

ACCELERATING ENTERPRISE AGENCY

Governed Front2Back™
FINANCIAL ANALYST MEET 2026

Decision AI

Ptn by: EVP, Head of Decision AI

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The next evolution of enterprise intelligence is the shift from execution to agency.

And we can't wait to clean and connect all that data!!

Every decision is only as good as the signals and intelligence it's built on.

Without precise signals, AI is just a faster way to amplify noise.

Enterprise create value by making better decisions,
not executing tasks

And... Foresight is the source of agency.

Domain Specific Applied AI/ML Models Create Ex-Ante Intelligence.

Decision AI is the difference between AI that informs and AI that drives decisions

Decision AI is the layer that translates enterprise knowledge into business decisions and measurable outcomes.

It combines domain knowledge, causal models, forecasting, simulation, optimization, constraints, and governance.

- Agents can act, but they do not inherently know what the right action is
- Enterprise agency requires judgment, foresight, governance, and accountability
- Decision AI is the intelligence layer that turns agentic capability into business outcomes

A New
Philosophy

Signal Over Scale

Focus on finding the few patterns that matter, not hoarding petabytes of data

Foresight Not Hindsight

Use causal models to anticipate what should happen, not just describe what has happened

Economic Engine, Not Just Analytics

The ultimate goal is scaling decision quality to directly improve revenue, margin, and cost.

The biggest risk in enterprise AI is not that agents cannot act.

It is that they act without enough intelligence about the business consequences.

Decision AI allows Mphasis Tria™ to quantify trade-offs, optimize against objectives.

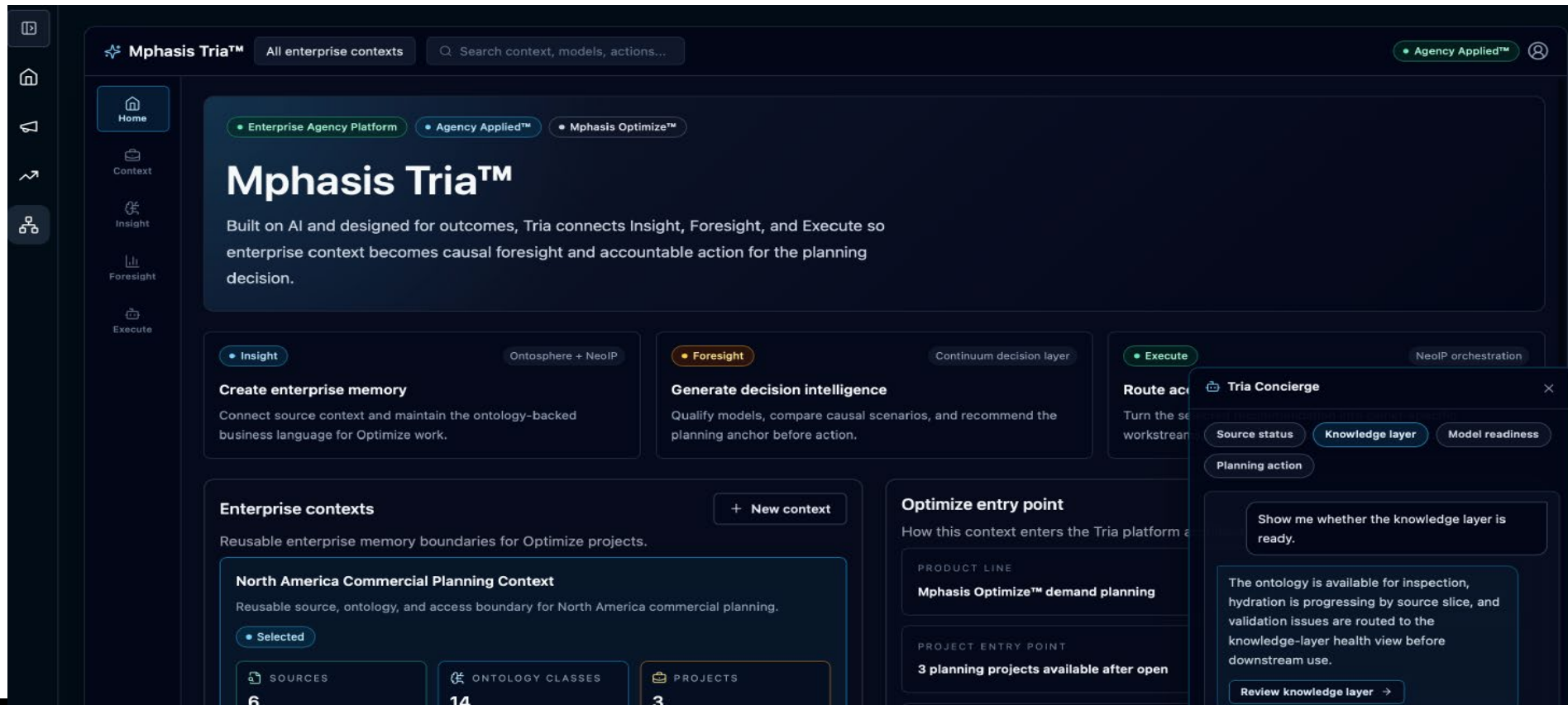
Evaluate scenarios and create a feedback loop between action and outcome.

