



# WAVE.

WINNING WITH ANALYTICS  
VISION AND EXECUTION  
IN THE DATA ERA



# Explore the Possibilities

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# Data-Driven Success: A New Era of Business

In today's rapidly evolving digital landscape, data has emerged as a strategic asset. Organizations that can harness the power of data can gain a significant competitive advantage. By leveraging data-driven insights, businesses can make informed decisions, optimize operations, and deliver exceptional customer experiences.

A data-driven approach enables organizations to:

**Understand Their Customers Better:**

Analyze customer behavior to identify preferences, needs, and pain points.

**Improve Operational Efficiency:**

Optimize processes, reduce costs, and increase productivity.

**Innovate and Differentiate:**

Identify new opportunities, develop innovative products and services, and stay ahead of the competition.

**Make Data-Driven Decisions:**

Use data to inform decision-making at all levels of the organization, from strategic planning to operational execution.

**Foster a Data-Driven Culture:**

Encourage a data-centric mindset and empower employees to use data to drive business outcomes.

By investing in data-driven initiatives and empowering your workforce, you can unlock the full potential of your data and achieve sustainable growth.

AeqLIA, a pioneer in immersive learning, empowers organizations to harness the potential of data. Our innovative simulations provide a practical and engaging approach to develop the skills and knowledge needed to succeed in a data-driven world and build a future-ready workforce.

**WAVE: Winning with Analytics Vision & Execution in the Data Era**

Our WAVE simulation is designed to equip individuals and organizations with the tools and techniques to thrive in the data-driven era. By immersing learners in real-world scenarios, we foster critical thinking and ethical decision-making.







# About the Sim'



**BUSINESS  
SIMULATION**



**ANALYTICS OF  
CHOICES & RESULTS**



**FACILITATED  
LEARNING & DEBRIEF**



## STORYTELLING & CONTEXT

EmoSense Ltd., a seasoned player in the consumer services sector, finds itself at a critical juncture. Despite its strong market presence and extensive customer base, the company is facing increasing pressure from agile, data-driven competitors. The rapid rise of tech-savvy disruptors, armed with advanced analytics and AI, is challenging EmoSense's traditional business model.

To maintain its competitive edge, EmoSense must undergo a transformative journey toward becoming a data-driven organization. Their current state, as assessed through InfiniVolve's "Star & Pedal" framework, reveals several key challenges; siloed data teams, outdated technology, poor data quality and limited accessibility, limited data analytics capabilities and a lack of data-driven culture.

EmoSense Ltd has expressed a desire to enhance its data analytics and data science capabilities and transform itself but it lacks a clear vision and strategy to do so. Each senior leader you speak with gives you a different meaning of data transformation.

As a result, the developments in data thus far – in terms of infrastructure, capabilities, skillsets and the way of working with data are, at best, haphazard without a strong alignment overall organizational mission of transforming itself into a data driven organization.

By addressing these areas, EmoSense can improve operational efficiency, enhance customer experiences, and drive innovation. Ultimately, a data-driven transformation will enable EmoSense to stay ahead of the competition and secure its position as a market leader.

# Designed with experts!

Developed in collaboration with InfiniVolve, led by Sameer Gupta, a distinguished authority in digital transformation and data analytics, the Wave simulation equips teams with the skills needed to navigate and thrive in the complexities of a digital-first landscape.

Sameer's deep expertise, combined with InfiniVolve's commitment to innovative learning solutions, brings a unique, immersive experience that empowers participants to harness data insights and agile strategies for impactful, real-world decision-making.

## About InfiniVolve

A data and digital strategy firm, focusing on helping its B2C clients with data driven business transformation. InfiniVolve has expertise across all the 3 areas of data driven business transformation, namely developing data driven customer value management use cases; building data capabilities and embedding data driven operating model.

InfiniVolve also has expertise across generative AI use cases as well as fraud and risk management usecases.

## About Sameer Gupta

Sameer leads InfiniVolve, as its Co-founder and CEO.

Prior to that co-founding InfiniVolve, he was head of customer analytics and intelligent banking with DBS Bank, Consumer and Wealth bank in Singapore, where he led the charge of group's transformation into a data driven organisation. He has been credited with many innovations, such as award winning hyper-personalisation of cross-sell engagements, 2-in-a-box engagement model etc, development of digital value capture model in collaboration with McKinsey & Co.

During his tenure with DBS Bank, Consumer & Wealth Banking Group in Singapore, he had held multiple roles such as CFO, Head of customer management, co-lead of wealth management performance cell, member of the management committee etc.





