



Softura

Digital Consulting. Technology. Innovation

Softura lot in a Box Customer Presentation

Meet Softura

- Softura has been a leading **custom application development company** and **IT consulting agency** for over 20 years. Our proven record of consistently providing cutting edge technology solutions to solve complex business problems and drive key outcomes has led us to become a trusted technology solutions partner for hundreds of mid-market & enterprise clients.
- Softura provides state-of-the-art software programming services for **web, mobile, desktop, and cloud applications** utilizing technologies from a wide range of platforms. Likewise, we also have extensive expertise in **Digital Transformation Services including IoT/IIoT, AI, ML, Bots, Mobility Solutions, Cloud Enablement, Telematics Platforms, and Analytics/Business Intelligence.**
- Softura's **unique blend of on-site, off-site/on-shore, and off-shore application development services saves our clients significant amounts of time and money** on their projects. From initial concept and strategic planning, to design/development and integration, let us turn your business challenges into a custom-designed enterprise software solution that is powerful, visually appealing, and easy-to-use.

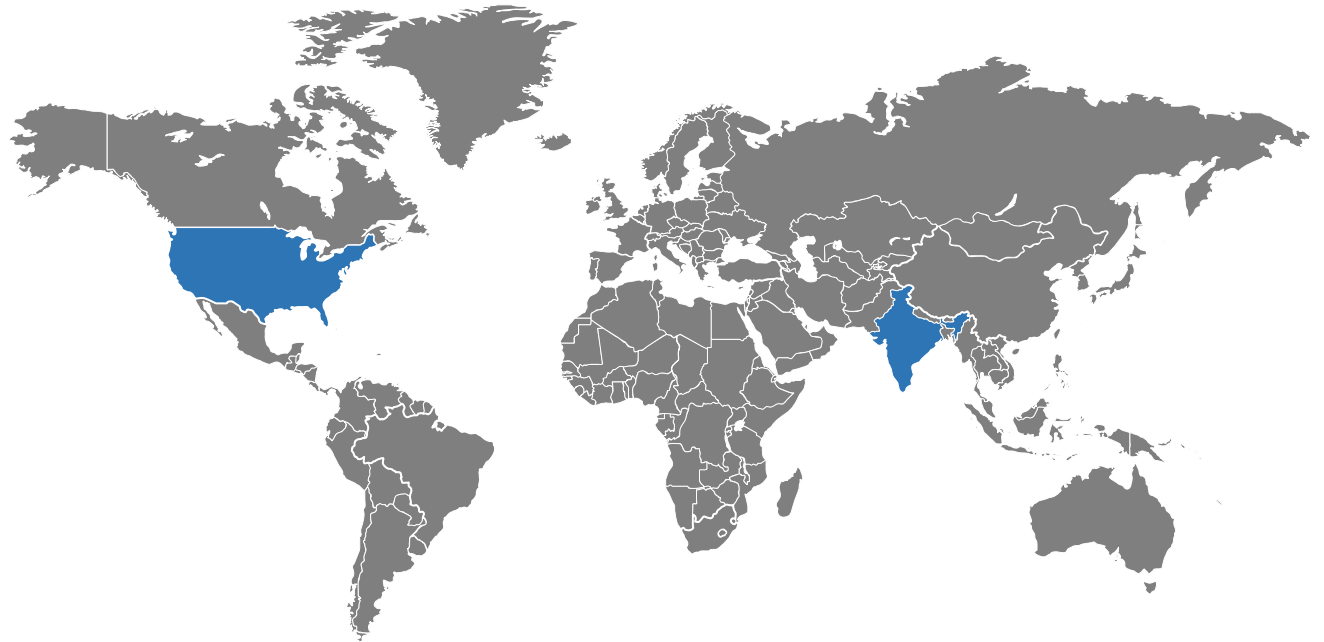
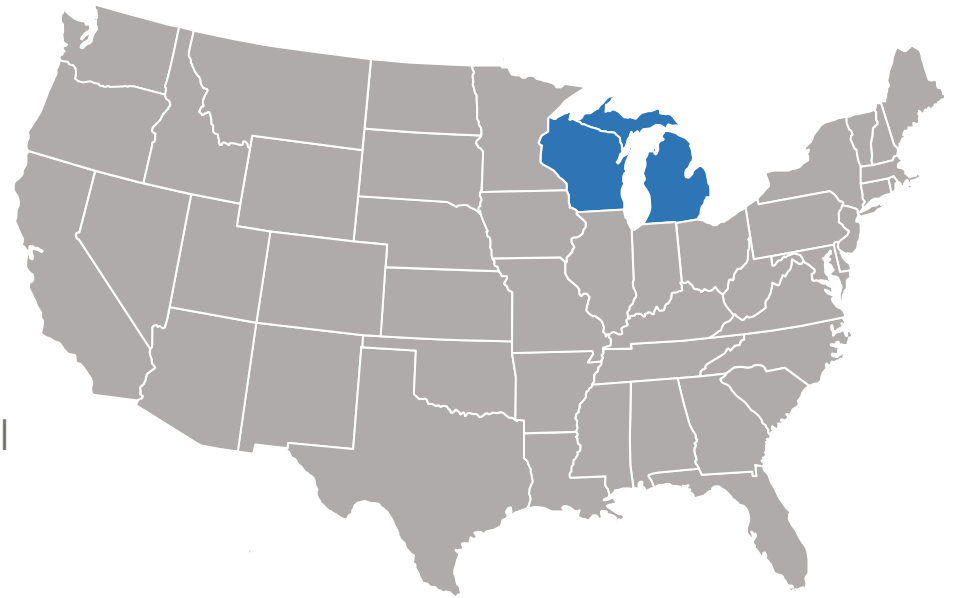


