

# Business Intelligence & Digital Consulting Services



# MEET SOFTURA

Softura has been a leading IT consulting and custom application development service provider for over 20 years. Our proven record of consistently providing cutting edge technology solutions to solve complex problems and drive key business outcomes has to lead us to become a trusted business solutions partner for hundreds of mid-market & large enterprise clients.





# OUR OFFERINGS

## IOT – INTERNET OF THINGS

- IoT Design & Architecture Consulting
- Machine/Device Integrations
- Beacon & RFID Technology
- Connected Platforms & Experiences
- AI/Machine Learning
- Remote Device Management

## CUSTOM APP DEVELOPMENT

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

## PORTALS & COLLABORATION

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

## 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, AWS & Oracle Cloud

## MOBILE DEVELOPMENT

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

## DIGITAL TRANSFORMATION

- Artificial Intelligence Systems
- UX / UI Experience
- Data & Document Management

## BI – BUSINESS INTELLIGENCE

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

## TECHNOLOGY CONSULTING

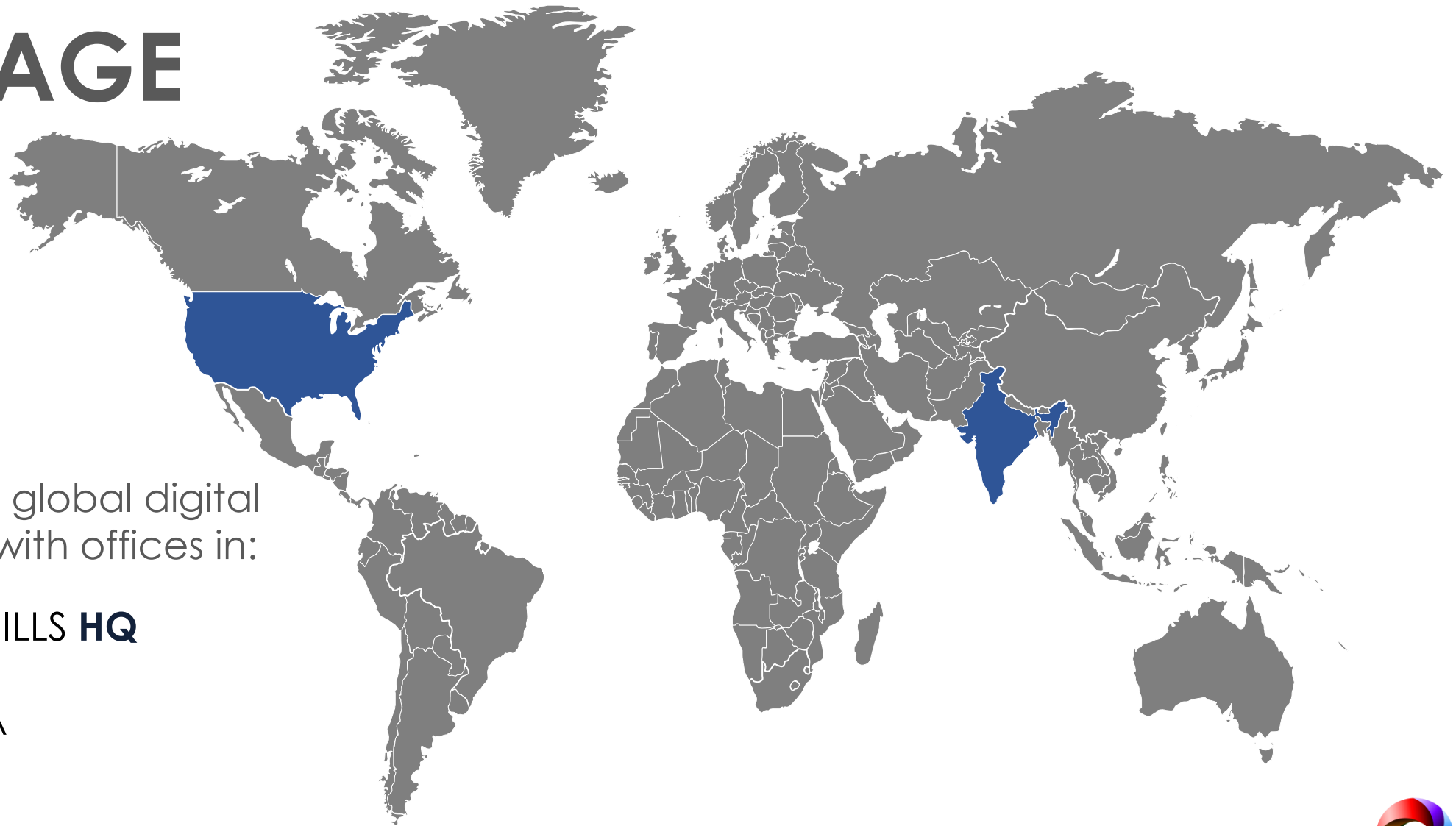
- Design Thinking Workshops
- Implementation Roadmap
- Architectural Assessment
- DevOps Consulting



