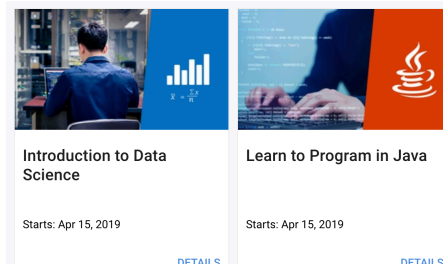


About Skill-Up Tech India Private Limited

Skill-Up Tech India better known as SkillUp Online (SKO) is transformational learning company that focuses on upskilling work professionals. The 5 disciplines where SKO operates are: Artificial Intelligence, Data Science, Big Data, Entry Level Software Development a Development Operations. SKO is India arm of Skill Up Technologies, Seat USA and an online learning partner of Microsoft, IBM, Coursera & EDX.



Industry Challenge

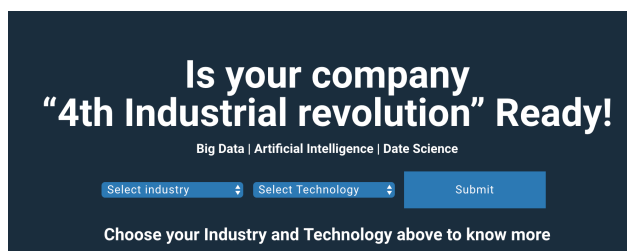
We are in middle of 4th Industrial Revolution. Business transformation is under massive technology disruption. Businesses are now looking at deploying technologies that help them get valuable business insights from massive data they are collecting every second in their data lakes. Companies are searching for talent that can manage this data and help them make effective business decisions for the coming future. With IoT taking a vital role in our daily lives more data from the edge is available for analysis. The education industry faces a great challenge of upskilling the current workforce and nurture the upcoming talent and make them future ready.

SkillUp Online Challenge

SkillUp Online is a new business in India. The key focus for the Indian market is B2B, B2C and Education Alliance. Until recent times SkillUp Online was an offshore design, development and support arm for Skill Up Technologies USA. With 4th Industrial Revolution underway, SkillUp Online was looking for expertise in Start Up function – A company that could help them set up business process including – Product, Pricing, Differentiated Offering, GTM webpages, whitepapers, corporate brochure, business planning, team hiring & GTM.

SmarrtGrid Sales Management Process

SG end to end domain expertise leveraged for GTM. We helped SKO structure offering, prices, communication, identify industries and develop industry specific content for GTM. We also assisted SKO to hire Inside Sales Resources. SG trained the Inside Sales team and also provided 600 enterprise companies DB for first call out.



Is your company
"4th Industrial revolution" Ready!
Big Data | Artificial Intelligence | Data Science

Select industry [v] Select Technology [v] Submit

Choose your Industry and Technology above to know more

Inside Sales 3.0

Specific Industry Pages developed for top 6 industries in the country: BFSI, IT/ITES, Healthcare, Telecommunication, Ecommerce and Discrete Manufacturing.

Apart from this separate business plan developed for Education Sector for Business Alliance.

Inside Sales 3.0 deployed on BOOT model to work on each vertical.

Industry Specific White Papers designed and developed for digital seeding in LinkedIn and information sharing during the call out.

Integrated Pre-Sales (Microsoft and IBM Course experts) with Inside Sales Team for demonstrations.



Detection & Accurate Diagnosis
The 02 pillars of Diagnostic Treatments are Detection & Accurate Diagnosis. The best of pathologists have 73.2% accuracy rate. Even if they are experienced they cannot take full advantage of the human-visual system as AI can.

Role of Artificial Intelligence
AI adds both the pillars. AI in oncology helps hospitals detect and enable pathologists to make accurate diagnosis. AI already has increased Accuracy level up to 90%.

When you upskill your current Pathologists to work with Artificial Intelligence Tools, they have a better chance of adopting to newer AI technologies in the healthcare sector.

Advantages of an upskilled Workforce
Your organization may be considering adopting an emerging AI technology / tool for specific diseases. An upskilled AI team will be easily able to:

- Learn and adopt the technology faster.
- Implement & leverage the AI technology in mainstream in a shorter time.
- Reduced cost of the job learning.
- Will be able to assess and differentiate amongst different technologies available in the healthcare sector.
- Effectively work with AI as a team to achieve: Faster Detection & Accurate Diagnosis.