Overview

- IT Consulting and Custom Development for over **21 years**
- **Microsoft Gold** Certified Partner
- **ISO 27001** Certified
- Pioneered **Blended Delivery** Model
- Strong DnA with **M2M/IoT** solution development
- Very strong project based delivery track record

LOCATIONS

Farmington Hills, MI
Chicago, IL
Chennai, India



Softura's Offerings



Custom App Development

- LOB Applications
- Intranets & Extranets
- Microsoft.NET Smart Applications
- Web / Mobile / Cloud / Tablet
- API's/Web Services / SOA
- Legacy Modernization



Internet of Things

- IoT Architecture Consulting
- Device Integration
- Connected Platform & Experiences
- Remote Device Management

AI

Data Analytics

- Data Science & Analytical Modeling
- Data Lake / Big Data
- Omni channel bots (Skype, Alexa etc.)
- Cognitive services (NLP, Computer Vision, AR)
- AI & Machine learning



Cloud Enablement

- Cloud Advisory Services
- Cloud Enablement – IaaS, PaaS & SaaS
- Cloud Migration
- Azure



Digital Enablement

- UX / UI Experience
- Data & Document Management



Mobile Development

- iOS / Android Native Applications
- Xamarin based Cross Platform Applications
- Custom Applications (HTML5 & RWD)



Portals & Collaboration

- SharePoint
- Planning & Development
- Rapid Deployable Solutions (RDS)
- Workflow Integration



Business Intelligence

- Power BI / Cognos / Qlik / Tableau
- Domain COE Platform Dashboards
- SSRS / SSIS / SSAS / T-SQL



Consulting

- Design Thinking Workshops
- Implementation Roadmap
- Architectural Assessment
- DevOps Consulting

Our Clients




Some of our clients

IoT | Internet of Things



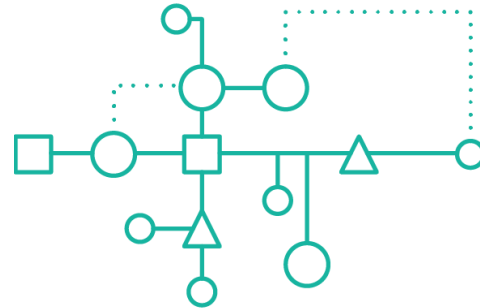
- IoT Strategy & Technology Roadmap
- IoT Architecture Definition
- Remote Device Integration & Management
- Connected Platform Development
- Build Operate & Build Transfer Model

IOT AND ANALYTICS - FOCUSED GOTO MARKET SOLUTIONS

GTM Services	SaaS Solutions	Consulting Services
Strategy of Things	<p data-bbox="713 485 1121 521">Diagnostics-as-a-Service</p> <p data-bbox="700 571 1133 606">Risk Analytics-as-a-Service</p> <p data-bbox="700 656 1133 692">Fleet Management Platform</p> <p data-bbox="687 742 1146 778">Over the Air Update Platform</p>  <p data-bbox="738 1120 1095 1199">Running on Cloud Infrastructure</p>	Design Thinking, Enterprise Assessment & Roadmap, Monetization
Connected Machines		SDP development, TSP integration, Over-the-Air (OTA) Infotainment – Apps and Framework, Content aggregation, Telematics/Infotainment Validation, Certification, Connected Vehicle Program Launch Management, AI & Chatbots
Connected Assets		Predictive Maintenance, Asset Tracking, Monetization, Machine Learning/AI, IoT Accelerators
Analytics of Things		Predictive Analytics, Data Lake, Market Mix Modeling, Pricing/Assortment optimization
Digital Enablement		User Experience (UI/UX), Business Process Re-engineering, Mobility Strategy, Customer 360
Cloud Computing		Architecture, Migration and Adoption Strategy
Security of Things		Risk assessment, Penetration Testing, Deployment Readiness