# Learning Outcomes

## Learning Design

### 1. Play the Sim

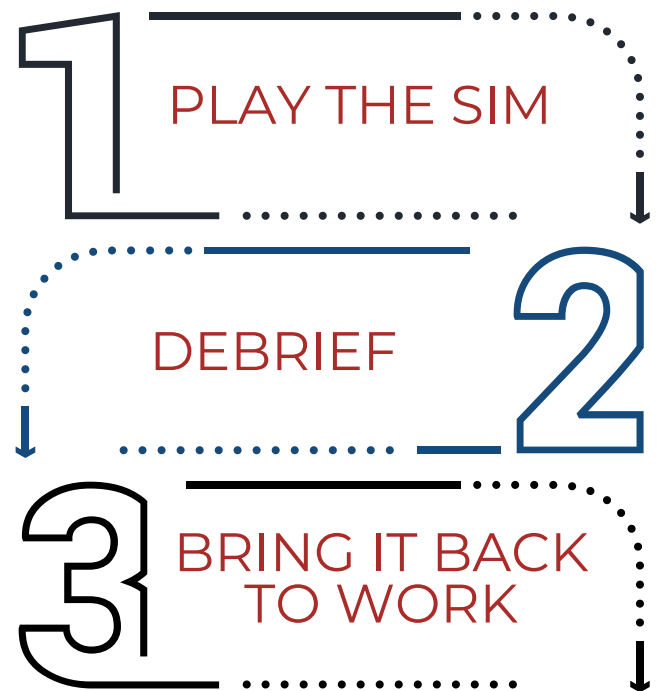
Dive into an engaging and interactive simulation that and collaborate with your team to tackle real-world challenges and explore innovative solutions.

### 2. Learn in Debrief

After the simulation, participate in a comprehensive debrief. You'll reflect on your experiences, deepen your understanding of key concepts, and discuss insights gained during the game.

### 3. Bring It Back to Work

Equip yourself with actionable strategies and knowledge to implement in your workplace. Leverage what you've learned to enhance your team's performance and drive meaningful change.



## Expected Outcomes

- Understand how technology can drive both business growth and positive social impact by leveraging tools such as AI, blockchain, and IoT for sustainable innovation.
- Develop strategies for leading digital transformation initiatives that prioritize ethical considerations and social responsibility while maintaining competitive advantage.
- Gain insight into managing change within organizations to foster a culture that supports purpose-driven innovation.
- Explore the role of ethical data collection and usage in creating transparent, fair, and socially beneficial solutions.
- Learn how to design and implement inclusive innovation strategies, ensuring that tech developments are accessible to all, including underserved communities.
- Understand how to use technology to create sustainable supply chains, focusing on waste reduction, transparency, and efficiency.
- Develop an understanding of how tech-driven circular economy models can extend product lifecycles and reduce environmental impact.