Decision AI is the foresight layer that connects enterprise knowledge to governed execution.

The Mphasis Tria™ Architecture: Insight, Foresight, Execute

The power of Mphasis Tria™ is not any one layer in isolation.

The power is the closed loop: understand, decide, act, measure, and improve.



The screenshot displays the Mphasis Tria™ dashboard. At the top, it shows 'Mphasis Tria™' with a search bar and 'All enterprise contexts'. Below this, there are three main sections representing the architecture layers:

- Insight:** 'Create enterprise memory' - Connect source context and maintain the ontology-backed business language for Optimize work. (Ontosphere + NeolP)
- Foresight:** 'Generate decision intelligence' - Qualify models, compare causal scenarios, and recommend the planning anchor before action. (Continuum decision layer)
- Execute:** 'Route actions' - Turn the selected workstream into a governed execution plan. (NeolP orchestration)

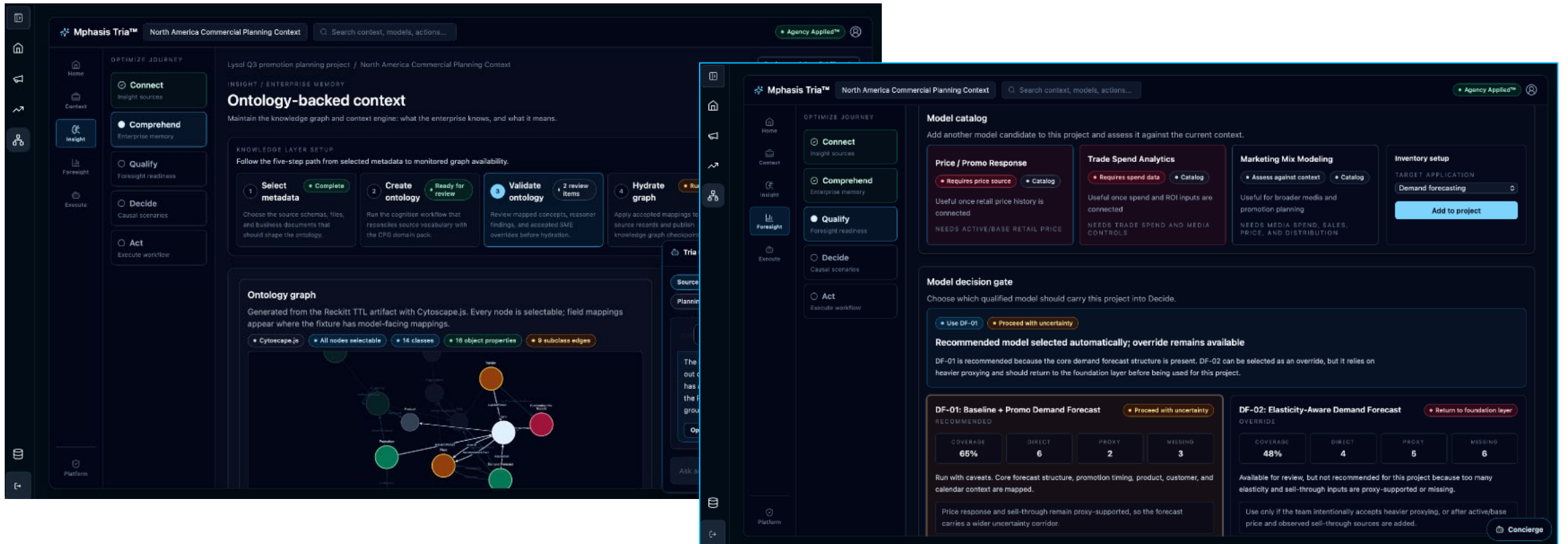
Below these sections, there are two main panels:

- Enterprise contexts:** Reusable enterprise memory boundaries for Optimize projects. It shows a 'North America Commercial Planning Context' with 6 sources, 14 ontology classes, and 3 projects.
- Optimize entry point:** How this context enters the Tria platform. It shows 'Mphasis Optimize™ demand planning' with 3 planning projects available after open.

