NDG AI

OptifAI®

PRODUCT PROFILE

FOR HOME CARE PROVIDERS

NDG AI

SCHEDULING MOBILE
RESOURCES INTELLIGENTLY

NDGAI

CONTENTS

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INTRODUCTION

Optif**AI**® is a cloud-based industry pioneering technology that optimises home care service scheduling.

The innovative software not only automates the planning process, but it creates more efficient schedules, instantly, improving performance and profitability while helping home care organisations provide a better quality of service.

World-class artificially intelligent algorithms match field-based carers to client-centric timeframes, skills, qualifications and equipment requirements, enabling home care providers to determine and deliver the highest standard of home care services to their clients.

Schedules can be rerun instantly at the touch of a button to adapt to change. Optif**AI**® can rerun schedules if a member of staff calls in sick or if a client cancels or adds an appointment as of tomorrow, or in the future, or if a client temporarily increases or decreases their requirements, puts their services on hold or cancels their contract.

WHY OPTIF**AI**®

OptifAI® helps home care providers solve some of their most important problems.

The software helps reduce operational costs while enabling home care providers to offer a better customer experience.

Optif**AI**® is easy to use and will save home care coordinators hours of manual labour creating and maintaining schedules to meet clients' requirements. It is fast, efficient, flexible and most importantly, it is responsive towards organisations' needs.

Optif**AI**® was developed in collaboration with the University of Nottingham through a Knowledge Transfer Partnership. Years of research and development have resulted in a tool that helps home care providers become more efficient and profitable in home care workforce scheduling.

Optif**AI**® is being continually developed and innovated in collaboration with industry-leading experts, partners and users. We use the latest technologies to ensure we provide an exceptional product and incomparable service that, together, delivers remarkable value to home care providers and their customers.

> ❝ Optif**AI**® has reduced our time spent rostering by half, freeing up the care coordinator's time to complete other tasks, making us more efficient on the administration side too. ❞
>
> **PAULA SNOW** SENIOR MANAGER ADULT SERVICES, CHESHIRE WEST AND CHESTER COUNCIL.

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HOW IT WORKS

Optif**AI**® requires certain details about client bookings and carers to enable it to optimise to its full potential. For Optif**AI**® to work, care coordinators must ensure relevant data is entered into the engine.

FOR CLIENTS, THIS DATA INCLUDES, BUT IS NOT LIMITED TO:

- **Address**

- **Mandatory requirements** - These can be requested by the client or the service provider and are necessary for the visit to go ahead. For example:
  » A female client needing a bath may want a female to attend
  » The service provider will not want to send a carer with pet allergies to a client owning a dog
  » The service provider may need to send a carer with a certain skill or qualification to a visit to fulfil certain tasks

- **Preferred requests** - These can be requested by the client or the service provider but are not necessary for the visit to go ahead. For example:
  » The client may prefer a carer who is a non-smoker and good with dogs
  » A carer may prefer to attend a visit with no pets, but is not allergic

- **Acceptable visit start time** - This allows Optif**AI**® to move visit times within the boundaries set by the care coordinator

Mandatory requirements and preferred requests are supported at an individual visit level. For example, a scheduler could make a request for a non-smoker for a client, which would cover all their visits, but they could specifically request a female carer for a visit that requires a bath. Male non-smoking carers would not be booked for the bath visit but could fulfil the other visits for this client.

FOR WORKERS, THIS DATA INCLUDES, BUT IS NOT LIMITED TO:

- **Skills and qualifications**
- **Equipment they carry**
- **Pay rate**
- **Mode of transport**
- **Carer available working hours**
- **Carer preferred geographic working areas**
- **Carer available geographic working areas**
- **Carer characteristics such as gender, non-smoker, good with dogs**

> ❝ Optif**AI**® has enabled us to offer greater continuity of care. This has helped us develop an excellent reputation as a leading home care provider in our area, which has resulted in business benefits. ❞
>
> **EMMA CULLEY** MANAGING DIRECTOR
> REST ASSURED HOMECARE LIMITED UK

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SCHEDULING CRITERIA

OptifAI® uses eight different criteria when scheduling carers to visits:

CONTINUITY OF SERVICE
Maximises continuity by allocating carers to clients they have previously visited

REDUCE COSTS
Minimises operational costs by reducing mileage and using the cheapest carer option to fulfil the visit requirements

CARER QUANTITY
Minimises the number of carers required to fulfil the visits, reducing the number of carers needed by the service provider, freeing up resources to fulfil new contracts

TRAVEL
Minimises travel time and distance between client visits to reduce travel costs

PREFERRED REQUESTS
Maximises the fulfilment of preferred requests for the client by assigning carers with the relevant skills and characteristics to accommodate as many of the clients and service provider's preferred requests as possible

CARER PREFERRED WORKING AREAS
Maximises the assignment of carers within their preferred working area

CARER AREA AVAILABILITY
Minimises the allocation of carers outside of the areas they are available to work

CARER TIME AVAILABILITY
Minimises the allocation of carers outside of their available working hours

Each criteria's importance is weighted to reflect organisational goals, which results in different scheduling outcomes.