# SOFTURA COVERAGE

Softura enables global digital  
transformation with offices in:

FARMINGTON HILLS **HQ**  
CHICAGO, IL  
CHENNAI, INDIA







# WHO WE WORK WITH





# INDUSTRIES WE SERVE

- Manufacturing & Distribution
- Healthcare
- Professional Services
- E-Commerce
- Payment Processing
- Financial Services
- Insurance
- Property Management
- Retail – Point of Sale
- Automotive
- Technology
- Energy
- Legal
- Government
- Non-Profit Associations
- Education
- Food Processing
- Construction





# SPECIALTIES OVERVIEW

- IT Consulting and Custom Development for 20+ years
- Pioneered **Blended Delivery** Model
- Strong DNA with **M2M/IoT** solution development
- Very strong project based delivery track record



The background of the slide features a blue-tinted photograph of an industrial facility, possibly a refinery or chemical plant, with various towers and pipes. Overlaid on this image is a white network diagram consisting of several circular nodes connected by thin lines. Each node contains a different icon: a crane, a robotic arm, a leaf with a plug, a microscope, and a power line tower. Faint binary code (0s and 1s) is visible in the upper left area of the image.

# PROJECT COMMUNICATION

- Weekly Meeting/Status Reports
- Issue Tracking
- Project Documentation
- Risks
- Burn Rate Analysis
- Project Team – Roles & Contact Info





# BLENDED DELIVERY MODEL

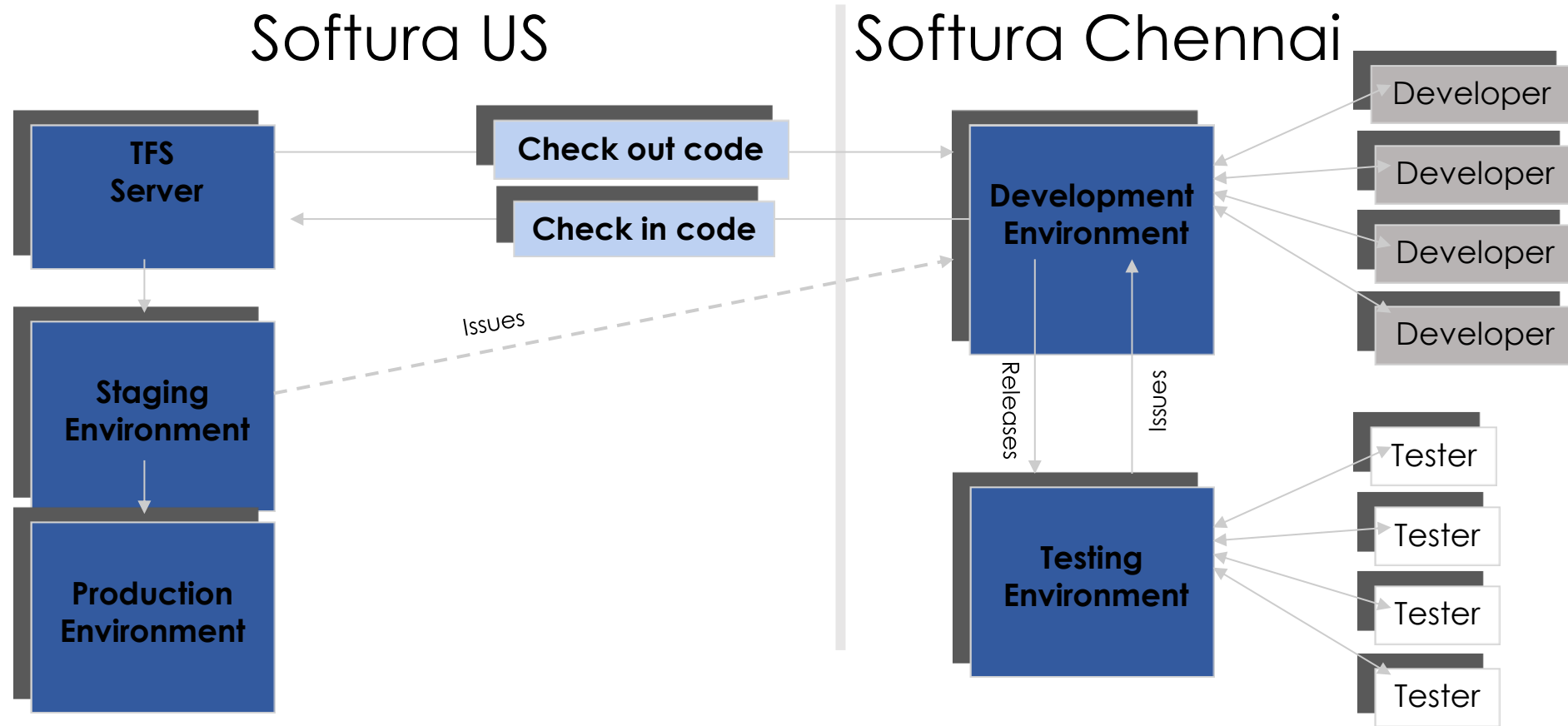
Softura's Hybrid Model combines onsite, offsite and offshore delivery models for better-quality results and maximizes efficiency in terms of both resources and costs.