A 'Tria Concierge' modal window is open on the right, showing 'Source status', 'Knowledge layer', and 'Model readiness' tabs. It contains a 'Planning action' section with a 'Review knowledge layer' button.

From systems intelligence to decision intelligence

Mphasis Tria™ is NOT starting from a generic agentic platform: Our moat is the combination of enterprise context, systems intelligence, domain-specific models, causal reasoning, optimization, and managed accountability.



Ontology-backed context

Follow the five-step path from selected metadata to monitored graph availability.

- Select metadata** (Complete) - Choose the source schemas, files, and business documents that should shape the ontology.
- Create ontology** (Ready for review) - Run the cogniter workflow that reconciles source vocabulary with the CPD domain pack.
- Validate ontology** (2 review items) - Review mapped concepts, reasoner findings, and accepted SME overrides before hydration.
- Hydrate graph** (Running) - Apply accepted mappings to source records and publish knowledge graph checkpoints.

Ontology graph

Generated from the Reckitt TTL artifact with Cytoscape.js. Every node is selectable; field mappings appear where the fixture has model-facing mappings.

- Cytoscape.js
- All nodes selectable
- 14 classes
- 18 object properties
- 8 subclass edges

Model catalog

Add another model candidate to this project and assess it against the current context.

- Price / Promo Response** (Requires price source, Catalog) - Useful once retail price history is connected. NEEDS ACTIVE/BASE RETAIL PRICE.
- Trade Spend Analytics** (Requires spend data, Catalog) - Useful once spend and ROI inputs are connected. NEEDS TRADE SPEND AND MEDIA CONTROLS.
- Marketing Mix Modeling** (Assess against context, Catalog) - Useful for broader media and promotion planning. NEEDS MEDIA SPEND, SALES, PRICE, AND DISTRIBUTION.
- Inventory setup** (Target Application: Demand forecasting) - Add to project.

Model decision gate

Choose which qualified model should carry this project into Decide.

Recommended model selected automatically; override remains available

DF-01 is recommended because the core demand forecast structure is present. DF-02 can be selected as an override, but it relies on heavier proxying and should return to the foundation layer before being used for this project.

Model	Coverage	Direct	Proxy	Missing
DF-01: Baseline + Promo Demand Forecast	65%	6	2	3
DF-02: Elasticity-Aware Demand Forecast	48%	4	5	6

Run with caveats. Core forecast structure, promotion timing, product, customer, and calendar context are mapped.

Price response and sell-through remain proxy-supported, so the forecast carries a wider uncertainty corridor.

Available for review, but not recommended for this project because too many elasticity and sell-through inputs are proxy-supported or missing.

Use only if the team intentionally accepts heavier proxying, or after active/base price and observed sell-through sources are added.

Mphasis Optimize™: Decision AI for enterprise performance



Mphasis Optimize™ is the product line focused on applying Decision AI to the highest-value optimization problems in the enterprise where there are multiple levers and measurable outcomes, constraints, uncertainty, and trade-offs.

Retail and CPG

It applies to demand forecasting, price and promotion optimization, marketing optimization, inventory optimization, assortment, and replenishment.

Banking

It can optimize customer engagement, pricing, credit decisions, branch and channel strategy, customer retention, and portfolio actions.

