vod
✓	5709	Mediacor
✓	5960	Mediac
✓	6923	MEC C
✓	7430	RB
✓	9391	nPor



# Customer 360° data IRT

One of our client required a system that allowed them to integrate data from their different sources, including a mainframe as well as operational and reporting databases, to get a 360° view of customer data in real time.

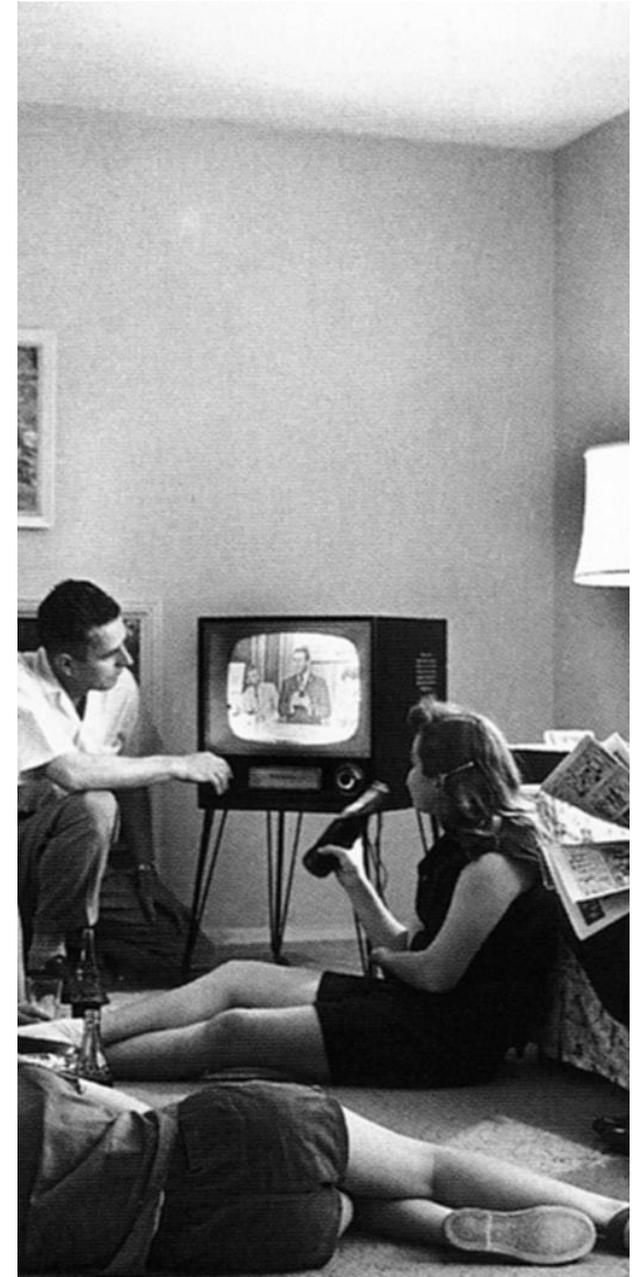
## Solution

Plain Concepts deployed Sidra to perform the **data integration process in a record time**. A client application was built to leverage the capabilities of Power BI and enable a **360° view of customer data**. It was then integrated with their Salesforce CRM system, enabling integration of real time data with their data lake.

## Impact

Fast integration of all the data sources in the company.

Real time 360° view of customer data enables faster decision making.



# Data Governance

One of the biggest hurdles that appear in any big data projects in Media scenarios, being a highly regulated industry, is data governance and its specific regulatory frameworks: data stewardship, data archival and retention, the implementation of the right to be forgotten and GDPR are all common challenges that need to be solved.