Data Analytics and AI

The engine that drives transformation for clients in every industry and domain



We harness data in all its forms, including:

- External and internal
- Structured and unstructured
- Image, voice, literature, weather, social, news, events and the Internet of Things

We help clients understand the hidden value within that data through cognitive analysis and deliver technological innovations in:

- Analytics
- Natural language processing
- Artificial intelligence
- Machine learning

We insert prescriptive actions at the point of action in order to gain competitive advantage, outthink the competition and become a cognitive enterprise:

- In business processes
- Across platforms

Connected Ecosystem – End-End Digital Lifecycle



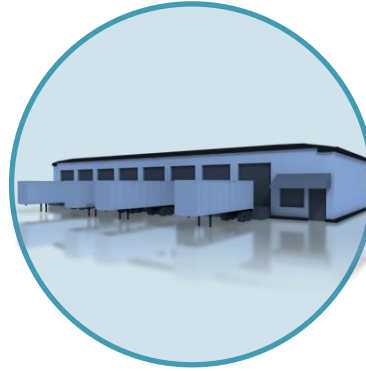
Shop Floor

- Assembly Line Product Tracking
- Reduced Machine Downtime, Continuous Production
- Improved Product Quality



Engineering & Validation

- Product Usage Model
- Smart Validation using Digital Twin



Distribution

- Asset Management
- Smart Scheduling
- Just-in-Time Inventory Management



Field

- Diagnostics and Prognostics
- Usage Reports
- Self-Service Channels
- Operator Safety



Service

- Early Service Lead
- Self-Service Bots
- Just-in-Time Inventory Management

Harnessing the data and getting actionable insights at every stage

The background features a dark blue gradient with a faint cityscape at sunset. Overlaid on this is a complex network of white lines connecting various circular icons. These icons include a location pin, a person silhouette, a speech bubble, a mail envelope, a document, a location pin, a person silhouette, a speech bubble, a mail envelope, a document, a location pin, a person silhouette, a speech bubble, a mail envelope, and a document. The text 'Case Studies' is centered in a large, white, sans-serif font.

Case Studies



Heavy Equipment Manufacturer

The **Problem**

A heavy Equipment OEM with 250K+ machines across the globe was working with legacy & modern Telematic controllers and several Global & Regional business applications which needed telemetry data to be processed.

Prior to Softura coming in it would take 5+ hours to get the data needed for these critical business applications. They needed to significantly reduce these timelines to be near Real-time. In addition they needed to;

- Avoid duplicate processing of Raw-Telemetry Data to enable reusability.
- Enable Business applications to leverage full telemetry data set.
- Store 10+ years of immutable telemetry data for quality & engineering purposes

The **Solution**

Softura addressed these challenges by;

- Developing an Automated scaling framework to handle peak & non-peak hour volumes.
- Configuration of driven Data Pipes providing the ability to tune the parameters with No code changes.
- Creating adaptable Volume Simulators for load testing & validation purposes.
- Evaluating ~12.5 million geo fences (average 50 geo fences/machine) in < 30 mins.
- Developing a Prognostic Analytics solution to detect a foreseeable machine failure based on critical alerts.
- Established Framework to understand the TCO of the solution.
- Leveraged Azure PaaS offerings – Scalable, Pay per Usage & highly performant.

The Problem

A Wholesale Fuel Delivery provider reached out seeking an IoT & Analytical solution for their connected fuel tanks. They lacked real-time visibility of the tanks which resulted in the inability to properly plan for inventory & timely deliveries.

The Solution

- Created a Data Driven forecasting model to predict tank run outs in advance.
- The solution had the ability to support a variety of telematics devices that handled different messaging structures.
- Created personalized custom dashboards utilizing Predictive Analytics to forecast and visualize the tank level trends, sales consumption trends and delivery metrics.



Advanced IoT
Analytics for
Wholesale Fuel
Delivery Partner



Digital Communications Company Looking for Real-Time Diagnostics

The **Problem**

A Digital Communication company approached us wanting to know real-time status and stats of their machines on the shop floor. They wanted to enable their teams to monitor and manage their machines from virtually anywhere. The existing process had data residing in multiple stand alone applications, which led to the inability to track or monitor status issues. This breakdown in communication meant that the machine issues were being communicated manually in a reactive manner. This led to excessive downtime costing the company production and money.

The **Solution**

- Configure On-premise Data Gateway setup, which allowed for secure access to real-time data from their machines from virtually anywhere.
- Centralized their production data which allowed for actionable insights.
- Developed a BI solution utilizing Power BI incorporating custom visuals.

