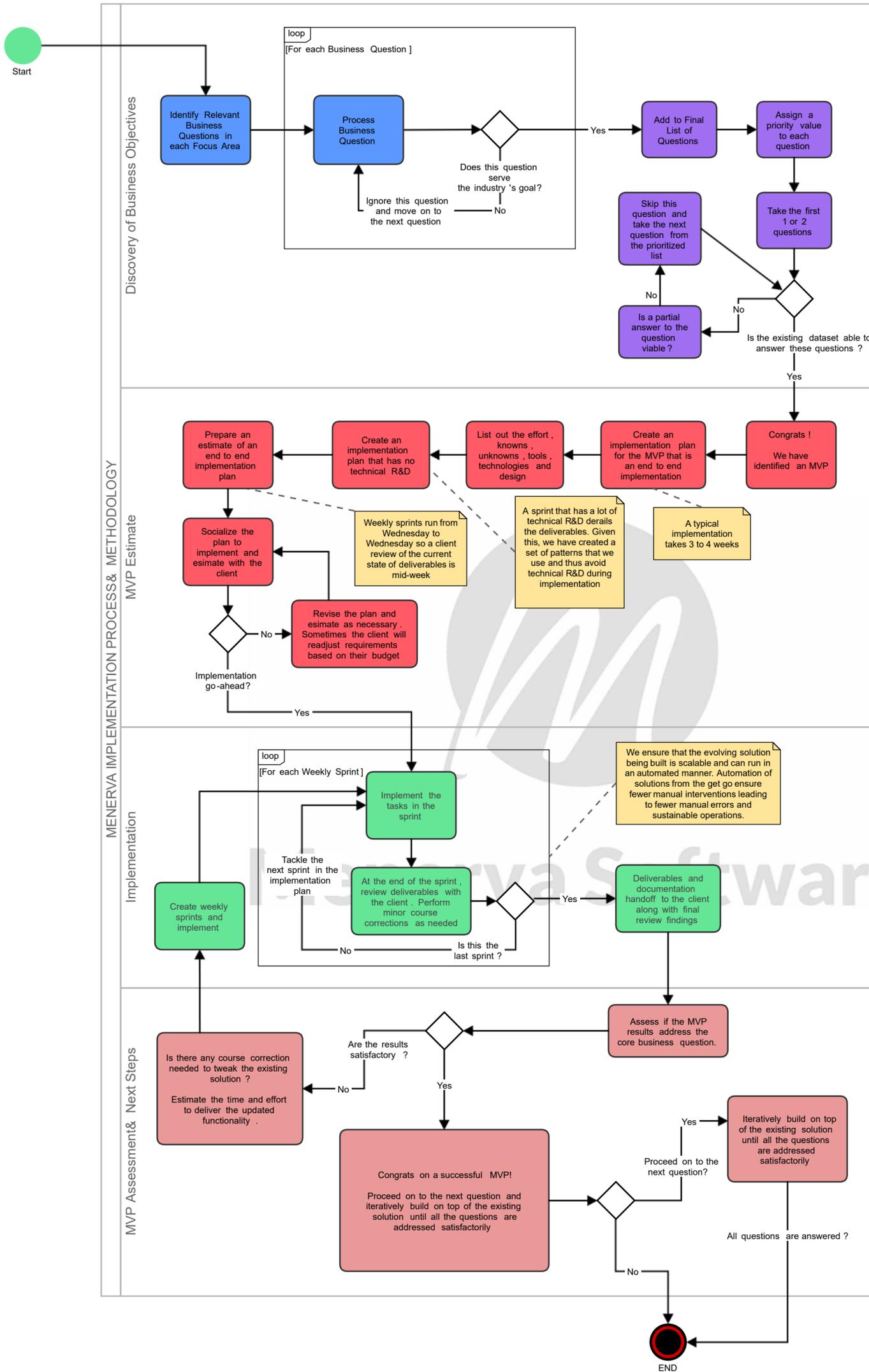


# Menerva Implementation Process for AaaS (Analytics as a Service)



**Value Proposition # 1**

Begin with the question in mind

Randomly mining data for patterns without a goal in mind may lead to just random insights that may not be effective or actionable

**Value Proposition # 2- MVP Implementation**

- \* Within 3-4 weeks
- \* FIXED upfront budget
- \* Clear cut expectation of exact MVP deliverables
- \* Guaranteed on-time deliverables
- \* Deployment to AWS or preferred cloud

Prior to implementation of the Minimum Viable Product (MVP) solution, we have eliminated unknowns and R&D related to implementation.

We are able to do this because we have PROVEN development patterns for various data implementation scenarios

**Value Proposition # 3- MVP Implementation**

- \* Iterative approach with weekly milestones
- \* Weekly in-depth review of sprint deliverables
- \* Transparency of deliverables + progress or state
- \* Client feedback sought and accommodated

During sprint implementation since expectations are set upfront, seldom is there much course correction needed.

However, we understand things can change for the client so will do our best to accommodate any significant course changes that might impact effort and timeline

**Value Proposition # 4- MVP Results Review**

- \* Quantitatively assess results ROI
- \* Assess if tweaks are necessary
- \* Decide to proceed with next question or not
- \* Iteratively build on the MVP to address new questions
- \* Create a library of implementations that address the questions in an ongoing and automated manner