## Solution

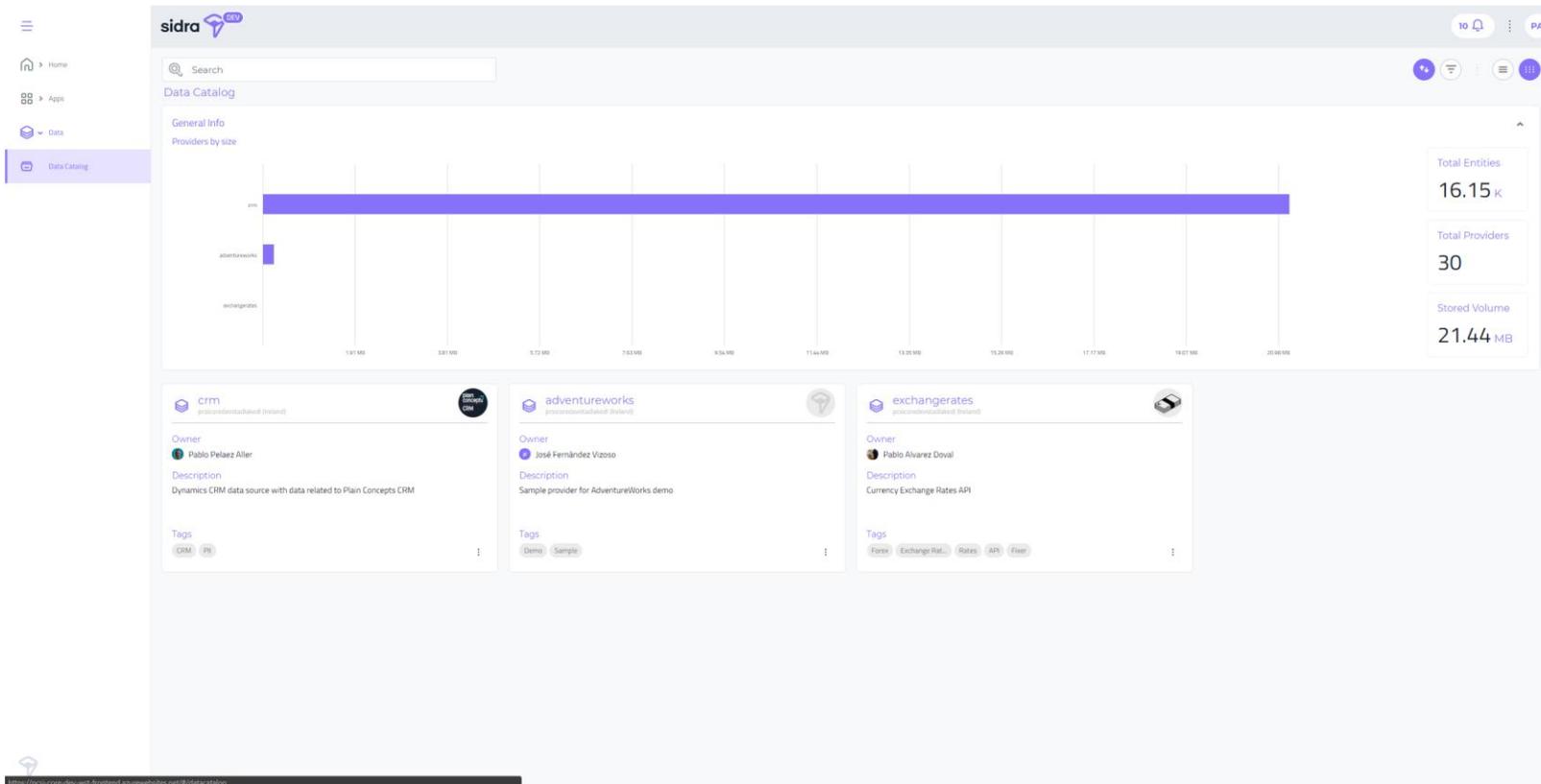
Sidra can help Media companies thanks to its ample toolset of data governance features, including a complete Data Catalog to enable secure data stewardship scenarios.

A fully customizable Data Archival and Retention system permits definition of business rules to control the data lifecycle, as well as compliance with the latest regulations that apply to PII. The Integration Hub allows for any update and deletion to propagate to all clients of the data, regardless of their nature.