Results & **Benefits**

- Reduced costs through custom Automation.
- Reduced machine downtime which improved overall production.
- Real-time monitoring and visibility of machine status's from any chosen location or device in the world.

THE Problem

A world leading Lawn Care machine manufacturer was looking for ways to help its customers tackle some of their biggest challenges, such as reducing costs, improving efficiency and providing visibility into their fleet of lawn care machines.

THE Solution

Softura built a scalable end-to-end telematics solution using an OBD-2 device, phone Integration and a telematics backend to provide multiple features including:

- Remote health monitoring of the connected fleet
- Real-time alerts & notifications (Maintenance alerts – start/end)
- Driver behavior monitoring (Hard braking, acceleration, & speed alerts)
- Asset tracking & geo-fence
- Navigation assistance & route compliance
- Programmable firmware (Over-the-air updates)
- Printing invoices while at customer location

Results & Benefits

- Real-time visibility into a fleet's health provided their customers with data on various diagnostics, which allows fleet owners to take preventative steps on maintenance. This approach **maximizes their vehicles up-time and helps reduce the total cost to ownership throughout the entire fleet.**
- Improved driver behavior and route compliance which optimized scheduling and operating costs. This included: **optimizing routes, reducing engine idle time, not exceeding speed limits and eliminating erratic driving habits.**



Connected
Asset Solution for
Multinational
Lawn Care
Manufacturer

A man and a woman are shown in profile, looking at several computer monitors in a dimly lit office. The man is pointing at the screens, which display various mobile app interface designs. The scene is overlaid with a dark blue gradient, and the text "Our Accelerators" is centered in white.

Our Accelerators

Softura's IoT Accelerators



Softura offers end-to-end expertise for IoT and IIoT systems.

- IoT Strategy & Consulting accelerating Innovation
- IoT Platform Framework to jumpstart a customer in their connectivity journey
- IoT Assessment Framework
- Softura BoT Framework (Single platform architecture supporting Cortana, Alexa, Bot..)
- Configurable SMS and Email notification Engine & Dashboards