When there is a high demand and the current workforce is not enough to fulfil service requirements, users can choose to turn on a feature that assigns carers to non-available geographic areas and working times. If this option is enabled OptifAI® will assign carers outside of their availability when required.

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SCHEDULING TEMPLATES

Different service providers have different organisation objectives which will result in carers being scheduled in different ways.

Working in partnership with industry-leading experts and users, seven preconfigured scheduling templates have been created to focus on the different challenges care provider organisations face.

Each template matches mandatory visit requirements as a priority and then uses a preconfigured set of criteria to meet the organisation's objectives.

Carer Utilisation and Operational Costs
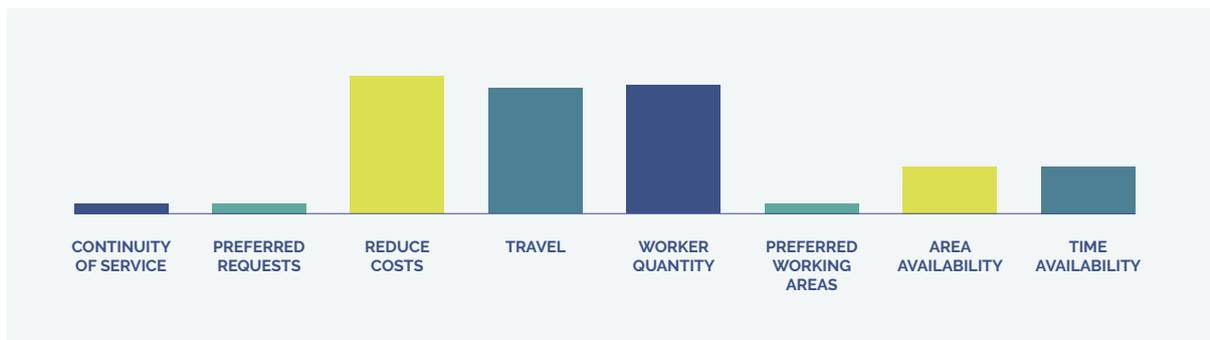### Use fewer carers and increase profit margins

The key priority of this template is to book as many visits as possible using the minimum number of carers by maximising utilisation of carers.

This keeps labour costs as low as possible and solves the issue of carer shortages or highlights the possibility of overstaffing, freeing up labour resources to cover new business.

Travel distances are also kept to a minimum to reduce mileage costs and carer time spent travelling.

This template is designed to make organisations more efficient, reduce operational costs, and in turn increase profit margins.

N.B If assigning carers outside of availability is enabled, this template will attempt to minimise assignments outside of availability and only do so when a visit would otherwise be left unassigned.

CONTINUITY OF SERVICE	PREFERRED REQUESTS	REDUCE COSTS	TRAVEL	WORKER QUANTITY	PREFERRED WORKING AREAS	AREA AVAILABILITY	TIME AVAILABILITY

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Continuity of Service
Establish great relationships with clients

This template is designed for service providers whose priority is to establish a good and consistent relationship with their clients by minimising the number of different carers assigned to the client, while still offering the best level of service. It focuses on continuity of service first and then prioritises matching as many preferred requests to carers as possible.

Providing consistent service and better experiences enables personal relationships to be built between carers and clients, which in turn builds trust between organisations and their clients.

It also de-risks the service offering, ensuring organisations provide clients with exceptional service, keeping them happy and ensuring they continue to do business with them.

N.B. If assigning carers outside of availability is enabled then carers could be assigned to visits outside of their availability.

CONTINUITY OF SERVICE	PREFERRED REQUESTS	REDUCE COSTS	TRAVEL	WORKER QUANTITY	PREFERRED WORKING AREAS	AREA AVAILABILITY	TIME AVAILABILITY

> **66** OptifAI® has enabled us to offer greater continuity of care. This has helped us develop an excellent reputation as a leading home care provider in our area, which has resulted in business benefits. **99**
>
> **EMMA CULLEY** MANAGING DIRECTOR, REST ASSURED HOMECARE LIMITED UK

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Preferred Requests
Accommodate as many client's requests as possible

This template is designed for service providers whose priority is to accommodate as many of the clients, carers and the organisations requests as possible. It focuses on matching preferred requests first and then prioritises maximising continuity of care. It also considers carer preferences for areas of work.