The new Master Data module allows customers to centralize business data from several sources into one source of truth.



# Data Governance



# Data Governance

The screenshot displays the Sidra Data Catalog interface for a 'Plain Concepts CRM Provider'. The interface includes a sidebar with navigation options like Home, Apps, Data, and Data Catalog. The main content area shows general information, a refresh schedule, and a table of relevant entities. A right-hand panel provides metadata such as total size (21.20 MB), number of entities (24), owner (Pablo Pelaez Aller), and description (Dynamics CRM data source).

**General Info**

**Plain Concepts CRM Provider**

This provider contains the relevant tables from Plain Concepts's CRM system that feed the Power BI based reporting solution.

**Refresh Schedule:**

This provider is being refreshed in **batch mode**, with scheduled loads happening **nightly**.

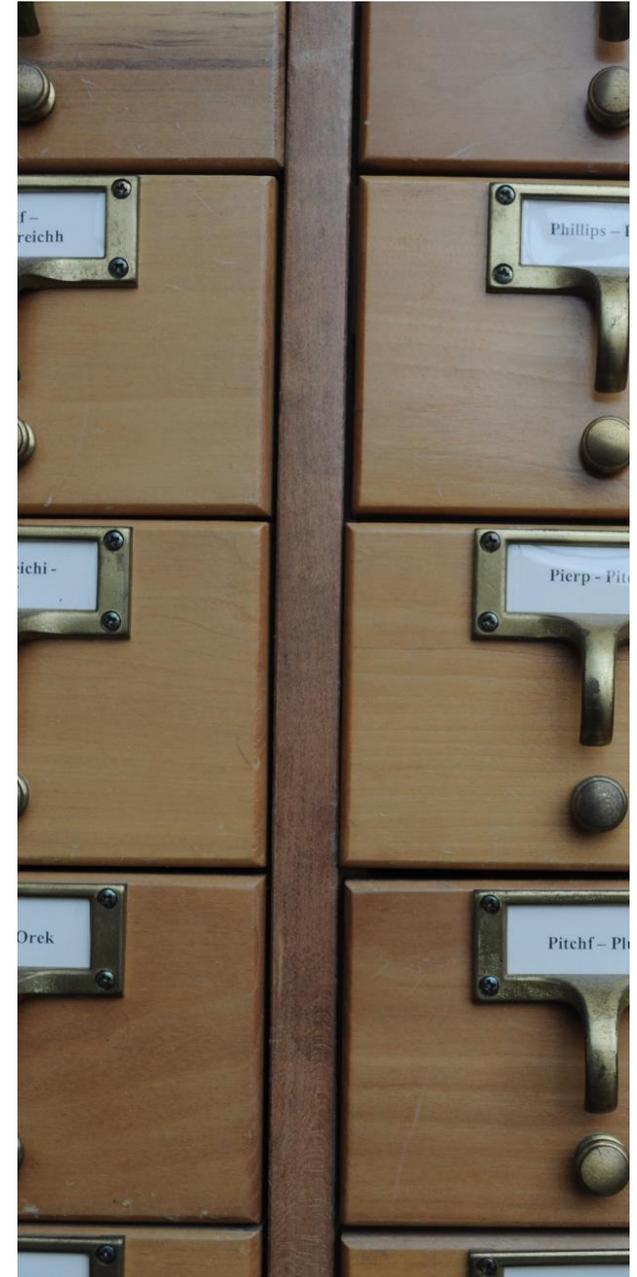
**Relevant Entities:**

Name	Description
Account	All accounts managed by any of the groups companies.
Campaign	Marketing campaigns handled by Plain Concepts.
Opportunity	All the opportunities and prospects the company ever registered on the CRM.
Quote	All quotes - draft and final - created on CRM by any of the companies of the group.
Invoice	All invoices ever created on the CRM by any of the teams and companies...

