

Case Study - A Fortune 500 Client

Image Analytics

BPO Activity in TCS - NIELSEN	Current process	optIMAGE Analytics
1. 15000 Images travels on a bandwidth of 40 MBPS from US -India every day	5.94 MB / Frame (Frame = 30 Images)	493 KB / Frame (Frame = 30 Images)
2. Image Analysts - Looks at the Image applies e-feature rules & captures Data Image Analyst's Productivity in 8 Hrs	240 Images in 8 hrs (8 Frames)	3600 Images (120 Frames / Hour)
3. Productivity for 75 Image analyst in 8 hrs	18000 Images (75 x 240 images)	28800 Images in 8 hrs (960 frames)

Cost Savings :

International Bandwidth ,Storage = 50 - 60%
Employee Salary Cost Per Month = \$120,000 (75 x \$1600)
Attrition & Training = 25% per year
Floor Space , A/C , Power , 75 PC's = 90%
Green IT - Carbon Emissions

ROI = in 6 Months

90% Staff can be redeployed in other Projects in 6 months After automation Maturity

Benefits : High Speed - More volumes - Improved SLA
Accuracy - No Attrition - Knowledge Retention