Insurance

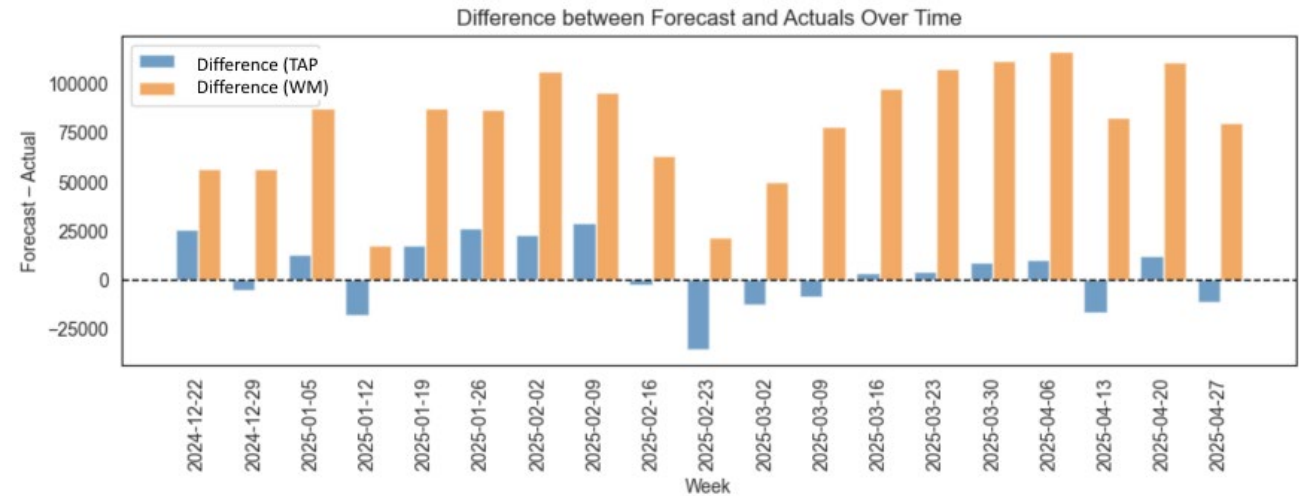
It can optimize pricing, underwriting support, claims triage, customer retention, and risk interventions and other use cases that optimizes revenue.

Forecast errors at week level: 16% estimated lost sales in one category: \$39 Mn

Fragmented and Siloed Systems leading to multiple and misaligned forecasts and conflicting KPIs.



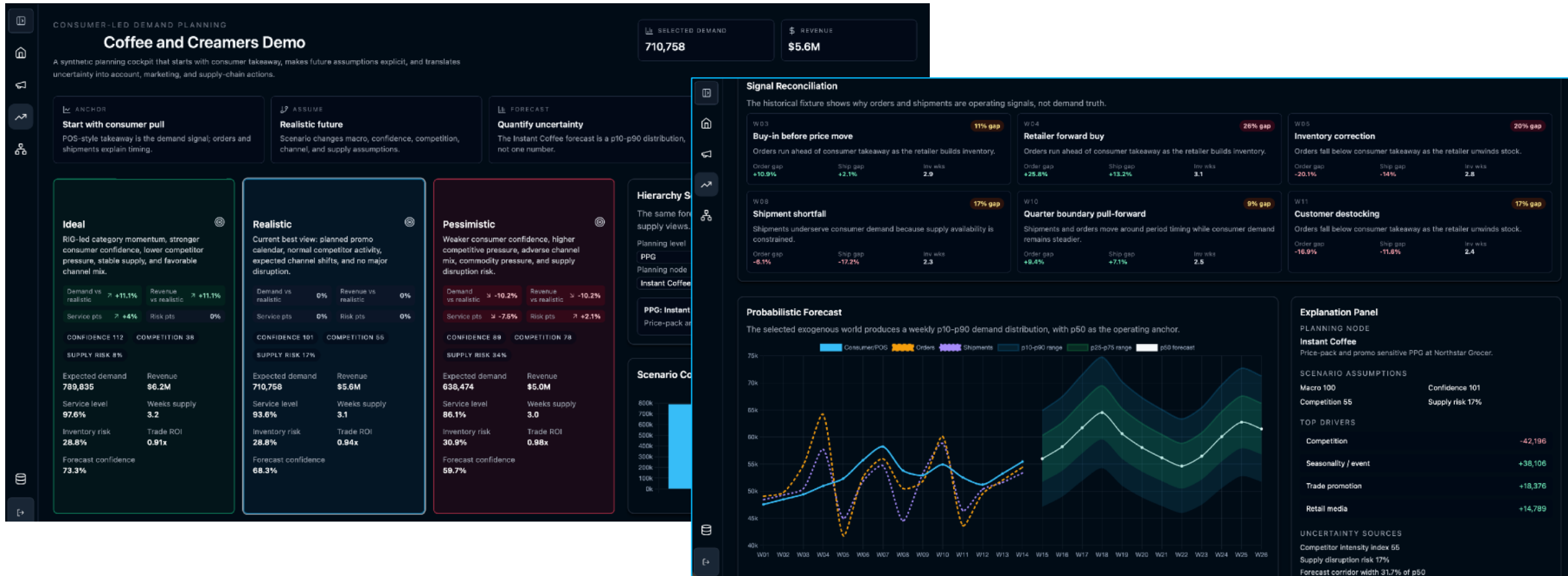
FORECAST ERROR AT WEEK LEVEL: 4% COMPARED TO 16% ORIGINALLY ESTIMATED RECOVERED SALES AS A RESULT OF UNDER FORECASTING: \$5.6M



End to End business planning made possible with Mphasis Tria™



Mphasis Optimize™ is breaking down silos and creating end to end connectivity for Demand Planning.



