DYNAPT



ANALYTICS AS A SERVICE



ABOUT DYNAPT & THE TEAM

Team

- Greg Yost – CEO, over 3 decades of experience working IT leadership and management consulting with companies like PwC, Disney, Gap, Five Below, and NASA.
- Mukul Gupta - CSO : Over two decades in Key positions in Microsoft, Citizens Bank, CSC leading Engineering, Product Development and Project Management.

Technology Lineage

- Cutting edge solutions in AI, NLP, Deep Learning, IOT and Video optimization domains
- Public & Private Cloud Expertise: Transforming multiple cloud projects and applications across domains in Analytics, Big Data, Media, ERP/SAP migrations, Hybrid Cloud Enablement & Building New Cloud Native Apps

Offices & Partners

- Sales:
  - USA – Austin, Texas
  - UAE - Dubai, Australia - Canberra,
  - Canada – Calgary, India – Delhi,
- Software Development Center:
- Austin, USA,
- Cairo, Egypt
- Delhi, India

Recognitions

- Business Leadership Award from Indian Achiever's Forum
- Winner of Dell-EMC Award for business excellence
- 1st Runner-up for NASSCOM AI Hackathon



FLAGSHIP RETAIL CUSTOMERS

CITITRENDS

GAP

MYNTRA.com
India's Largest Online Fashion Store

WISHFUL aurelia
TCNS Clothing Company Pvt. Ltd.

JABONG.COM
WORLD

DATA & AI ACCELERATORS IN RETAIL

Retailer

- Predictive Marketing
- Sales Forecast
- SKU Assortment Optimization
- Employee Insights
- Flash sales
- Sell through

Customer

- Personalized offers and customer retention
- Customer Feedback and Analytics



Warehouse

- Demand Forecast for Shipping & Distribution
- Price & Inventory Optimization
- Anomaly Detection
- Product/Category ranking
- Estimated WoS (weeks of supply)

E-Commerce

- Personalized Offers
- Predictive Marketing
- Commerce Chatbot
- Abandoned cart
- Bounce rate



RECOMMENDATION FOR SUCCESSFUL DATA MODERNIZATION

Cloud Process Re-engineering

Lift and shift approaches waste money and resources. We rearchitect to gain optimum advantage of the cloud environment saving both time and money.

Hybrid Agile Approach

We innovate in partnership with key business stakeholders to build solutions that reflect their hard-earned business wisdom, but we don't waste their time on proven technical process.

Elevate business intelligence

Our data models are built by design with maximum reusability in mind, providing a great platform for dashboards, APIs, AI and ML applications.

Technical Capability Legacy

Our goal is to pass on technological capability and best practices.

CASE STUDY: FORTUNE 500 RETAILER

Business Drivers



- Data volume: 20 TB, 2 years, rapid velocity
- Primarily sales and inventory data
- Dynamic: changing very frequently in real time impacting decision making
- Test launches critical for new products
- Speed and Accuracy of forecasting: big & direct impact on bottom-line
- Data analytics critical for Business teams
- Need for fast, flexible and agile analytics

Solution highlights



- Conduct lot more complex analytics than currently possible
- Faster SLA than 10 mins that too IT struggled to deliver
- Real time data gathering & processing vs. daily and weekly rollups
- Intuitive & flexible UI for custom reporting and quick drill downs
- Enable ad-hoc analysis vs. creating custom cubes for new analysis

Tech Stack



- ETL – Azure Data Factory
- Data Warehouse – Azure SQL DW
- AI – Azure ML Services
- Reports – Power BI

Business Outcome



- Real time processing for hot, in-memory for warm, and cold in DW
- SLA from 10 mins to 30 secs for warm data & sub 5 seconds for hot data
- Ad-hoc querying enabled for all data types
- ML based, real time & offline analytics on data, along with cross querying
- Powerful and flexible dashboard

STEPS TO ENGAGE WITH CUSTOMER

Customer Assessment

Ask customer questions to do the assessment. Check the willingness to adopt Analytics in their operations. It will help to propose right use-cases and solution.

Discuss Use cases

Explore customers, pitch in 15-30 min Data/AI/BI Session with IaaS/PaaS/O365 workshop or Setup 90 mins dedicated workshop. Emphasize on Domain specific use-cases and benefits (min 3)

