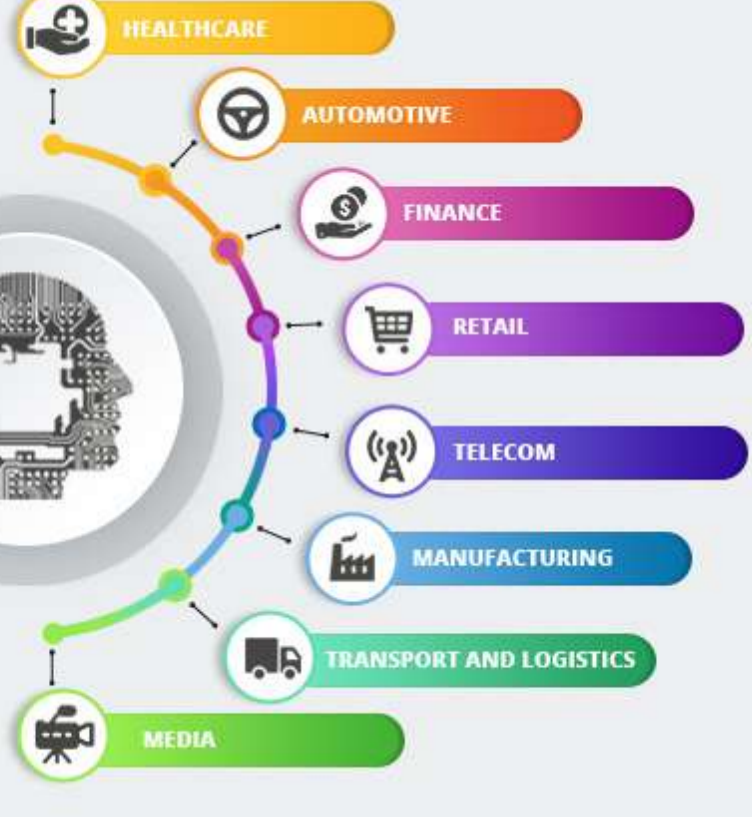


APPLICATIONS OF MACHINE LEARNING



Role of Machine Learning in Accelerating Digital Transformation



Intelligent machines will help support humans as we enter the age of the intelligent enterprise. This progress in machine learning means endless acceleration in digital transformation. Machine learning will continue to serve a new class of software that is able to learn without being programmed as well as access and analyze structured and unstructured data.

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How to Use Machine Learning to Understand Your Customers Better

As the global retail market is expanding by the day, the industry has become capable of growing and competing with challenges, such as infrastructure, competition, and above all, the absence of efficient analysis tools and tracking retail execution methods in the stores. Here are some notable examples of technological advancement in machine learning that has allowed retailers to understand their customers better.



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Future Innovations on POS and Mobile Payments

Today's consumers are no longer dependent on their local store to shop.

With the entire ecosystem of retailers and brands on their palms, customers have literally become a 'point of sale' with their preferred devices. Consumers today, no matter wherever they are, shop from their computers, tablets, and smartphones.



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HSC Wi-Fi Analytics Solution - Hosted and White-labelled



WiFi Access Points (APs) and smart phones have become ubiquitous anywhere we are - whether it is shopping, in coffee shops, at work or at home or even within vehicles. The combination of smart phones and WiFi APs can offer service providers critical information that can help them understand customers better and offer better/personalized services. It can also help service providers with physical presence (such as stores) understand the effectiveness of their product placements and flow better.

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News and Events

- April 6: Vinod Sood (MD, India) elected to the NASSCOM Engineering Council 2017-19)
- April 27: Hughes Systique becomes AWS Consulting Partner to offer cloud-enabled applications and solutions
- May 11: HSC becomes a Telecommunications Industry Association (TIA) member
- May 25: Hughes Systique Featured in The CEO Magazine
- June 16: HSC awarded for excellence in Outstanding Performance in Exports by the Government of Haryana
- June 26: Hughes Systique awarded Rising Star Top Company Award by IAOP
- June 29: HSC wins the National Award 2015 for Outstanding Performance in the Services Category for Medium Sized Enterprises
- Aug 1: Hughes Systique awarded Digital Skills Awards 2017 at NASSCOM HR SUMMIT
- September 6: Hughes Systique showcases Solutions for the Automotive Market at Telematics India 2017
- September 18: Government of Haryana awards Hughes at the Digital Haryana Summit 2017
- September 21: Hughes Systique is a Finalist in The European Software Testing Awards 2017

