

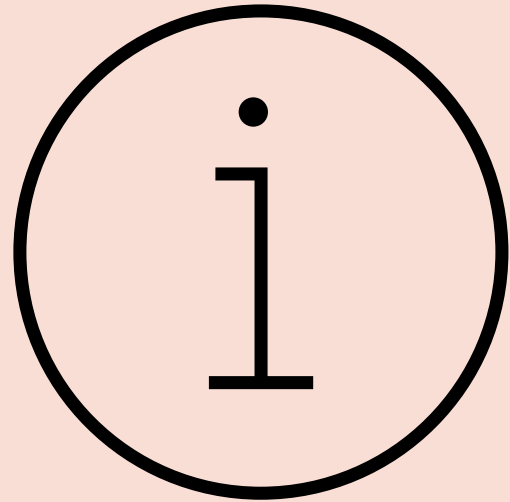


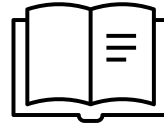
GCC-as-a-service



micrGCC

in action





SMB: A Measurement Company

Challenge

22 Fragmented marketing data sources
Data ETL takes 8 weeks
Routines not automated

OUR TARGET: Speed, Accuracy thru Automation @ 60% Cheaper

Solution

Automation

With a team of 3, mapped the entire ETL process, automated key data ingestion tasks
Key Tech: Python, Essbase, Cloud Ops

Result: Turnkey, Scalable & Agile Data ETL Cloud Solution

Value

Faster: 80% faster cutting own data processing time from 8 weeks to 1.5 weeks
Better: >90% fully automated, agile and scalable
Cheaper: 60%* cheaper to build, 70%* cheaper to maintain

Consume



Delivery Layer



Semantic Layer

Transform



Load



Extract



Reporting → Insights → Action

Liquid Data Cloud Output

<p>Reporting Monthly BI Reports in Power BI</p>	<p>Marketing Data Sets feed into MMM for Media ROI</p>	<p>Trade Optimization Data Sets can be used for Price & Promo Modeling</p>
<p>Flexibility Ready to ingest new data sources</p>	<p>Adaptability Support existing or new business queries</p>	<p>Scalability Can scale with non-linear ROI</p>

**Business
Intelligence
&
Tech**

**Data Reporting &
Visualization
Landscape**

We approach Data Visualization & Reporting as confluence of Data Science, Technology & Business Acumen to create consumable insights



Agile Data Environment

Integrated Data made available for DevOps



Smart Centralization

Co-Creation DevOps model with in-house & out-sourced cutting edge tech, software & analytics



Consumable Insights

- Storytelling to comprehend meaningful KPIs & Trends
- Single Source Repository

BIT Trends

By incorporating today's mega trends in reporting solutions...

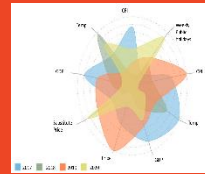
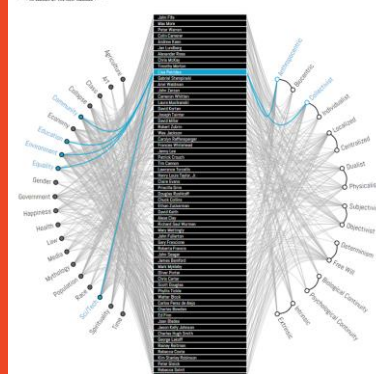
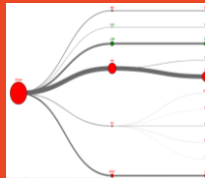
*Machine Learning
Deep Learning*

“algorithms that self learn to achieve automation”

*Artificial Intelligence
BOTS
Reco Engines*



*Advanced
Visualizations*



<https://chatbase.com/welcome>

Open Source

*Crowd
Sourcing*

Design Approach

By using design guidelines for agile Insights ..

Data Visualization Applications guided by

- Business needs
- Story telling
- Root cause detection



Agile Insights



Agile Decisions



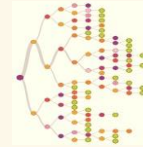
Agile Business

Comparison

Waterfall Chart :
Driver Analysis



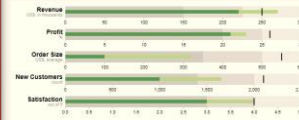
Dendrogram:
Spend split
Global -> Zone -> Countries



Sunburst :
Media split across vehicles



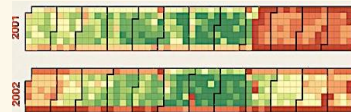
Bullet Chart:
Comparison with
YAG and Target