Providing a service that ticks all the boxes creates a better experience for clients.

This template, as with continuity of care, is designed to de-risk service offering, ensuring organisations provide their clients with exceptional service, keeping them happy and ensuring they continue to do business with them.

N.B. If assigning carers outside of availability is enabled then carers could be assigned to visits outside of their availability.

CONTINUITY OF SERVICE	PREFERRED REQUESTS	REDUCE COSTS	TRAVEL	WORKER QUANTITY	PREFERRED WORKING AREAS	AREA AVAILABILITY	TIME AVAILABILITY

> **"** We use Optif**AI**® to best match our carers to our service-users. This doesn't just mean ensuring our service-users have the right carers but making sure we protect our carers too. For example, Optif**AI**® won't send a carer with asthma to a smoker's house. **"**
>
> **CONNIE LALLY** KITE MANAGER, DEPARTMENT OF ADULT SOCIAL SERVICES AND PUBLIC HEALTH, RICHMOND AND WANDSWORTH COUNCIL

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Quality of Service
Accommodate as many preferred requests as possible using the same carers

Working with industry experts we have defined 'quality of service' as accommodating as many of the preferred requests as possible with the same carers. This template offers a more balanced approach to accommodating as many of the clients, carers and organisation's requests as possible while using the same carers.

This template, as with 'continuity of care' and 'preferred requests', depending on the organisation's business goals, is designed to de-risk service offering, ensuring organisations provide their clients with exceptional service, keeping them happy and ensuring they continue to do business with them.

N.B. If assigning carers outside of availability is enabled then carers could be assigned to visits outside of their availability.

| CONTINUITY OF SERVICE | PREFERRED REQUESTS | REDUCE COSTS | TRAVEL | WORKER QUANTITY | PREFERRED WORKING AREAS | AREA AVAILABILITY | TIME AVAILABILITY |

> **“** Optif**AI**® has been an excellent tool during the Covid-19 pandemic. It made scheduling rotas quick and simple and was easy to manage remotely by our homeworkers. **”**

CONNIE LALLY KITE MANAGER, DEPARTMENT OF ADULT SOCIAL SERVICES AND PUBLIC HEALTH, RICHMOND AND WANDSWORTH COUNCIL
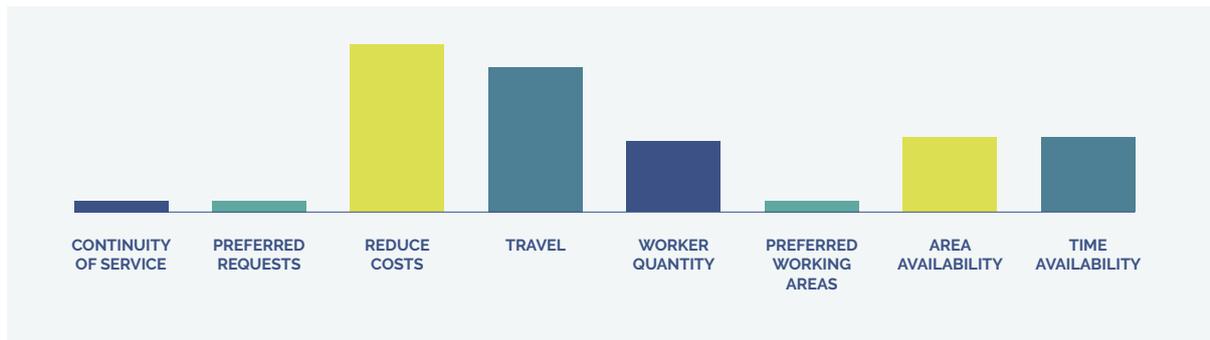
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Profit
Reduce costs and maximise profit

This template is designed for service providers whose priority is to reduce operational costs and maximise profit. It reduces operational costs by fulfilling requirements with the carers that cost the least and by decreasing travel distances to reduce mileage costs and carer time spent travelling.

It also attempts to reduce the total number of carers used, offering better utilisation of carers and freeing up labour resources for new business.

N.B If assigning carers outside of availability has been enabled this template will attempt to minimise assignments outside of availability and only do so when a visit would otherwise be left unassigned.