Our thesis: From AI adoption to economic outcomes



Mphasis Optimize™ is breaking down silos and creating end to end connectivity for Demand Planning.

Mphasis Tria™ gives enterprises the platform for agency. Decision AI gives that agency judgment. And Mphasis Optimize™ turns that judgment into measurable business performance.

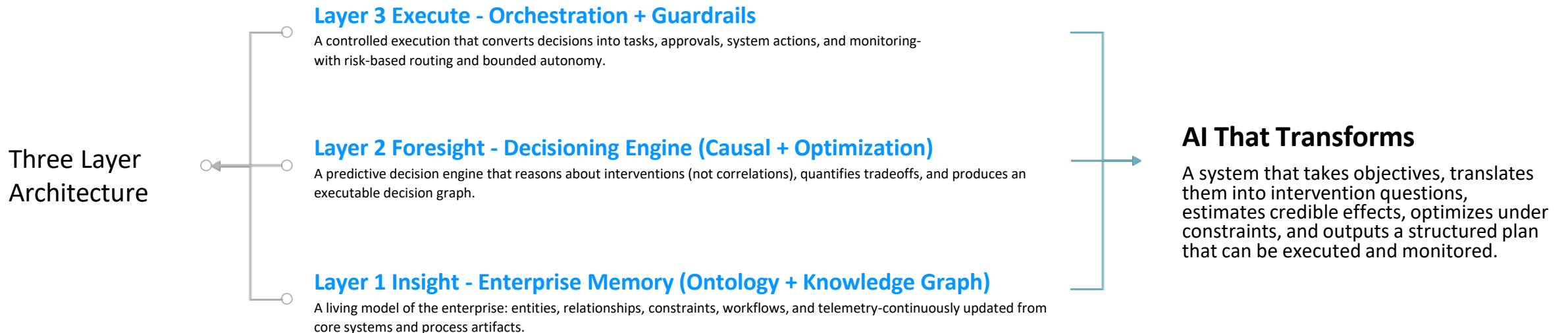
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DECISION AI IS THE FORESIGHT LAYER THAT CONNECTS ENTERPRISE KNOWLEDGE TO GOVERNED EXECUTION.

The Mphasis Tria™ Architecture: Insight, Foresight, Execute

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Thank You!

For more information, please contact:

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AI WITHOUT
INTELLIGENCE
IS ARTIFICIAL™

At Mphasis, engineering has been in our DNA since inception.

Mphasis is an AI-led, platform-driven company with human-in-the-loop intelligence, helping global enterprises modernize, infuse AI, and scale with agility. The [Mphasis.ai](#) unit and Mphasis AI-powered ‘Tribes’ are focused on client outcomes and embed artificial intelligence and autonomy into every layer of the enterprise technology and process stack. Mphasis built [NeoIP™](#), a breakthrough AI platform that orchestrates a powerful pack of AI solutions and platforms to deliver impactful outcomes across the enterprise IT value chain, as we believe ‘*AI Without Intelligence Is Artificial™*’. Mphasis NeoIP™ is powered by the Mphasis Ontosphere™, a dynamic and ever-evolving knowledge base, delivering continuous and constant innovation through perpetual intelligent engineering—driving end-to-end enterprise transformation.

At the heart of our approach is customer-centricity—reflected in our proprietary [Front2Back™](#) transformation framework, which uses the exponential power of cloud and cognitive to deliver hyper-personalized digital experiences ($C=X2C^2_{TM}=1$) and build strong relationships with marquee clients. Our Service Transformation solutions enable enterprises to pivot from legacy systems and operations to secure, adaptive, cloud-first operating models with minimal disruption. Continuous investments in platforms, such as the Neo series, enable enterprises to stay efficient, relevant, and ahead in a dynamic AI-first world. Mphasis is a Hi-Tech, Hi-Touch, Hi-Trust company, rooted in a learning and growth culture. Click [here](#) to know more. (BSE: 526299; NSE: MPHASIS)

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