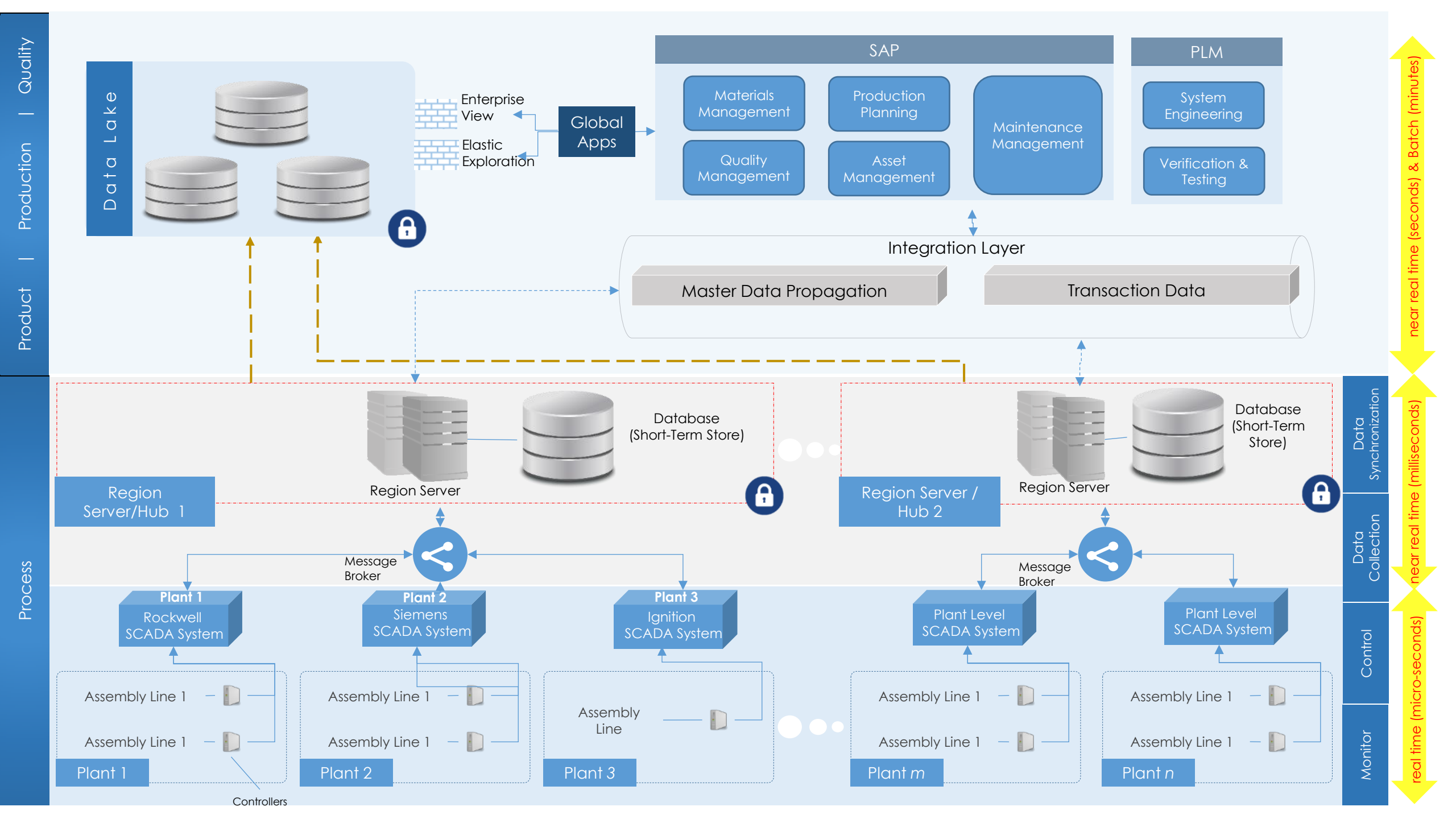
IOT – STRATEGY CONSULTING

Accelerate Your Time to Innovation

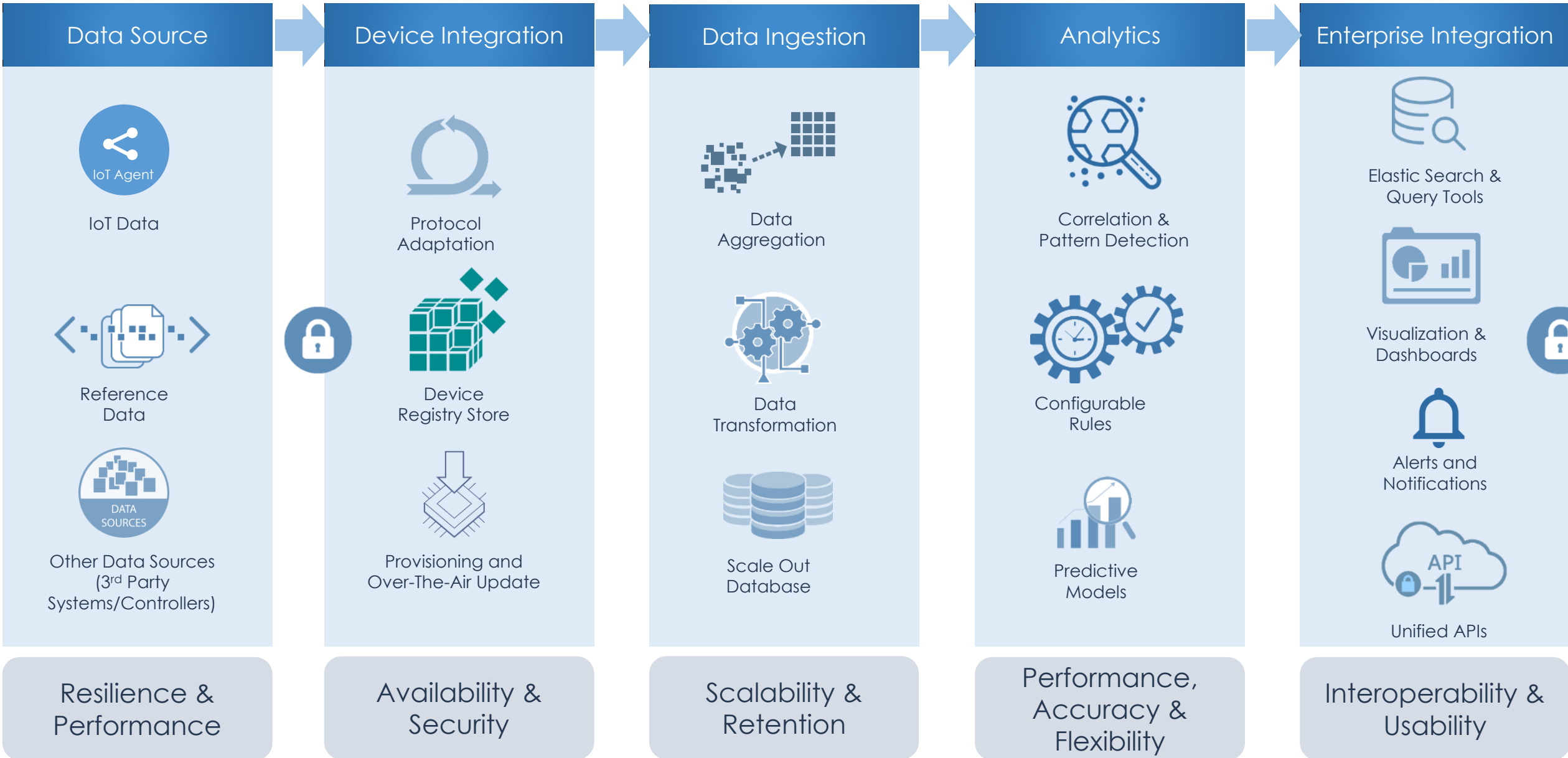
- Understanding of the IoT Landscape
- Hurdling Challenges & Decision Trees
- Business Model (Current and Future State)
- Well-defined Business Cases & Drivers
- Deploy on the cloud, on premise or hybrid
- Modular components
- Technical Architecture Definition
- Roadmap & Recommendations for Success