CONTINUITY OF SERVICE	PREFERRED REQUESTS	REDUCE COSTS	TRAVEL	WORKER QUANTITY	PREFERRED WORKING AREAS	AREA AVAILABILITY	TIME AVAILABILITY

> **"** Not only has Optif**AI**® streamlined my scheduling process, saving time in the office, but it has made my schedules more efficient, resulting in me freeing up carer time too. This has enabled me to take on more business, without the expense of additional staff. **"**

EMMA CULLEY MANAGING DIRECTOR, REST ASSURED HOMECARE LIMITED UK.
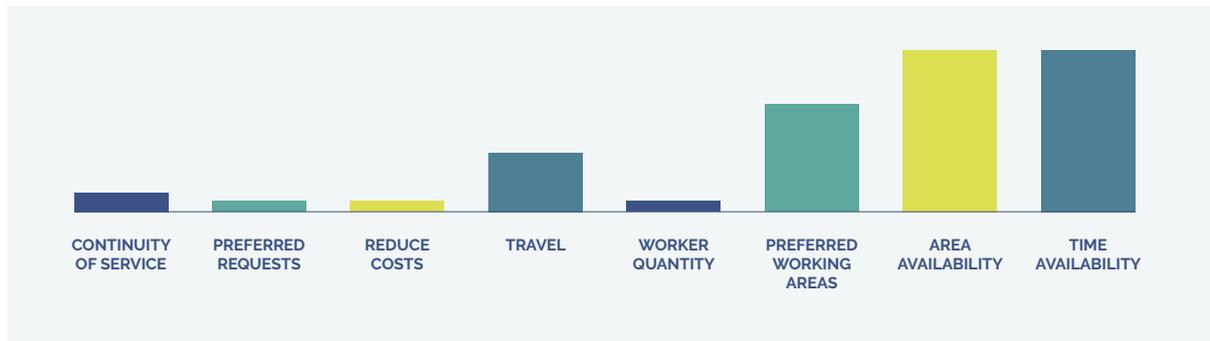
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Worker Satisfaction
Improve working conditions and create loyal carers

This template is designed for service providers who are employee focused. It concentrates on worker satisfaction over the quality of service provided. It schedules based on the carers' preferences, scheduling carers to work during their available times and in their preferred, as well as available, geographic areas. Where possible it also minimises travel distances to avoid long journeys.

Happy employees are more loyal, which means organisations spend less time worrying about recruitment.

N.B If assigning carers outside of availability has been enabled this template will attempt to minimise assignments outside of availability and only do so when a visit would otherwise be left unassigned.

| CONTINUITY OF SERVICE | PREFERRED REQUESTS | REDUCE COSTS | TRAVEL | WORKER QUANTITY | PREFERRED WORKING AREAS | AREA AVAILABILITY | TIME AVAILABILITY |

> **"** Optif**AI**® contributed to enhanced employee benefits and an improved work-life balance for my staff as they are now paid for more of their working day. Morale is certainly up since we implemented Optif**AI**® and we have a reputation as a great place to work. **"**
>
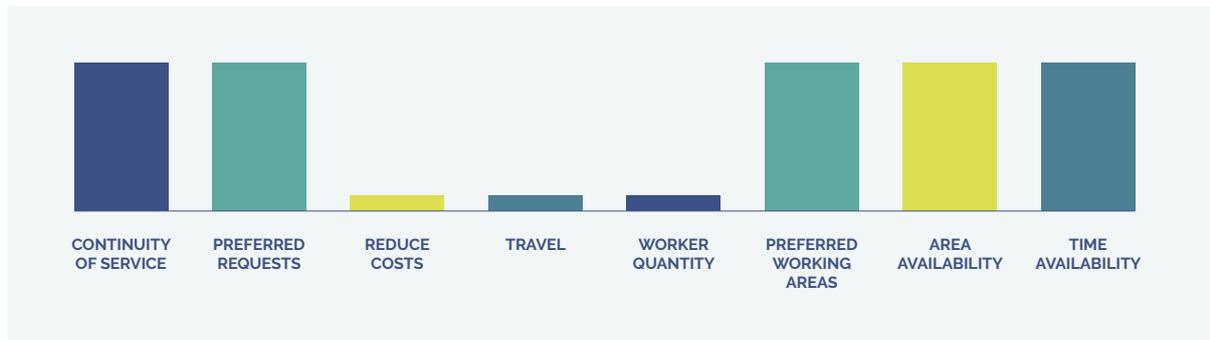> **EMMA CULLEY** MANAGING DIRECTOR, REST ASSURED HOMECARE LIMITED UK

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Balanced
A balance between delivering quality of service and carer satisfaction

The balanced template produces schedules with an even mix of delivering service quality and worker satisfaction, with a slightly stronger focus on client's requests. It also attempts to keep operational costs as low as possible.