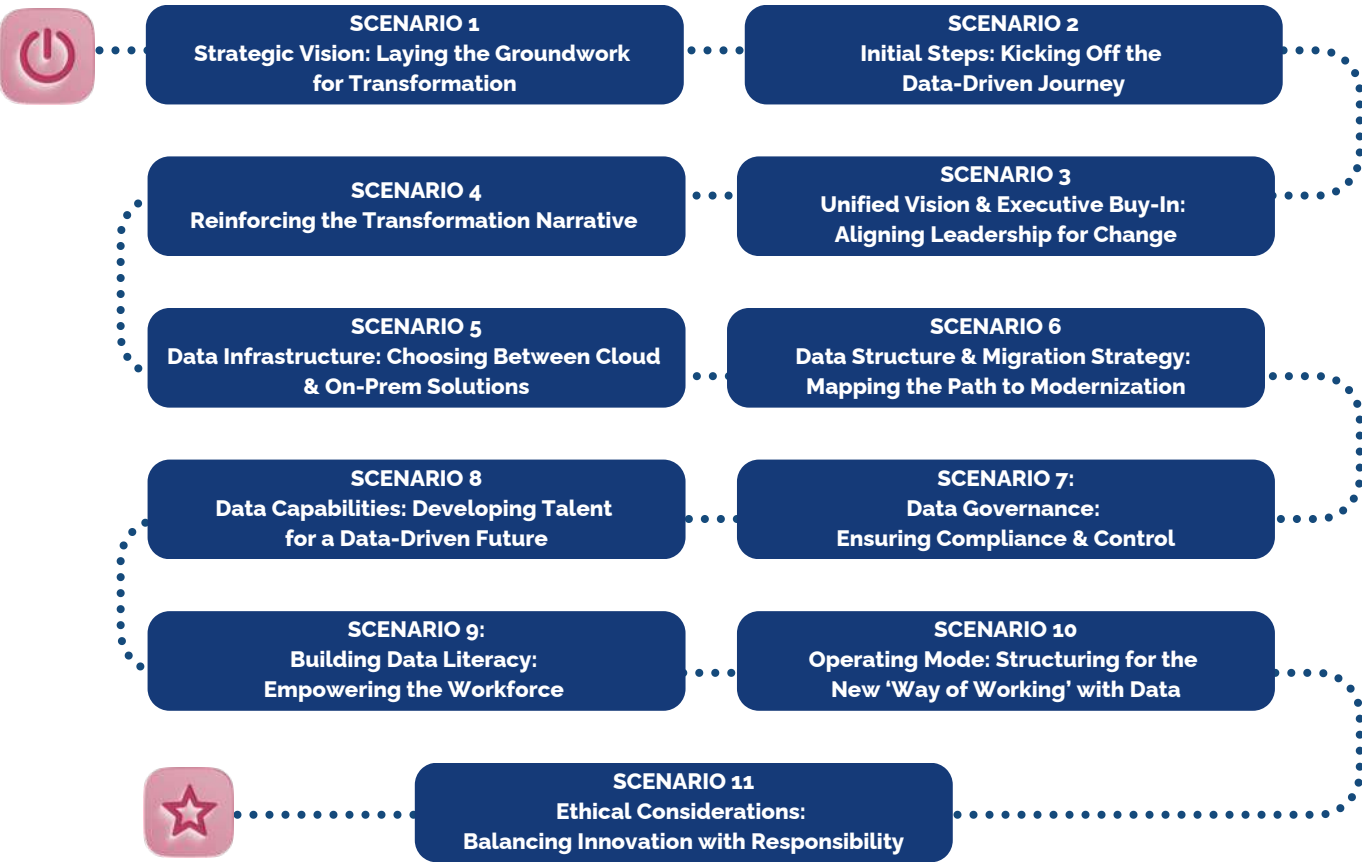
# Gameplay

## The Participant Journey & Scenarios

In WAVE, participants will step into the shoes of a data-driven consultant, guiding EmoSense Ltd. through a complex and exciting data transformation journey. Acting as an internal consulting team, participants will work closely with the CEO to navigate challenges, make critical decisions, and drive positive change.

The journey will be divided into several key stages, each presenting unique challenges and opportunities. Participants will need to develop a data vision, secure executive buy-in, prioritize data initiatives, build a skilled data team, foster a data-driven culture, choose the right data infrastructure, establish data governance, develop data talent, empower employees with data literacy, redefine roles and responsibilities, and ensure ethical use of data.

By successfully navigating these challenges, participants will help EmoSense Ltd. become a data-driven organization, capable of making informed decisions, optimizing operations, and driving innovation.





# Use Cases

## What's Unique About It



- Engaging, fun, and highly interactive
- Simplifies the complexities of Data Analytics & Culture
- Bridges the gap between theory and real-world practice

## Implementation Options

From team offsite to leadership development program, executive education, or enterprise roll-out, the simulation is the perfect solution to make it engaging and impactful!



Virtual or F2F  
Workshops



Executive Education  
Seminars



Leadership  
Development Program



Enterprise  
Roll Out

### Logistics

- Multiplayer gameplay
- 5 to 500+ participants
- 90min to Full Day
- Debrief customized to client
- Industry-agnostic

### Target Audience

- C-Suite and Executives
- Senior Leaders
- Middle Managers and Employees





# About AeqLIA™

## AeqLIA: Your Partner in Future-Ready Leadership

AeqLIA is a pioneering next-gen learning platform that leverages the power of immersive simulations to equip leaders and teams with the skills they need to succeed in today's complex and rapidly changing business landscape. Our tailored solutions, designed specifically for the unique needs of organizations in the Asian and META markets, empower individuals to develop the critical thinking, problem-solving, and decision-making skills essential for driving innovation and achieving business goals.

By immersing learners in realistic scenarios, AeqLIA's simulations foster a deeper understanding of complex issues, enhance collaboration, and build resilience. Our focus on practical application ensures that participants gain actionable insights and are able to apply their learning to real-world challenges.

## Trusted by Hundreds of Companies and Partners Globally

# 200+

partners & resellers globally

# 15+

business simulations, and growing

# 40K+

learners in the last 3 years

# 6

academies focused on future-proofing organisations



# Get in touch



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