Dynapt

ANALYTICS AS A SERVICE

ABOUT DYNAPT & THE TEAM

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

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 - CTO : Over two decades in Key positions in Microsoft, Citizens Bank, CSC leading Engineering, Product Development and Project Management.

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FLAGSHIP CUSTOMERS

CITITRENDS

GAP

W WISHFUL aurelía
TCNS Clothing Company Pvt. Ltd.

TESLA

HYUNDAI

RENAULT

Barracuda
Reclaim your network.™

STEMZ
keeping you healthy

pwc

Microsoft

GAP

GAP Inc. is an American worldwide clothing and accessories retailer. Founded in 1969 and headquartered in San Francisco, GAP is operating in 6 brands (Gap, Banana Republic, Old Navy, Intermix, Hill City, and Athleta) and has 13.8B USD Revenue.

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CHALLENGE

GAP was having around 20TB of Sales and Inventory data with rapid velocity. Customer was looking for fast, flexible and agile analytics.

NEED

Platform modernization to aggregate data in near real-time and generate insights.

APPROACH

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.

AZURE TECHNOLOGIES

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

IMPACT

SLA from 10 mins to 30 secs for warm data & sub 5 seconds for hot data.

Tesla, Inc is an American electric vehicle and clean energy company based in Austin, Texas. Tesla designs and manufactures electric cars, battery energy storage from home to grid-scale, solar panels and solar roof tiles, and related products and services.

CHALLENGE

Tesla was launching Model 3 and was looking for a Data Warehousing solution on cloud to collect genealogy data for vehicles and store

NEED

Data Platform modernization to ingest, aggregate data in near real-time and generate insights.

APPROACH

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AZURE TECHNOLOGIES

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IMPACT

Rapid Data Warehouse on Azure for 4TB of data and generated Insights.

CITITRENDS

Citi Trends is an American retail clothing chain selling discounted products targeted primarily at urban customers.
The company opened its first store in Savannah, Georgia in 1958, and officially became Citi Trends in 2001 and currently having 570+ stores across North America.

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CHALLENGE

CitiTrends was having data scattered all over the place and the reporting mart was not good enough to cater to changing business needs and didn't provide ground level information for Supply Chain.

NEED

Build Modern Data Warehouse and Dashboards to generate KPI/Insights for Supply Chain Data.

APPROACH

Consolidated data into Data Warehouse in Azure after getting from various sources including AS400, Third Party Portals, Spreadsheets etc. including historical cold as well as a day-old warm data. Setup periodic ETLs for data newness. Train ML model on Customer review data to bucketize correctly. Created Supply Chain Dashboards to reflect current insights and make decisions using them.

AZURE TECHNOLOGIES

ETL – Azure Data Factory
Data Warehouse – Azure SQL DB
AI – Azure ML Services
Reports – Power BI Embedded