The IoT opportunity is proportional to the square of your connected assets, but value is measured by the actionable business insights produced.

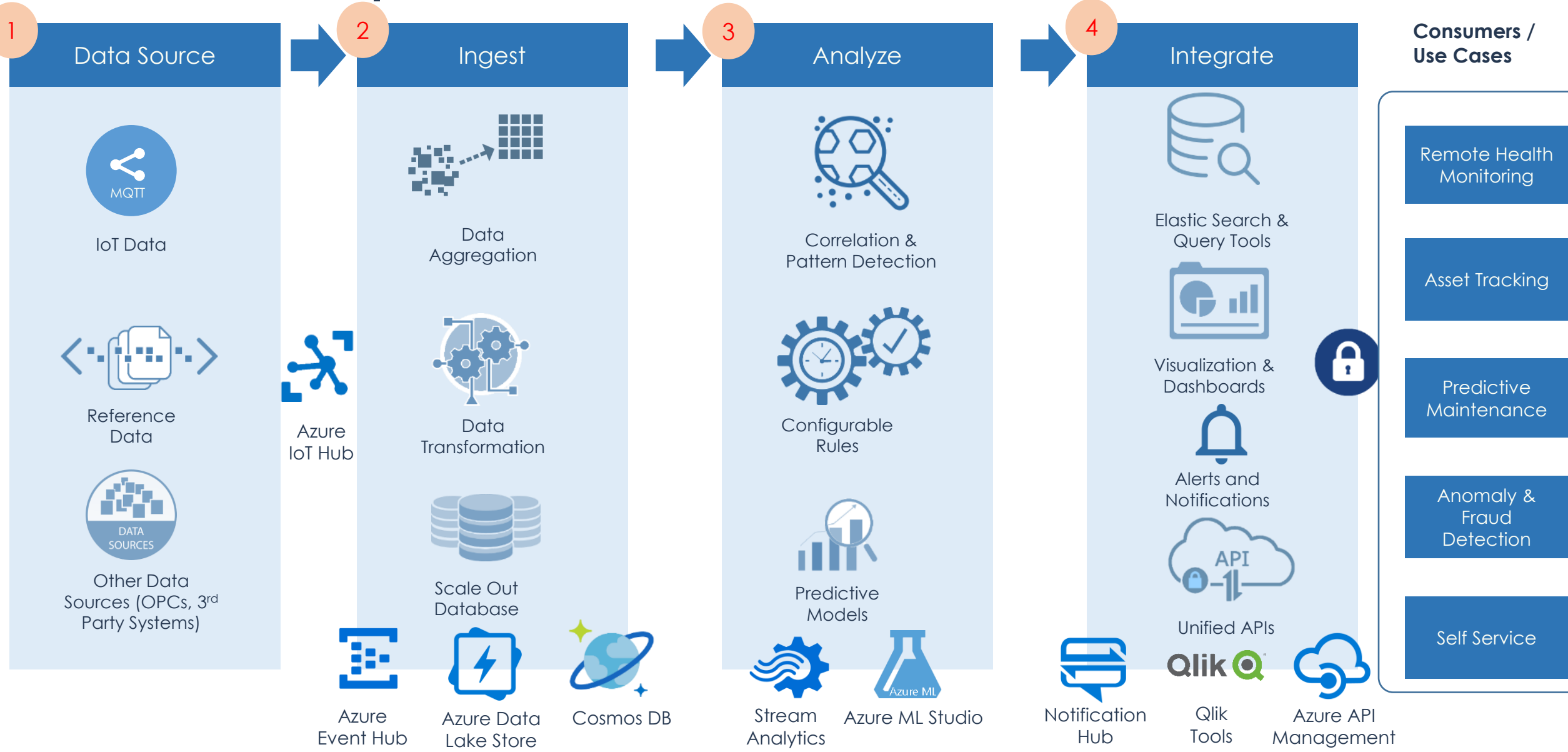




Softura IoT Reference Architecture (Logical)