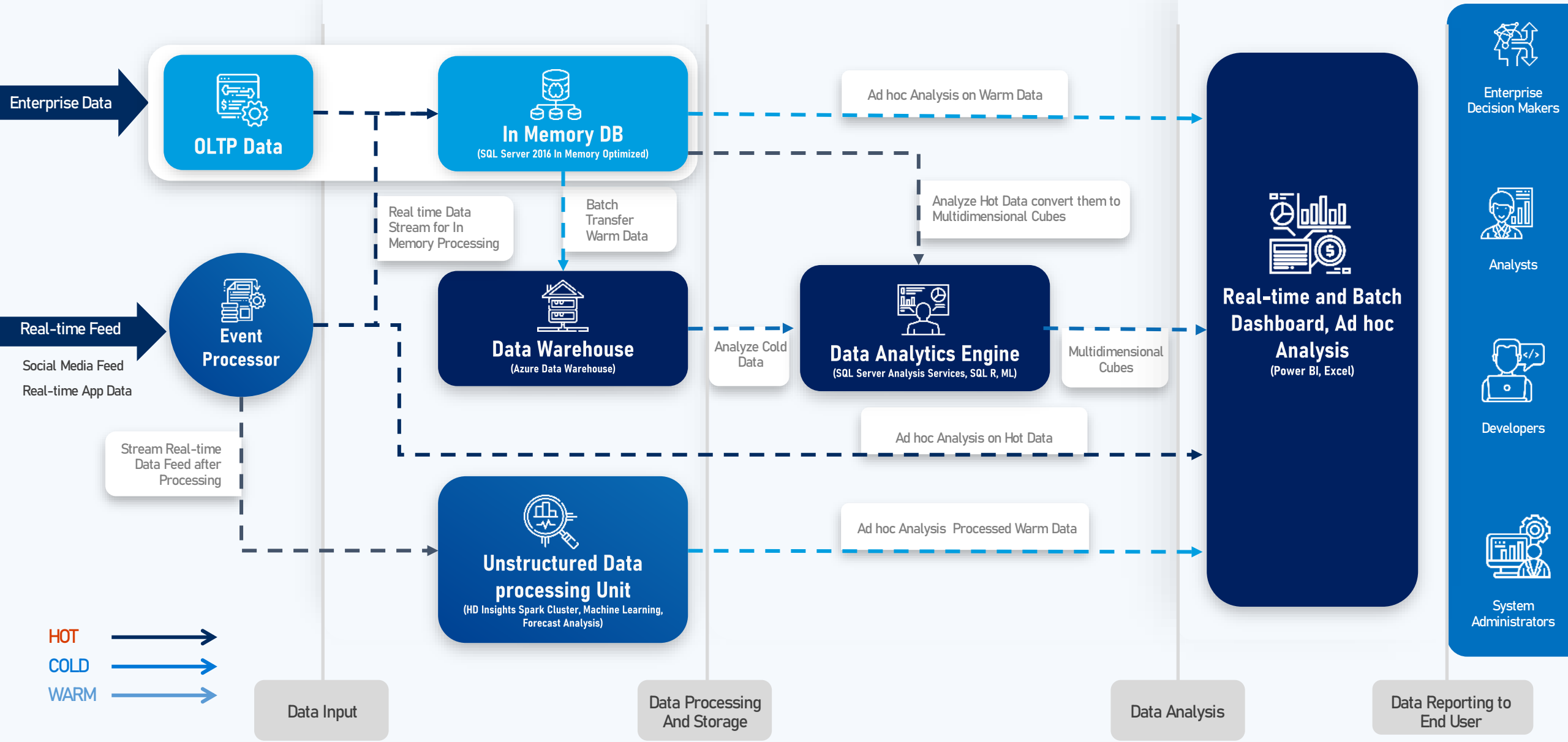
Execute One

Propose customer a 40 hours Assessment (preferably free) to do assessment on data and execute one use case as POC. Share results with customer.

Explore More

Look bigger picture, explore roadmap and propose other use-cases and execute them.

FUNCTIONAL ARCHITECTURE EXAMPLE





KEY TAKEAWAYS

Data Tiering – ability to categorize data as Hot, Warm and Cold to conduct cost optimized analytics with different performance across tiers

Complex Cubes – build multi-dimensional, complex yet very high performing cubes with in-memory processing

Ad-hoc Querying – go beyond prebuilt cubes to conduct on-demand, at-will analytics on real time and historical data

Multiple Data Formats – get deep insights from variety of data formats and types (structured and unstructured) across verticals

Cross Querying – ability to cross query between structured and unstructured data in real time

Deep Machine Learning – leverage deep ML to build models that grow ever more accurate and smarter with time and data processing

Real Time Analytics & Batch Processing – complex event processing in real time and offline data mining with industry leading technologies for deeper insights

BENEFITS OF WORKING WITH DYNAPT



Flexibility

We help you scale your workload as needed with Azure Managed Services and integration expertise for optimized hybrid environments, increasing your uptime and performance.

On-going Support

Fully Mature, Process Driven Cloud IT Management Approach. ART <8 Mins. 100% patch compliance, 99.9% SLA Compliance, 99.95% Service Availability. Continuous process optimization.

Savings

Dynapt will continuously optimize your azure environment and save significant cost up-to 20%. Also, there is NO Microsoft Premier Support Cost

Azure Pro Expertise

Dynapt is one of Microsoft's fastest-growing CSP partners and its only 100% wholly-dedicated Azure CSP. Our staff of Microsoft Certified Professionals is available 24x7x365. We have Microsoft audited & recognized practice.

Future

With Dynapt, we will support you with a single service experience and a single invoice. We constantly work to help you modernize your data estate and transform your environment leveraging integrated Azure IaaS, PaaS & SaaS solutions as needed.

Re-Invent with Cutting Edge

Dynapt will help you to re-invent on existing architectures with cutting edge technologies. Continuously make you aware of evolving cloud stack and patterns.



THANK YOU

DYNAPT

Your Trusted Analytics Partner™

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