IMPACT

Centralized Modern Data Warehouse equipped with Modern Reporting Dashboards.
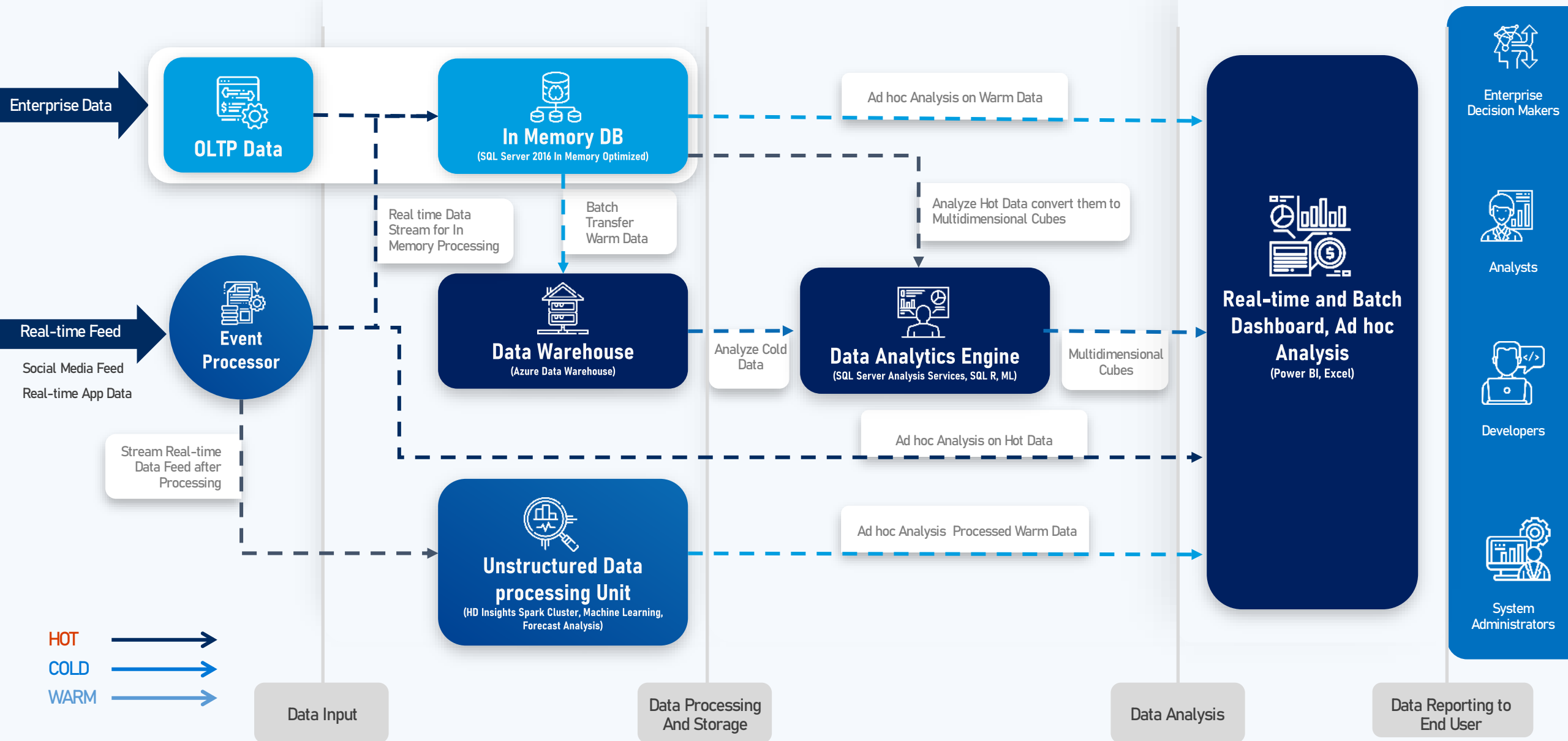
DATA & AI ACCELERATORS IN RETAIL