**Metadata:**

- Total Size: 21.20 MB
- Entities: 24
- Owner: Pablo Pelaez Aller
- Description: Dynamics CRM data source with data related to Plain Concepts CRM
- Id: 1
- DSU-Database: dw\_crm
- Creation Date: 20/02/2020
- DSU-Name (Location): psicoredevstadiakedl (Ireland)

Name	Description	Tags
Account	All customer accounts handled by any of the group's companies.	PI
BusinessUnit	Business Units are the different companies under Plain Concepts (Plain Concepts S.L., Plain Concepts UK Ltd, etc.)	N/A
Campaign	Plain Concepts marketing campaigns.	Sensitive, Marketing, Campaigns
Connection	N/A	Pending Rev...
ConnectionRole	N/A	Pending Rev...
Contact	Table with contact details of customers.	PI
Goal		



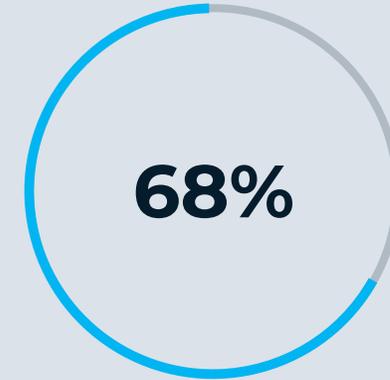
# Data Governance

The screenshot displays the Sidra Data Catalog interface. The main content area shows the details for a data provider named "Plain Concepts's Exchange Rates provider". The interface includes a left-hand navigation menu with options like Home, Apps, Data, and Data Catalog. The main content is divided into several sections: "General Info" with a rich text editor, "Plain Concepts's Exchange Rates provider" description, "Relevant Entities" (listing "ExchangeRate"), and "Contact Information" (listing Rocio Sesma and Rafael Gomez). On the right side, there are summary statistics: "Total Size: 2.71 KB" and "Entities: 1". Below these, there is an "Owner" dropdown menu currently set to "pablo", and a list of users including Pablo A Martin, Pablo Alvarez Doval (highlighted), Pablo Álvarez Doval (MSAccount), Pablo Bouzada, and Pablo Calderon Recalde. At the bottom, there is a table with columns for Name, Description, and Tags, showing one entry for "ExchangeRate".



# Artificial Intelligence

We can improve decisions and processes using machine learning technologies, computer vision and text analysis.



## Strategy

Knowledge mining is important to achieve their companies' strategic goals in the next 18 months.

# Advanced Customer Segmentation

Many scenarios for customer segmentation require filtering out **those customers that can provide the biggest value** among hundreds of thousands of them, based on a set of criteria that may not be clear or complete enough.

## Solution

Through the use of Sidra, a client application was built that makes selections based on the defined criteria using a **machine learning model based on genetic algorithms**.

Data for more than **audiences numbering millions** was ingested from a variety of sources, then cleaned and enriched. These audiences were then **segmented and presented to the decision makers through Power BI** along with an explainability model for the segmentation logic.

## Impact

Segmentation timeline and costs were reduced.

Greater flexibility on the taxonomy definition.

Solution is applicable to a variety of scenarios.



# Contract Clause Extraction

This scenario showcases a sample of the projects we've done where the client has a large number of contracts in which they want to be able to identify common clauses and divergences.

## Solution

Plain Concepts implemented a **document management application** for the **automatic classification** of documents, including knowledge extraction, anomaly and PII detection.

A custom skill using **cognitive search** was created **to look within documents** for specific clauses that the user may be looking for. This custom skill is fundamentally a **Natural Language Processing (NLP) model** capable of recognising a clause and extracting what type of clause it is. On top of this, the existing Plain Concepts anomaly detection system was adapted to the scenario to enable detection of anomalies in the clauses.

## Impact

Greatly reduced search time on indexed documents.

Reduce costs for contract analysis resources.



# Mixed Reality & Virtual Reality

Preferred Microsoft  
Mixed Reality  
Partner in Europe  
and USA.

Extensive experience  
in the development  
of Virtual,  
Augmented and  
Mixed Reality  
solutions.