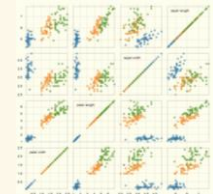
Composition

Relationship

Calendar Heatmap :
Quarter wise ROI



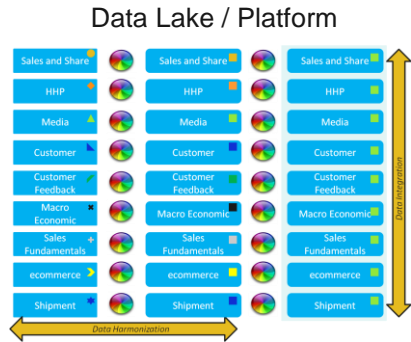
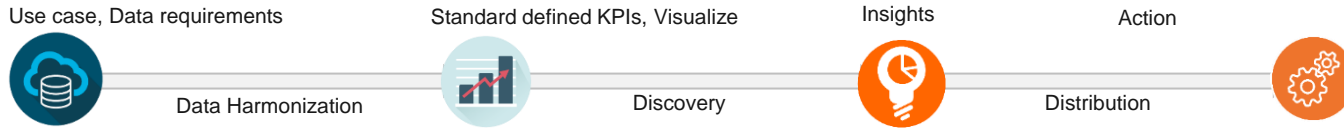
Scatter Plot:
Correlation between
drivers



Distribution

Where we see the data visualization domain going in the future

One single source | Data automation | Faster & Aligned decision making

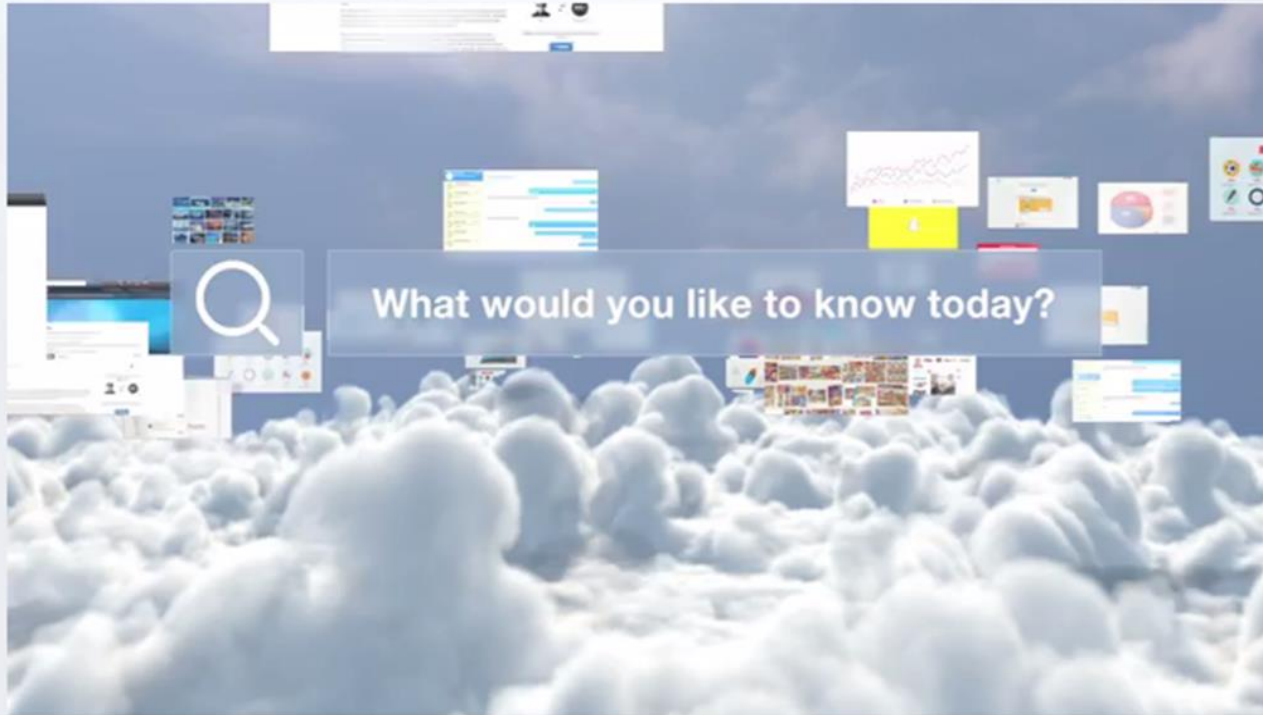


*Source: Fractal

..by turning data platforms into search engines for consumable insights

a.i
R&D

Pull deep insights from piles of customer data. Make genius decisions. Compress months of work to one day.
Get big-brain assistance in research, segmentation, and planning.



**Business
Intelligence
&
Tech**

In-house Capabilities

In-house BIT Capabilities are quite deep

- UI Design – Connected Storyline
- Mashup
- QlikSense
- D3.js Extensions
- Data Modeling
- Data Integration
- Report Automation

Advance
Data
Visualization



- IT & App Ops
 - Infra Maintenance
 - User Support
 - Application Support
 - Release Management
- Data Ops
 - Data Load
 - Data Validation