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Warehouse

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

Retailer

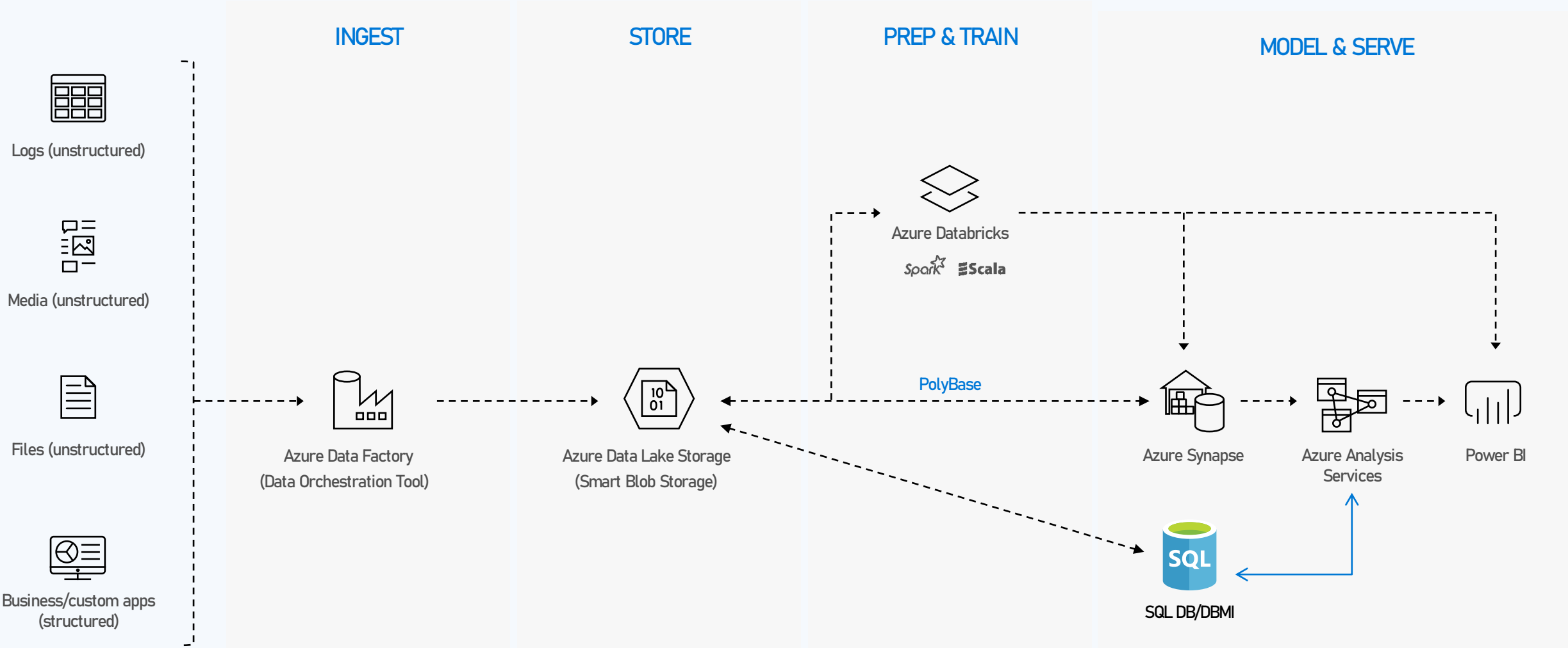- Predictive Marketing
- Sales Forecast
- SKU Assortment Optimization
- Employee Insights
- Flash sales
- Sell through

E-Commerce

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

Customer

- Personalized offers and customer retention
- Customer Feedback and Analytics

TECHNICAL ARCHITECTURE EXAMPLE

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INGEST   **STORE**   **PREP & TRAIN**   **MODEL & SERVE**

Logs (unstructured)

Media (unstructured)

Files (unstructured)

Business/custom apps
(structured)

Azure Data Factory
(Data Orchestration Tool)

Azure Data Lake Storage
(Smart Blob Storage)

Azure Databricks

Spark   Scala

PolyBase

Azure Synapse

Azure Analysis
Services

Power BI

SQL DB/DBMI

Microsoft Azure also supports other Big Data services like Azure HDInsight and Azure Data Lake to allow customers to tailor the above architecture to meet their unique needs.

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.

STEPS TO ENGAGE WITH CUSTOMER

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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.

JUMPSTART PROGRAM (4 WEEKS)

Week 1: Get Customer Requirements and create Azure Infrastructure to meet the requirements.

Week 2: Create Machine Learning Model, train and test it.

Week 3: Create Power BI Dashboards to align the requirements to show the outcome.

Week 4: Socialize POC, Knowledge Transfer and Handover to customer's team.

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![Dynapt logo]

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.

Dynapt

Your Trusted Analytics Partner™

THANK YOU

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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
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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

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