Azure PaaS Implementation



OOTB MQTT Support

Elasticity

Rich PaaS Feature Set

Hadoop Stack based Implementation (on Azure)

1

Data Source



IoT Data



Reference Data



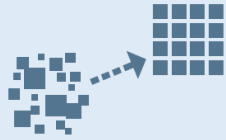
Other Data Sources (OPCs, 3rd Party Systems)



MQTT Subscriber

2

Ingest



Data Aggregation



Data Transformation



Scale Out Database



3

Analyze



Correlation & Pattern Detection



Configurable Rules



Predictive Models



4

Integrate



Elastic Search & Query Tools



Visualization & Dashboards



Alerts and Notifications



Unified APIs



Qlik Tools



APIs

Consumers / Use Cases

Remote Health Monitoring

Asset Tracking

Predictive Maintenance

Anomaly & Fraud Detection

Self Service

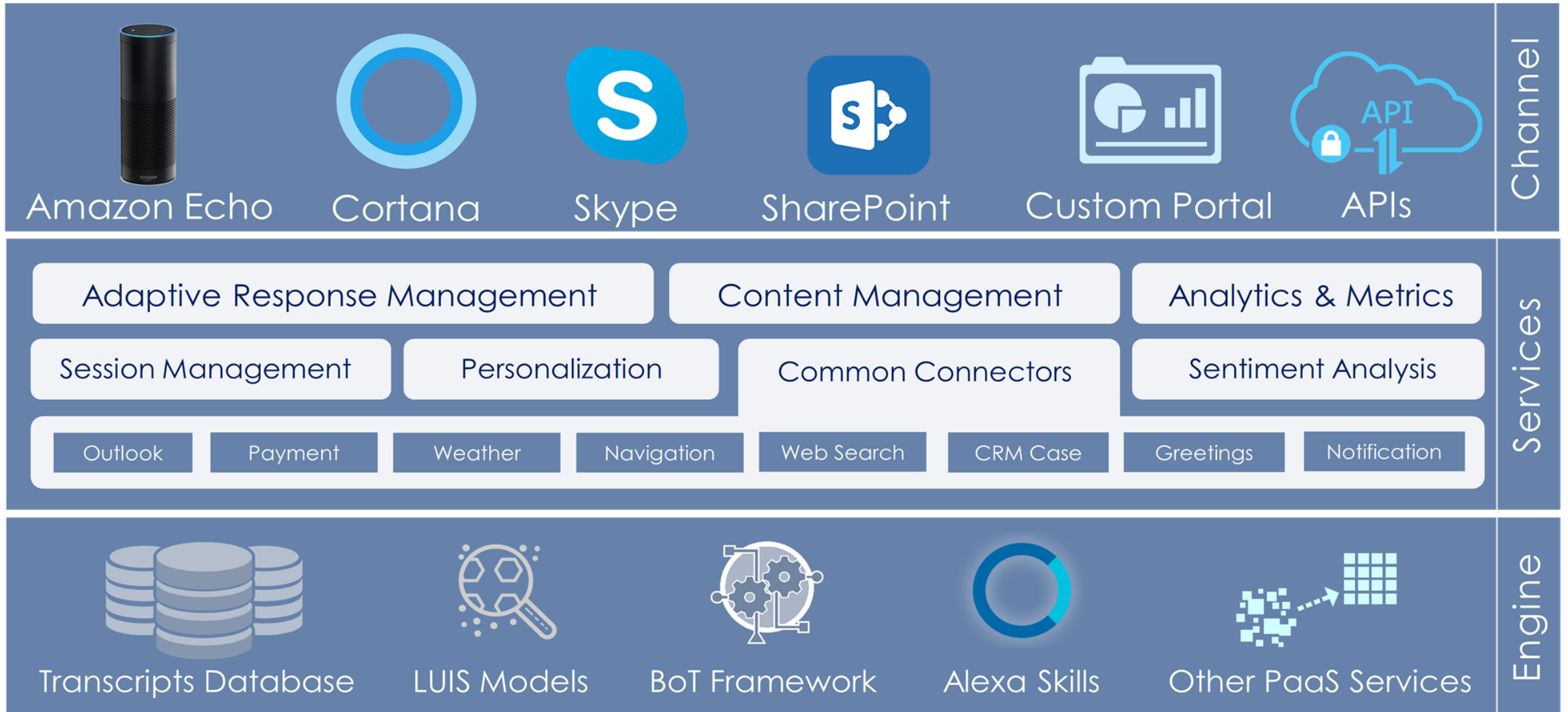
Cloud Portability

Open Hadoop Architecture

In-Memory Spark Clusters

OOTB ML Support