Operations

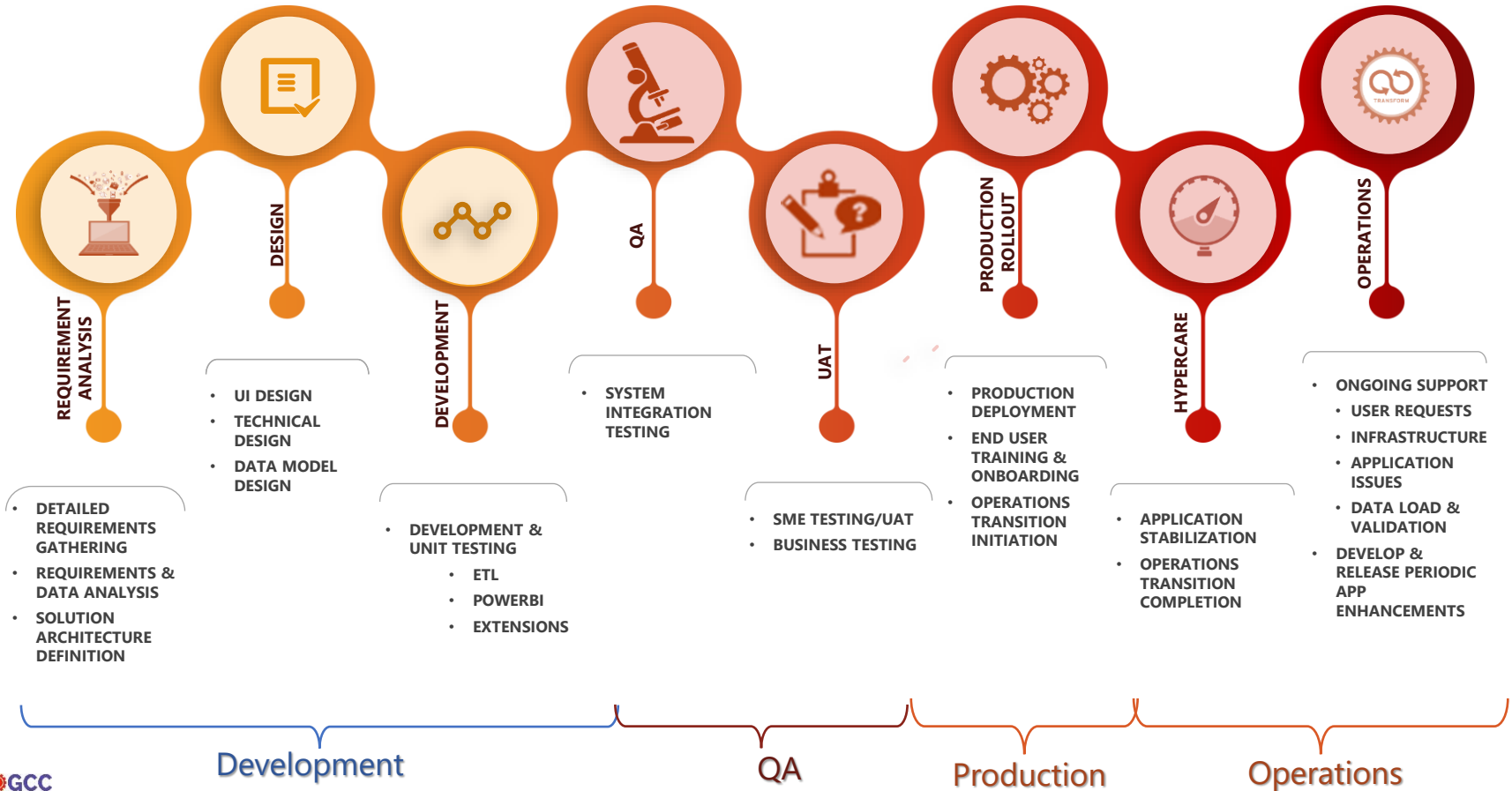


- NLP
- AI & ML Integration
- Custom Extensions Development

Innovation



..To effectively manage Application Lifecycle..



**Business
Intelligence
&
Tech**

Why work with us?

#1 Issue

Off the shelf data products **don't** provide customization



micr**o**GCC

We build custom data clouds
with ETL automation

+


Provide embedded analytics
in ongoing support to provide
high ROI on Data investments

#2 Issue

SaaS Data Products require **expensive in-house** data science and engineering teams to maintain & scale

up to
***60%**
Savings

Data-as-a-service Benefits

<u>Parameter</u>	<u>Industry</u>	
Feature Based Pricing	Yes	No
BI-as-a-service	Yes	Yes
Analytics-as-a-service	No	Yes
Customization	No	Yes
Affordability	No	Yes
Scalability	No	Yes
Differentiation	No	Yes
Speed to business	Low	High
Cloud Cost Visibility	No	Yes

micrGCC -as-a Service for SMBs



Unlock Operational Efficiency

up to *60% Savings vs. 1 US FTE	up to *2-3 x Same cost of 1 Internal hire	up to *70% Faster
Better High Value STEM Talent	Accelerate Innovation	E2E full cycle support
GCC-as-a-service empowering SMBs to build, manage & scale global teams	A flexible pay-as-you-grow affordable partnership model	On-demand Managed Teams for agile, efficient and scalable approach to managing high value talent

microGCC

as-a-service

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Liquid Data



Marketing Analytics Stack



Retail Analytics Stack



Ecommerce Stack



Restaurant Analytics Stack



B2B TechOps Stack