## Trending

Most media planners want  
to incorporate AR/MS but  
only 57% of them  
understand how to integrate  
it.



# Augmented Reality House Hunting

BBVA is one of the world's largest financial institutions in Spain, Mexico, South America, United States and Turkey.

## Solution

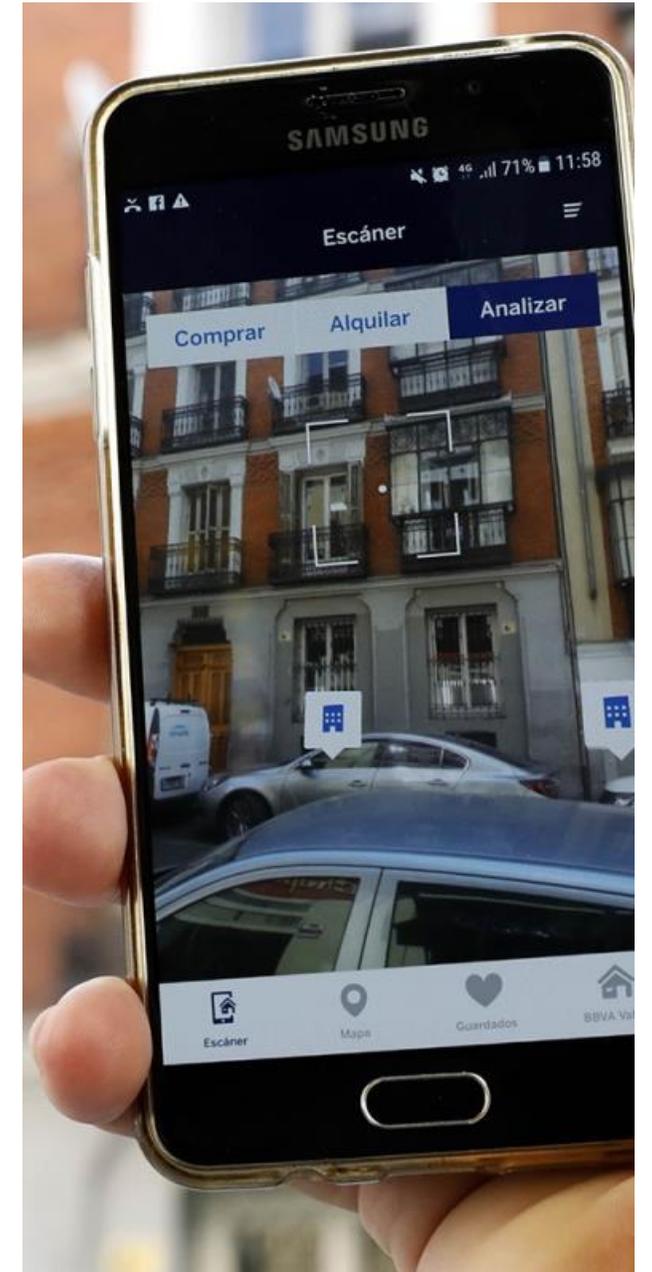
Plain Concepts developed the first **Augmented Reality application on mobile devices** for the banking sector in Europe. It enhances the experience of buying a house by showing a 2D heat map with **asset characteristics** such as availability, square meters, number of bedrooms, year of construction etc.

The application also shows **real-time market price estimations**, increase or decrease depending on features, neighborhood evaluation, as well as a **mortgage simulator**.

## Impact

The application helps clients organize all the apartments viewed during the purchase and rental process, and forecast costs.

Application generated **over 200,000 warm leads** for mortgage offices and real-estate brokers.