CONTINUITY OF SERVICE	PREFERRED REQUESTS	REDUCE COSTS	TRAVEL	WORKER QUANTITY	PREFERRED WORKING AREAS	AREA AVAILABILITY	TIME AVAILABILITY

❝The scheduling solutions produced by OptifAI® have allowed us to effectively and efficiently utilise staff within our newly agreed shorter working day, meaning we can provide more care in fewer hours.❞

PAULA SNOW SENIOR MANAGER ADULT SERVICES, CHESHIRE WEST AND CHESTER COUNCIL

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TAILORED SCHEDULING TEMPLATES

If business goals are not met with one of the pre-defined scheduling templates, then organisations can easily create their own templates. Simply select two to five of the eight criteria and allocate them an importance level according to the organisation's objectives.
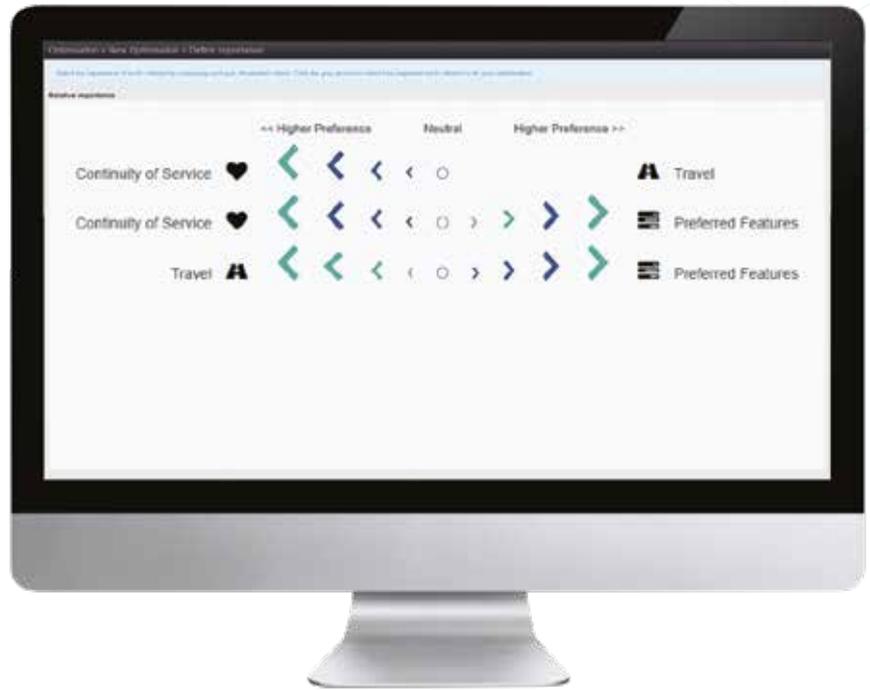
GUARANTEE COMPLIANCE

The regulatory landscape is ever-changing. Optif**AI**® helps care providers stay on top of their regulatory requirements enabling them to gain a competitive edge as a leader in compliance.

The Optif**AI**® product can be set up to ensure scheduling solutions comply with whatever rules are required, be it; the European Working Time Directive, the UK Working Time Regulations, CQC or organisation's own corporate policies such as minimum profit margins, maximum travel limits and visit start time allowances.

Prior to running scheduling solutions, these 'rules' can be set up to ensure the Optif**AI**® solution complies.

" Optif**AI**® has been great for compliance. It ensures all visits are fulfilled when they should be and that all carers are scheduled to work within their availability. Resulting in happy service-users, happy carers and a happy CQC. **"**

EMMA CULLEY MANAGING DIRECTOR, REST ASSURED HOMECARE LIMITED UK

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OPTIFAI® RESULTS

Each template produces a different solution depending on the selected scheduling criteria. Optif**AI®**'s inner logic prevents it from producing unrealistic solutions however, the care coordinator is always in control and can quickly fine-tune a schedule, either manually or by making changes to the client or carer data.

After the Optif**AI®** engine generates a schedule solution, statistical information including, but not limited to, how many visits Optif**AI®** covered in comparison to any existing schedules, costs, profit, travel times and distances, continuity of service and compliance with working regulations, is displayed.

