



# FROM DATA TO DECISIONS HOW AI TRANSFORMED TEXTILE INDUSTRY INSIGHTS WITH DATAMATICS

**DATAMATICS**

The client a forerunner serving as a one-stop solution for the Textile, Apparel & Fashion industry, carving a niche for over 2 decades. It provides an e-trade platform for sourcing marketing requirements and offers information on different aspects of the textile, apparel, and fashion industries.

## The Challenge: Data Overload, Delayed Insights

A leading textile aggregator managed vast amounts of industry data, but raw information alone wasn't enough. Their subscribers—businesses navigating fluctuating demand, supplier networks, and dynamic pricing—needed real-time intelligence to make informed decisions.

However, traditional data analysis methods were slow, complex, and inefficient, causing delays in retrieving critical insights. Procedural bottlenecks made it difficult for subscribers to extract meaningful information when they needed it most, leaving them struggling to make timely business decisions.

The client recognized that to stay competitive, they had to go beyond basic data provision and deliver real-time, actionable intelligence.

## The Solution: GenAI CoPilot for Smart Decisions

The client partnered with Datamatics and leveraged its expertise in AI-driven copilots and collaboration with Microsoft. Together, they implemented a **GenAI-powered CoPilot**, revolutionizing how subscribers accessed and analyzed industry data.

Key features of the solution included:

- **Natural Language Querying:** Subscribers could ask questions in plain English and instantly receive detailed, data-driven insights—no technical expertise required.
- **Multilingual Support:** The AI could generate presentation-ready insights in multiple languages, ensuring accessibility across global markets.
- **Advanced Predictive Analytics:** The CoPilot went beyond simple data retrieval, analyzing trends, predicting shifts in demand, and optimizing supply chain strategies.

By implementing AI-driven analytics, the client shifted from being just a data provider to becoming an insight-driven industry leader, equipping businesses with real-time intelligence for faster, smarter decision-making. It could react faster to market changes, optimize supply chains, and stay ahead in a rapidly evolving landscape.

## The Impact: Faster Insights, Smarter Decisions, Competitive Advantage

### Real-time insights & faster, data-driven actions

reduced decision-making time  
from hours to minutes

### Elimination of Bottlenecks

AI streamlined data retrieval

### Industry Leadership

Gained a competitive edge,  
delivering deep, actionable  
intelligence rather than just  
raw data

# ABOUT **DATAMATICS**

Datamatics enables enterprises to go Deep in Digital to boost their productivity, customer experience, and competitive advantage. Datamatics' portfolio spans across three pillars of Digital Technologies, Digital Operations, and Digital Experiences. It has established products in Intelligent Document Processing, Robotic Process Automation, AI/ML models, Smart Workflows, Business Intelligence, and Automatic Fare Collection.

Datamatics caters to a diverse global clientele across Banking, Financial Services, Insurance, Healthcare, Manufacturing, International Organizations, and Media & Publishing. The Company has a presence across four continents with significant delivery centers in the USA, India, and the Philippines. To learn more about Datamatics, visit [www.datamatics.com](http://www.datamatics.com)

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