

# Enterprise ML Solutions To Drive Sales & Marketing Planning At Scale



Affine Sales Forecasting & Marketing Budget Planning Using Azure ML: Enabling business focused data science, AI and BI development with deep domain expertise. Affine believes in faster design to faster deployment through key differentiators- Experimentation Focus and Speed to Value

## WHAT WE OFFER



- Accurate game title sales forecasting by leveraging inhouse gaming domain acumen & expertise to overcome key challenges associated with forecasting accurate sales
- Azure ML based marketing budget optimization framework to optimize marketing spends across channels



- Data pipeline creation for data streaming & storage
- Development & deployment of interactive power BI based scenario builder tool
- Business Integration with applications and decision dashboards



- Maintenance & governance of solution with continuous monitoring of devices, data pipeline health checks, and resources optimization

## What Our Customers Are Saying

*“The affine team’s acumen & expertise working with multiple gaming clients has helped us in designing a holistic solution capable to overcome challenges which we were facing to accurately forecast sales. Their marketing budget optimization solution has enabled us to optimally allocate budget, and it has improved ROI by 6%.”*

– **Head of Marketing , Fortune 200 Gaming Console Manufacturer & Game Publishers**

## Learn More

**Affine Inc.**



[www.affine.ai](http://www.affine.ai)



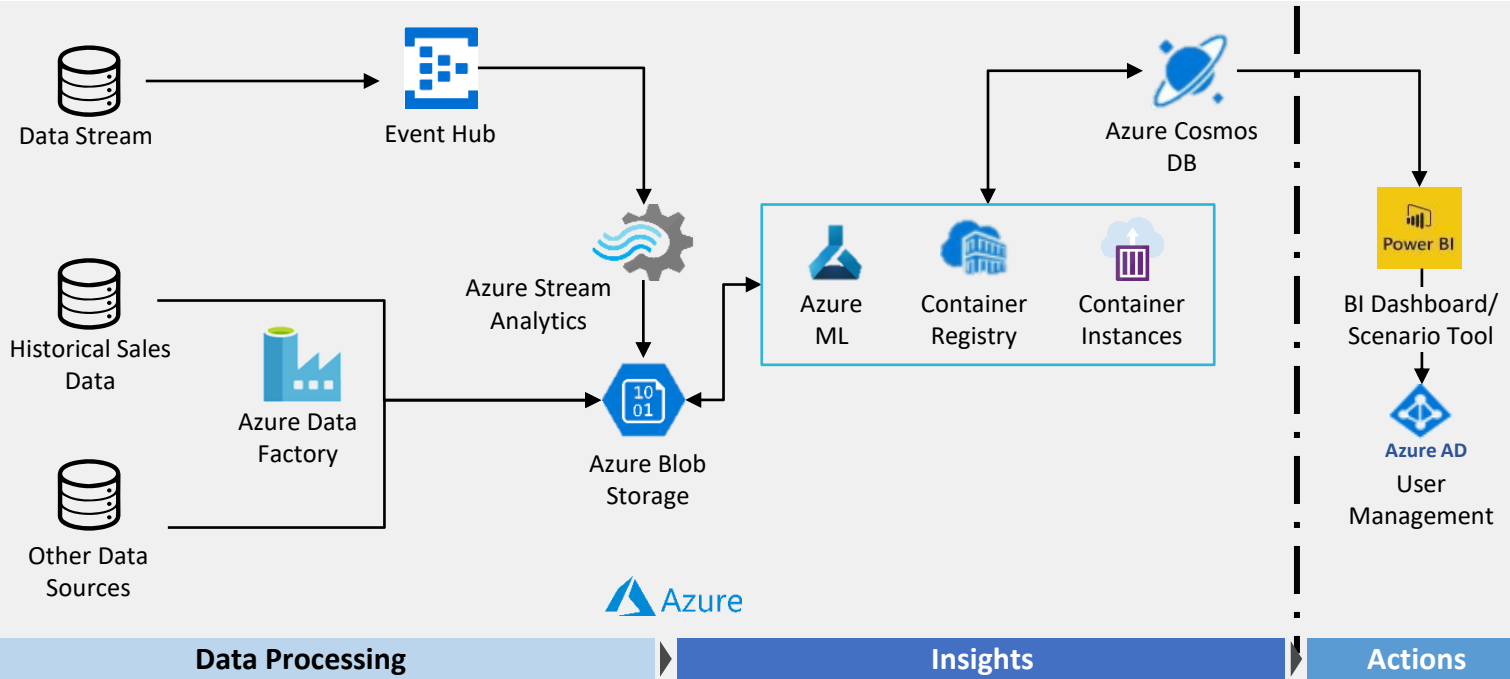
[affine.cloud@affine.ai](mailto:affine.cloud@affine.ai)

Microsoft  
Partner



Gold Data Analytics  
Gold Data Platform  
Gold Cloud Platform





## Architecture Features

- The sales forecasting & marketing budget planning solution can be easily scaled by utilizing azure cloud capabilities for data processing, storage, computing, reporting & deployment
- The solution integrates with & scenario planner UI & Power BI dashboards to enable business to make quicker & better data backed decisions

### Azure Consumption Revenue (ACR)

Development Phase (8 weeks)  
~USD 7,000

Running & Maintenance (12 Months)  
~USD 42,000

### Solution Prototype Development Cost (8 weeks)

Approximate Total Cost  
~ USD 54,400

### Post Deployment & Maintenance Support (52 weeks)

~ USD 104,000

## GLOBAL PRESENCE

### Seattle, USA

2018 156th Avenue,  
N. E, Building F,  
Suite #333, Bellevue,  
Washington 98007

### Bangalore, INDIA

No: 98, 4th B Cross Rd,  
Industrial Area, 5th Block,  
Koramangala, Bengaluru-  
560095, India

### Singapore, APAC

5001 Beach Road,  
#08-11 Golden Mile Complex,  
Singapore- 199588



# Why Microsoft Azure?

## Be future-ready

Continuous innovation from Microsoft supports your development today, and your product visions for tomorrow. With 1,000+ new capabilities in the past year, you can build on the latest advancements in AI, blockchain, Kubernetes, containers, and databases to keep you ahead of the curve.

Our enterprise grade analytics solution outperforms the competition, costs less, and is fully compatible with your existing development, BI, and data-science tools.

## Operate hybrid seamlessly

On-premises, in the cloud, and at the edge—we'll meet you where you are. Integrate and manage your environments with tools and services designed for hybrid cloud.

Enhance security, simplify access, and set smart policies across your different environments with a single-identity platform trusted by 90% of enterprises globally.

## Build on your terms

You have choices. With a commitment to open source and support for all languages and frameworks, build and deploy how you want to. Take advantage of the full-featured, integrated development environments with built-in support Visual Studio and Visual Studio Code, the most popular IDEs trusted by 15M+ developers.

We embrace open source, drive innovation through collaboration, and contribute back to the community.

## Trust your cloud

Get security from the ground up, backed by a team of experts, and proactive compliance trusted by enterprises, governments, and startups.

With a \$1B+ investment in security R&D and 3,500 cybersecurity experts, security is foundational for Azure.



Microsoft Azure is an ever-expanding set of cloud computing services to help your organization meet its business challenges. With Azure, your business or organization has the freedom to build, manage, and deploy applications on a massive, global network using your preferred tools and frameworks.

[WWW.MICROSOFTAZURE.COM](http://WWW.MICROSOFTAZURE.COM)