BOOK A DEMO

Speak to a member of the NDG**AI** team to book a demo and see how Optif**AI®** can work for you

t. +44 (0)800 080 3313   e. info@ndgai.com   w. www.ndgai.com

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BENEFITS

Tailored to the organisation's objectives and values

Avoid penalties for noncompliance

Improves performance and profitability while helping provide a better quality of service

Ensures compliance with clients' booking constraints to prevent damage to business reputation from compliance failings

Maximises bottom line

Saves hours of manual scheduling

Consistent and unbiased decisions which are based on business objectives

Make fast emergency adjustments

Doesn't have a bad day, go on holiday or call in sick

More efficient coverage

Can work around existing visits that do not want to be changed

Flexible scheduling for different geographic areas

Easy comparable solutions - Optif**AI**® allows users to check and compare different scenarios while forecasting profits, continuity of service, travel and other metrics

Minimise travel time

Flexible schedule management – Users can partially adopt a proposed solution

Ensures compliance with CQC, the European Working Time Directive, Working Time Regulations, corporate policies and more

The care coordinator is always in control - The **AI** enhances care coordinator scheduling abilities, it does not necessarily replace them

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SUCCESS
STORIES

OptifAI® | RAH Rest Assured Homecare (UK) Limited

REST ASSURED HOMECARE (UK) LIMITED

Rest Assured Homecare (UK) Limited provide short and long term adult home care in West Norfolk, East Cambridgeshire and South Lincolnshire in the United Kingdom.

The business was launched in March 2019 by Managing Director Emma Culley and after only a year of trading, Rest Assured Homecare is providing over 500 hours of care per week.

THE CHALLENGE

Emma wanted to streamline her scheduling process and make it more efficient while improving the company's continuity of care.

Emma also wants to ensure that as the business grows and new coordinator staff are taken on, they all plan and manage schedules efficiently and consistently.

THE SOLUTION

In October 2019 Rest Assured Homecare added OptifAI® to their scheduling software. The innovative artificially intelligent algorithms matched carers to service user visits, at the times the visits needed to happen with the people who could fulfil the visits' requirements.

Most importantly, OptifAI® did this with the same people, minimising the number of different carers assigned to service users, resulting in Rest Assured Homecare providing exceptional continuity of care, earning them a fantastic reputation as a good quality home care provider in the community.

OptifiAI® did this while maximising Rest Assured Homecare's staff utilisation, reducing operational costs and increasing profit margins.

> " OptifAI® has empowered me to expand my start-up home care business at a much faster rate, freeing up my time to work on the business, rather than in it. "
>
> **EMMA CULLEY**
> MANAGING DIRECTOR

KEY FACTS

Industry: Health and social care

Service: Home care

Number of hours of service provided per week: 500+

CQC Rated: Good

Started using OptifAI®: October 2019

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THE RESULT

"OptifAI® has reduced the time I spend creating schedules by half, from two-days a week, to one, freeing up my time to work on my business, rather than in it. This has empowered me to expand my start-up home care business at a much faster rate.

"As my business grows I am taking on more staff. I can preset the scheduling parameters in OptifAI® giving me confidence my new care coordinators are able to produce schedules efficiently, consistently, and most importantly, the way I want them done.

"In my first year, OptifiAI® has saved me £4.5k a year in care coordinator wages. Their time is now better utilised by reviewing care plans and creating plans for new services, delivering a better return on investment on their wages.

"Not only has OptifAI® streamlined my scheduling process, saving time in the office, but it has made my schedules more efficient, resulting in me freeing up carer time too. This has enabled me to take on more business, without the expense of additional staff.

"OptifAI® has equipped us to offer greater continuity of care. This is important to my business, as it encourages personal relationships between carers and service users. This has helped us develop an excellent reputation as a leading home care provider in our area, and we benefit from this good reputation from a business perspective.

"Not only has OptifAI® permitted me to utilise my care staff better, reduced my operational costs and increased my profit margins, but it has also contributed to enhanced employee benefits and an improved work-life balance for my staff.

"My carer team are paid for the time they spend giving care. OptifAI® utilises their time better by reducing downtime and travel time between service user visits, which is a much better use of their time and means they are paid for more of their working day. Morale is certainly up since we implemented OptifAI® and we have a reputation as a great place to work.

"Additionally OptifAI® was instrumental in the management of services in the first six to eight weeks of the Covid-19 pandemic. To be able to amend the schedule easily and quickly, when we had multiple people calling in sick, or isolating, was paramount and invaluable. I'm not sure how we would have coped without it."