Data Science: Linking & Solving the Riddle of Enterprise Data & Big Data
Current data management landscapes often fail to create a link between the Enterprise Data and Big Data. This makes it difficult to operationalize Data Science and derive valuable insights. Users struggle to manage haystacks of data to find hidden needles of sought insights.

- Enterprise Data:**
- High quality structured data.
 - Contracts, customer information and financial transactions.
 - Clear governance, security concepts and life cycle management practices.

- Big Data:**
- Characterized by high volume of semi structured or unstructured data.
 - Captured in Data Lakes- Hadoop.
 - Lack compatible enterprise governance, security and lifecycle management.

Advantages of an upskilled Workforce

- The current financial resource is largely working in silos and handling limited aspects of data. An upskilled resource is effectively able to implement best practices of Data Science and provide worthy insights.
- Data Analysts, Big Data Resources with cross departmental experience within the organization have an excellent chance of upskilling into an effective Data Scientist.

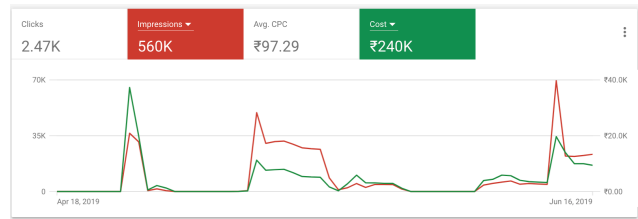


Digital Presence & Marketing

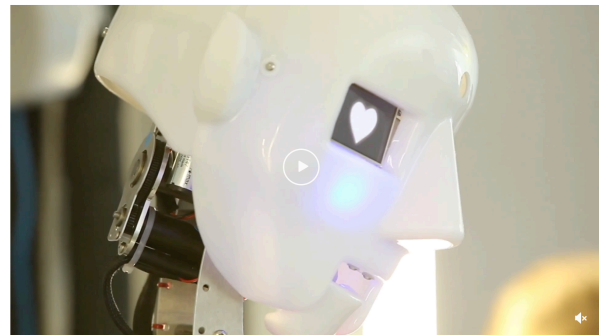
SG digital marketing team has also initiated Digital Market Campaign for one of the top courses offered by IBM on Coursera and EDX platform. The campaigns are initiated and have been running successfully on Google and Reddit Platforms.

Our digital marketing services cut across- video promotions, posts, curate content and search ads. The course has consistently got clicks and enrollments.

Apart from the SG is also conducting a sentiment analysis for all SKO initiatives. Social listening is an important exercise we do to understand how the customer is reacting to the brand and its communication.



r/datascientists - Posted by u/skilluponline 1 month ago
IBM EDX Get Dream Job



Every industry and our very existence is being transformed by artificial intelligence. This means lots of great jobs now. Especially for people with skills and. Take the five in-depth questions left by three instructors who are experts in their

Comment Share Save Hide Report

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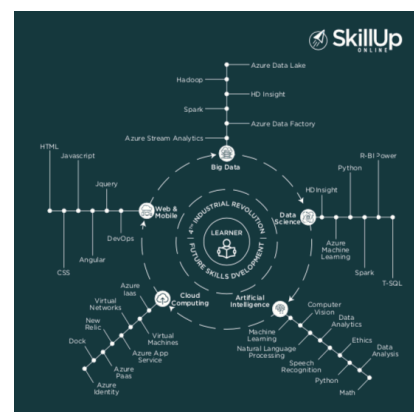
SKO Corporate Brochure

SG creative team has also provided design services to SKO. We have commissioned an elegant corporate brochure with clear and crisp industry specific messaging with contemporary layout. The creative team has used infographics liberally.



SKO Learner's Wheel

SG creative team also designed a 'Learner's Wheel' that enables the learner to understand the learning journey in its entirety in an easy manner. Keeping the learner in the center was the key design element for this concept.



This case study is for information purposes only. It showcases our capabilities and how our clients benefits from our services.