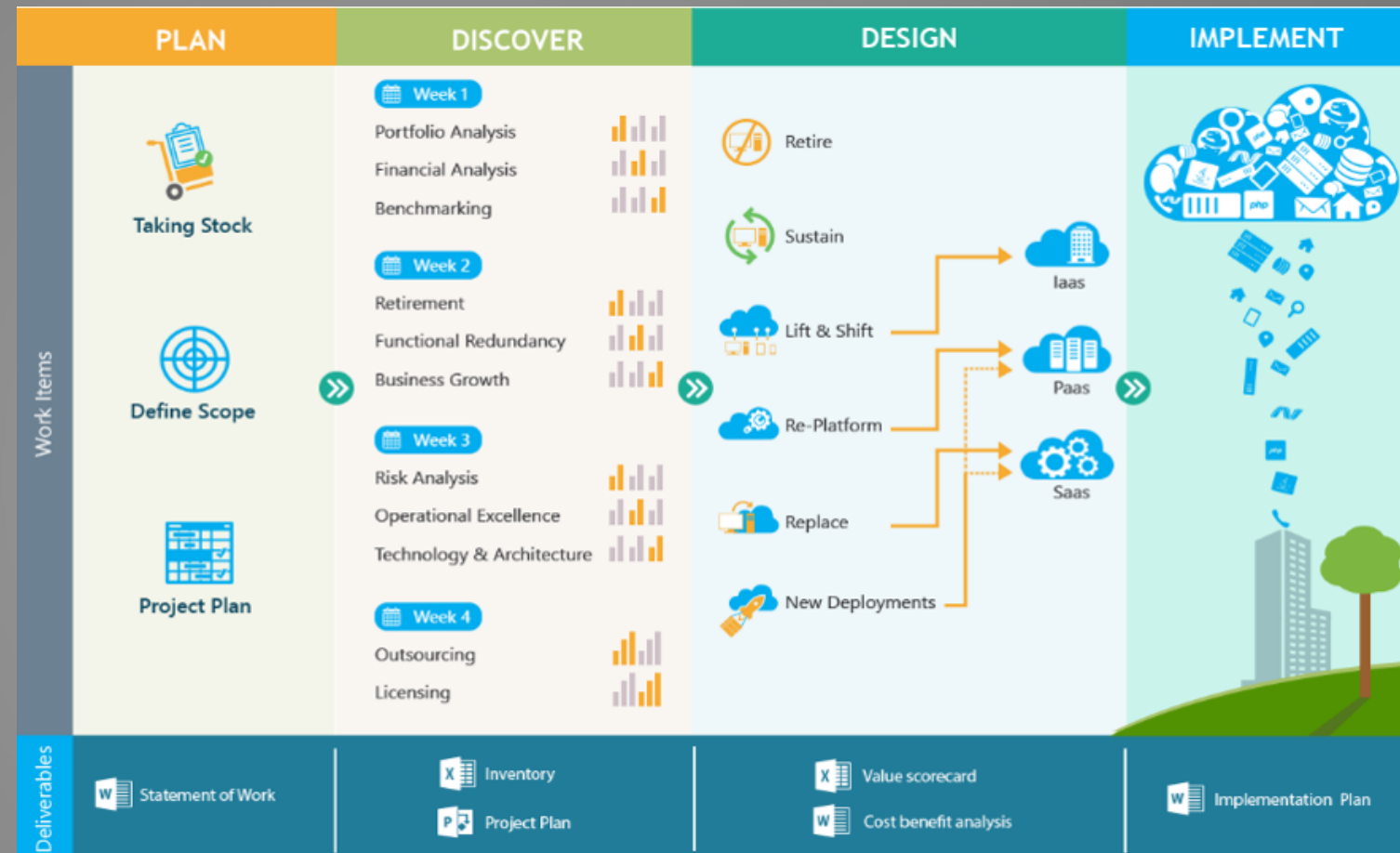
Softura BoT Framework



CLOUD ASSESSMENT & ENABLEMENT

- Cloud Advisory Services
- Cloud Enablement – IaaS, PaaS & SaaS
- Cloud Migration
- Azure

Move Faster, Save Money & Stay Secure With Softura's Cloud Development & Management Services



Credentials



We provide enterprise level technology solutions to even the most complex problems

- Proven Delivery Track Record
- Technology Leaders with proven consulting & delivery track record in the Telematics space (Connected Vehicle initiatives at various OEMs including General Motors, Ford & Komatsu)
- Expertise in end-end IoT systems – Architecture, Design & Implementation and Operate/Transfer
- Strong Technology Partnership

Thank You!

Do you have any questions?



Digital Consulting.
Technology.
Innovation

- www.Softura.com
- (855) 763-8872
- 23570 Haggerty Rd,
Farmington Hills, MI
48335