> " Not only has OptifAI® permitted me to utilise my care staff better, reduced my operational costs and increased my profit margins, but it has also contributed to enhanced employee benefits and an improved work-life balance for my staff. "

EMMA CULLEY
MANAGING DIRECTOR

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OptifAI® | Cheshire West and Chester

CHESHIRE WEST AND CHESTER COUNCIL

Cheshire West and Chester Council provide a reablement and domiciliary service.

The reablement service, which is free of charge, is provided for a period of up to six weeks.

The service aims to support people to regain skills of daily living and to live active healthy lives in their community through short term intervention which has a focus on rehabilitation. During this time service user's progress is monitored and reviewed. If ongoing support is required following the period of reablement, support will be transferred to a home care provider that supports people in their own home on a longer-term basis.

The service offers time-specific visits for medication and some aspects of personal care.

THE CHALLENGE

Cheshire West and Chester Council required a scheduling solution that would support the evolution of their reablement care services and new staffing structure.

The changes included reducing the working day by one hour, from 7am to 11pm to 7am to 10pm and carers working new six-hour shifts within that working day.

Cheshire West and Chester Council needed a solution that would utilise staff more efficiently and reduce travel times to enable more care to be provided in fewer hours.

> **"** Not only has OptifAI® made our schedules more efficient but it has also reduced our time spent rostering by half, freeing up the coordinator's time to complete other tasks, making us more efficient on the administration side too. **"**
>
> **PAULA SNOW**
> SENIOR MANAGER ADULT SERVICES

KEY FACTS

Industry: Health and social care

Service: Reablement

CQC Rated: Good

Started using OptifAI®: July 2019

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OptifAI® | Cheshire West and Chester

THE RESULT

"Optif**AI**® has offered us a more effective and efficient scheduling solution to support the evolution of our reablement care services and our new staffing structure.

"The scheduling solutions produced by the software have allowed us to effectively and efficiently utilise staff within our newly agreed shorter working day, meaning we can provide more care in fewer hours.

"Additionally Optif**AI**® has empowered us to improve our employee satisfaction as our carers are now limited to the amount of time they spend travelling between client bookings.

"Not only has Optif**AI**® made our schedules more efficient but it has also reduced our time spent rostering by half, freeing up the coordinator's time to complete other tasks, making us more efficient on the administration side too."

> **"** Optif**AI**® has offered us a more effective and efficient scheduling solution to support the evolution of our reablement care services and our new staffing structure. **"**
>
> **PAULA SNOW**
> SENIOR MANAGER ADULT SERVICES

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ABOUT NDGAI

The delivery of efficient and quality service is at the heart of what we do. Our history is rooted in supporting organisations of all shapes and sizes to schedule thousands of hours of field-based services every day.

OUR VISION

NDG**AI** will be the greatest innovator of artificially intelligent algorithms focused on improving home care workforce scheduling.

We will achieve this by pushing the boundaries of technology to enable our software users to provide the highest level of quality and efficiency in the field.

OUR MISSION

Our purpose is to deliver industry pioneering technologies to enhance home care service delivery.

We believe our software partners deserve unparalleled technologies to intensify their scheduling solutions proposition.

We believe our users deserve reliable, fast and efficient software to empower them to determine and deliver the highest standard of home care services to their clients.

We believe it is important to continually reinvent ourselves to keep ahead.

To achieve our mission, we use the latest innovative technologies to continually develop and innovate our products and services, in collaboration with industry-leading experts, our partners and users.

OUR VALUES

At NDG**AI** we are driven by these guiding principles:

We have a positive, can-do attitude. Positivity encourages us to reach for the stars, work hard and stay focused on fulfilling our goals.

We respect and value our people. We encourage continuous professional and personal development and happiness. Our success is dependent upon the collective energy, aptitude and contributions of our team.

We work hard, but family comes first. If our families are taken care of, everything else falls into place.

We take pride in our work. What we do, we do well. We provide exceptional products and incomparable service that, together, deliver remarkable value to our partners and users.

We make a difference. We develop products and relationships that make a positive difference to our partners, users, their workforces and their clients.

We have integrity. We are real and truthful to ourselves, our partners and our users.

NDGAI

WHY CHOOSE NDGAI?

At NDG**AI** we help home care providers solve some of their most important problems. Our software helps reduce operational costs and increases efficiency while enabling enabling home care providers to offer a better customer experience.

OUR HISTORY

The delivery of efficient and quality service is at the heart of our story. Founded by Nigel Gittins, our history is rooted in supporting home care organisations of all shapes and sizes to schedule thousands of hours of field-based home care services every day.

In 2002 Nigel's parents were running a home care agency. This gave Nigel a unique insight into the difficulties they faced when scheduling carers, particularly with a growing workforce and client base.