# Interactive city tour of Dubai 360

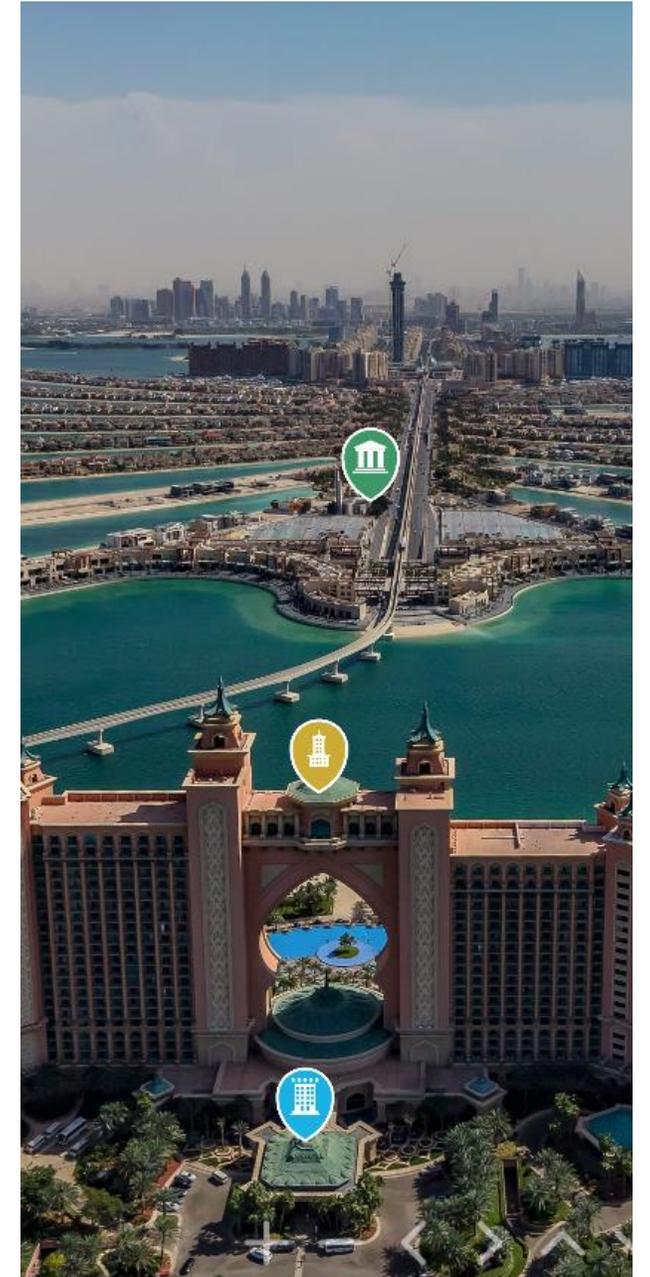
Dubai 360 is the world's largest and highest quality interactive city tour.

## Solution

Our solution offers a spectacular virtual and interactive online tour of the city, allowing viewers to explore every angle of Dubai by viewing 360 panoramic photos and videos from the web in an interactive and immersive way.

## Impact

The project shows the best that Dubai has to offer, and it is useful for both tourists and residents who wish to explore different areas of Dubai, providing unprecedented views of the city's most emblematic and popular spots.



# Additional projects

**Forecast conversion:** conversions calculated to determine supply or demand of inventory.

**Pricing transparency by using ML:** for pricing computations, customizable campaigns.

**Complex platforms drive new insights:** for internal and external event management.

**Create new revenue streams:** package solutions for external monetization.

**Data security & GDPR compliance:** identity management, activity logs, auditing, lineage tracing.

**IoT:** media companies report a 17.4% average ROI for IoT strategies.

**Automate complex distribution and publishing schedules:** delivery without interruptions.

**Bid management:** optimized through the use of AI models.





## Reach out

### **Data Strategy Workshop**

Two-hour ideation session with a Principal Data Architect to understand needs, devise strategy, and outline potential solutions.

### **Data Architecture Assessment**

One-day technical workshop to conduct a health check of the data estate infrastructure, quality and integrity, and ensure the company's ability to execute on desired projects; take-away with guidance on next steps.

### **Mixed Reality Showcase**

Predictive maintenance demo and assisted biopsy demo are paused temporarily, video available upon request.



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[www.plainconcepts.com](http://www.plainconcepts.com)



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**Thank you  
for  
your time**