Typically, the planning stages of a project are executed onsite at the client's office, subsequent development and support phases are carried out offsite/offshore at Softura's location. Any urgent requirements will be catered to, using one of our global offices on an offsite basis.

The challenges associated with the Hybrid Model such as administration costs and cross-cultural communications are overcome through well-documented and tested processes. Our experience enables us to deliver quality solutions in guaranteed time.



# BLENDED DELIVERY MODEL CONT...





# DIGITAL TRANSFORMATION

Organizations today need digital insights into markets, customers, sales, financials, and their own internal processes to stay ahead of the competition and deliver sustainable business performance.

Softura is a digital transformation company that focuses on the Human Centric experience of digital business, modern applications, cloud, predictive technology, IoT, and analytics/business intelligence.

- AI – Artificial Intelligence
- IoT – Internet of Things
- Mobility
- Analytics & BI
- Cloud
- Custom App Development
- Modern Applications
- Connected Vehicle
- Bots
- Blockchain





# What is BUSINESS INTELLIGENCE?

Business Intelligence (BI) is a set of technologies and processes that allows you to turn data into information, information into knowledge, and knowledge into plans.

BI gives you the ability to scale your analytics capabilities and keep your data security strong by using Executive Dashboards, Machine Learning, Cloud Data Management, IT Operational Analytics and IoT Analytics.

With a more immersive and innovative approach to data using the latest technology choices, we bring a new mindset to the analytics discussion and business objectives.





# BUSINESS INTELLIGENCE

- ETL
  - Dashboards
    - Visualization
  - Reporting
    - What happened
  - Analysis
    - Why it happened
  - Predictive Analytics
    - What will happen
- Data Management
  - Discovery
  - Mobile Solutions
  - Hadoop & Big Data
  - Testing
  - Governance
  - Ongoing Support
  - Data Warehouse



## BUSINESS INTELLIGENCE TOOLS:

Power BI | Cognos | Qlik |  
T-SQL | SSRS | SSAS | SSIS



The background features a city skyline at sunset, with a warm orange and yellow glow on the left side. Overlaid on this is a dark blue, semi-transparent network of white lines connecting various circular icons. These icons include a location pin, a person silhouette, a speech bubble, a mail envelope, a Wi-Fi symbol, a cloud, a document, a share symbol, a laptop, and an @ symbol. The overall aesthetic is modern and tech-oriented.

# Case Studies





## Life Insurance Company POC

### The Problem

- Data resides in multiple applications, causing inability to track/monitor status issues
- Costly BI tools with no interactive visuals
- Machine issues communicated after the fact causing extensive downtime

### The Solution

- Configured on-premise data gateway setup for real-time data connection
- Centralized model production data allowing for actionable insights
- Developed proof of concept through Power BI using custom visuals

### Results & Benefits

- Saved company time and energy through custom automation
- Uncovered data points that lead to early discovery of issues thus reducing machine downtime
- Direct connection through SQL Server for real-time machine status
- Implementation of Power BI custom dashboard solution representing exact machine location within the plant



## The Problem

A major energy provider reached out seeking advanced Reporting and Analytics capturing data from fuel systems across the U.S. They had one individual on their team that did not have the experience to pull together that data and metrics they were looking for.

## The Solution

- Generate custom reporting that provides allows the company to know when they need to service tanks prior to the tank being empty
- Set up Azure Data Lake to store all data and generate advanced analytics through Analysis Services
- Update devices where readings are inaccurate or faulty

## Results & Benefits

- Company has greater visibility into their business and now have ability to be proactive vs. reactive with their customers
- Unstructured data now being stored allowing for real-time insights opening new doors for the company







## Ink Manufacturer- Machine Monitoring

### The Problem

One of the largest global ink manufacturers needed a way to monitor machines on their floor using a custom image of their machine layout. It was critical for them to have visibility of how their machines were performing to decrease down time.

### The Solution

- Develop real-time dashboards, using Microsoft's Power BI data visualization and analytics tool.
- Import and prepare custom visual into tool so that company knows exactly how every machine is performing on their floor
- Model data allowing for analysis by business users

### Results & Benefits

- Visibility and ability to react immediately to machine failure and have insight into potential future issue that could occur
- Less time spend by IT pulling data for business users.
- Business able take action immediately decreasing down time saving the organization time and money



# THE SOFTURA PROMISE

Guided by these Softura principles, we will provide our clients with innovative, high-value solutions and give our best each and every day.



## **Human Values**

We will serve our clients with the utmost respect for human values.



## **Integrity**

What we commit to, we will deliver with honesty, fairness, reliability and uprightness.



## **Innovative Solutions**

We will consistently offer novel and superior solutions to satisfy the needs of our clients.



## **Value For Money**

We will deliver higher value through continuous improvement in quality, cost and speed.





QUESTIONS?  
CONTACT US TO  
LEARN MORE.  
**THANK YOU**



**Thank you!**  
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