None of the scheduling systems on the market at the time did what Nigel's parents required: quick, easy and efficient automated creation of worker schedules.

With an extensive background in software development, Nigel focused his skills on solving the issues his parents' home care agency were facing. As a result, in 2002 Webroster.net was developed as the first care-specific web-based scheduling platform.

Working with the University of Nottingham, Nigel's team completed a two-year Knowledge Transfer Partnership (KTP) to improve workforce utilisation, pushing the boundaries of technology to enable users to provide the highest levels of quality and efficiency.

In 2020 Nigel sold Webroster to the Access Group but he and the NDG**AI** team continue to develop the artificial intelligent scheduling tool, Optif**AI**®, which is used to add value to our scheduling solutions.

WE ARE PIONEERS IN WEB-BASED TECHNOLOGY

We never stop innovating. NDG**AI** will be the greatest innovator of artificially intelligent algorithms focused on improving home care workforce scheduling around the world.

We will achieve this by pushing the boundaries of technology, creating effective and affordable artificial intelligence scheduling software, to enable our users to provide the highest levels of quality and efficiency.

NDG**AI**

WE PRIORITISE ORGANISATIONS' GOALS

We facilitate organisations' business needs. We focus on what matters to our customers and users. Whether that's delivering quality or consistent service or reducing operational costs and maximising profits or a balanced approach using all of the above, we create solutions for your business.

WE ARE RELIABLE

You can rely on NDG**AI**, from the software through to our people.

Through using Amazon Web Services (AWS) cloud hosting, NDG**AI** provides a reliable, resilient and secure hosting platform.

Our UK-based sales and support team is on hand to provide help and to answer any questions you have.

We have a wealth of experience. Our team has been innovating home care workforce management solutions for almost 20 years and we pride ourselves on constantly evolving. We use the latest innovative technologies to continually develop and innovate our products and services.

Collaborating with industry-leading experts, our partner sellers and our users, ensures we provide an exceptional product with an incomparable service that, together, delivers remarkable value to you and your clients.

NDG**AI**

OUR PEOPLE

NDGAI has the vision to be the greatest innovator of artificially intelligent algorithms focused on improving home care workforce scheduling around the world.

The only way to achieve great things is with great people. This is why the NDG**AI** CEO hand-picked exceptional people with the same vision and values as him to guarantee NDG**AI** would achieve extraordinary things.

He hired positive people, with can-do attitudes. People who work hard and take pride in their work, who have integrity and who make a difference.

Meet the NDG**AI** team and take a look at their expertise and experience to see for yourself how great they are: **www.ndgai.com/our-people**

NIGEL GITTINS
BSC (HONS)

CHIEF EXECUTIVE OFFICER

Nigel is NDG**AI**'s CEO and is responsible for the company's growth and strategic vision.

Nigel has over 30-years experience in providing technology and SaaS solutions to businesses and government organisations in the TV, oil, retail, and healthcare sectors.

Nigel's experience in field-based home care workforce scheduling has established him an international reputation as a provider of high-quality, innovative, scheduling software.

Nigel has a degree in maths and computing and is an active member of the Vistage Chief Executive Programme, the world's largest executive coaching organisation for small and medium-sized businesses.

Nigel prides himself on constantly evolving his products and having the ability to make a difference with NDG**AI**'s exciting innovations.

RODRIGO PINHEIRO
BSC, MSC, PHD

DATA SCIENCE DIRECTOR

Rodrigo is NDG**AI**'s Data Science Director and is responsible for creating and maintaining the software engine that makes Optif**AI**® work. He is also responsible for the online servers that host the technology.

Rodrigo has over 15 year's experience in computing science and computer architecture and has taught at several universities. More recently he has served the health and social care industry at Webroster where he worked in collaboration with the University of Nottingham as a KTP Research Associate to create the Optif**AI**® engine.

Rodrigo gained his PhD with the Automated Scheduling and Planning Group at the University of Nottingham, where he also authored several peer-reviewed scientific articles.

Rodrigo prides himself on his ability to find solutions to a variety of challenges faced by home care organisations.

NDGAI

COMPANY INFORMATION

NDG Artificial Intelligence Limited (NDG**AI**) is a private limited company registered in England and Wales. Company registered number 12205092.

Registered office address: 3 Wellbrook Court, Girton, Cambridge, CB3 0NA

VAT number GB 345278484

The company is owned by CEO Nigel Gittens (75%) and Data Science Director Rodrigo Pinheiro (25%).

TRADEMARKS

Here is the most current information on NDG**AI**'s trademarks and their status:

Optif**AI**®