

Transform Data into
Insight and Action

Tailored Digital Transformation Services

Information strategy
Biz goals and process analysis
with roadmap



Implementation
Process facilitation with business
applications



Intelligence
Automation and Intelligence
driven actions



Insights
Reporting and business
insights



*Enabling purposeful digital initiatives which enhance
decision making, customer experience, business productivity, and technology-led
innovation*

Business analytics: Advaiya approach

Transform data into insight and action



Helping you get the right data, make sense of it, and act on it.

Meet your specific information needs and make better decisions with Power BI solutions for visualization and aggregation of data from across multiple sources

Get started today with Advaiya, Microsoft Gold Partner for data analytics to understand your data better.



Get the right data

101010 Identify relevant and appropriate
010101 information sources
101010

Connect to 100+ data sources, both on-premises and cloud

Shape, transform, and clean data for analysis

Live connectivity to on-premises and cloud data sources

Extend with custom data connectors for any data source

Prep data using the familiar Power Query experience on the web



Make sense of data



Powerful modeling, with right mash-up and business relevant views

Implementation for high-performance and optimized analysis

Enabling analysis with quick measures, clustering, and binning

Relevant, meaningful and powerful measures (with DAX)



Meaningful and useful reports using 150+ visuals and custom visuals

Explore data across multiple interactive visualizations

Enabling data story visualization with bookmarks and custom navigation

Advanced Q&A

Deliver insights through other services such as SharePoint and Teams

Act on the insights

Enabling sharing and disseminate via embedded/
app integrations/ secure configurations

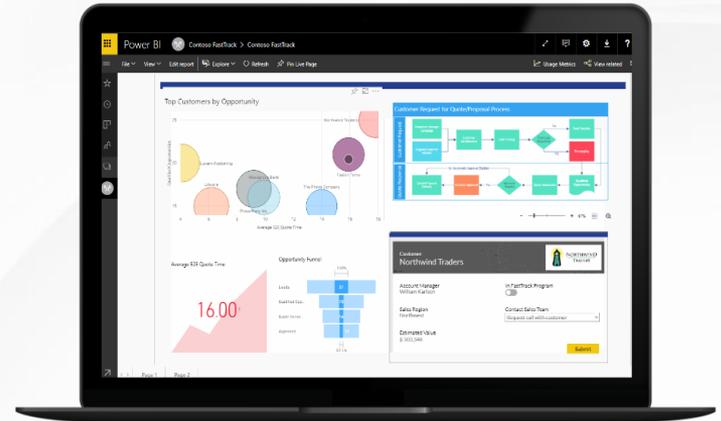
Enable powerful insights and foresights with AI/ML
integrations

Integrate with PowerApps and Power Automate to
act inside the report.

Scenarios:

Power BI embedded in Power Apps and vice
versa

Using Power Automate to start simple and
complex workflow in other applications



Key scenarios from industry perspective

 Marketing	 Sales	 Human Resource	 Finance	 Operations	 Support & Services
Customer experience dashboard	Sales performance dashboard	Workforce forecasting	Financial analytics	Predictive maintenance	Service analytics dashboard
Competitive intelligence dashboard	Sales conversion dashboard	Performance scorecard	Risk management	IT operations insight	Service level performance report
Marketing KPI dashboard	Sales team KPI dashboard	Employee insight	Financial forecasting	Demand forecasting	Contact center analytics
Web analytics report	Cross sell & upsell insights			Spend analytics	
				Operational efficiency	

Analytics Service Areas

Training	Consulting	Implementation	Operations and Support
<p>Dashboard in a Day (DIAD) – Regularly conducting in India and US with Microsoft</p> <p>Discover your data</p> <p>Advanced Modeling with Power BI</p> <p>Advanced Visualization with Power BI</p> <p>Advanced Data Shaping with Power BI</p> <p>App in a Day</p> <p>Customer Insights in a Day</p>	<p>Discover your data 3-day assessment</p> <p>Data Discovery Workshop</p> <p>Data Maturity assessment</p> <p>Project Online Dashboards 1-day POC</p> <p>Power BI Adoption</p>	<p>Data Aggregation and building Tabular model / cubes</p> <p>Data visualization and reporting</p> <p>Power BI Embedded</p> <p>Azure Analysis Services</p> <p>Power BI Report Server</p> <p>Migration from other solutions</p> <p>Analytics for business insights</p> <p>AI / ML Integration</p>	<p>Performance Enhancements</p> <p>Regular support and enhancements</p> <p>Data maintenance</p> <p>Monthly reporting services support and updates</p> <p>Managed services</p>

Advaiya BI: Highlights

BI Next

Future ready approach with consideration of AI/ML, deep automation and organization enablement.

Purpose Led

Use of our business discovery framework help us uncover business needs and challenges, identify gaps and build a phase-based approach to unleash power of Next Gen BI.

Unique Combination of Skills

Our team of business analysts, data analysts, data scientists, architects and designers work collaboratively to deliver BI initiatives to large enterprises and mid-sized businesses.

Select clientele:  Microsoft  LARSEN & TOUBRO  vedanta transforming elements  nor1 Upgrade Your Life®

Our value proposition

Comprehensive roadmap for enterprise information landscape

Standardized processes and pre-defined checklists

Deep industry specific experience

Business process understanding

Implement the best data management practices

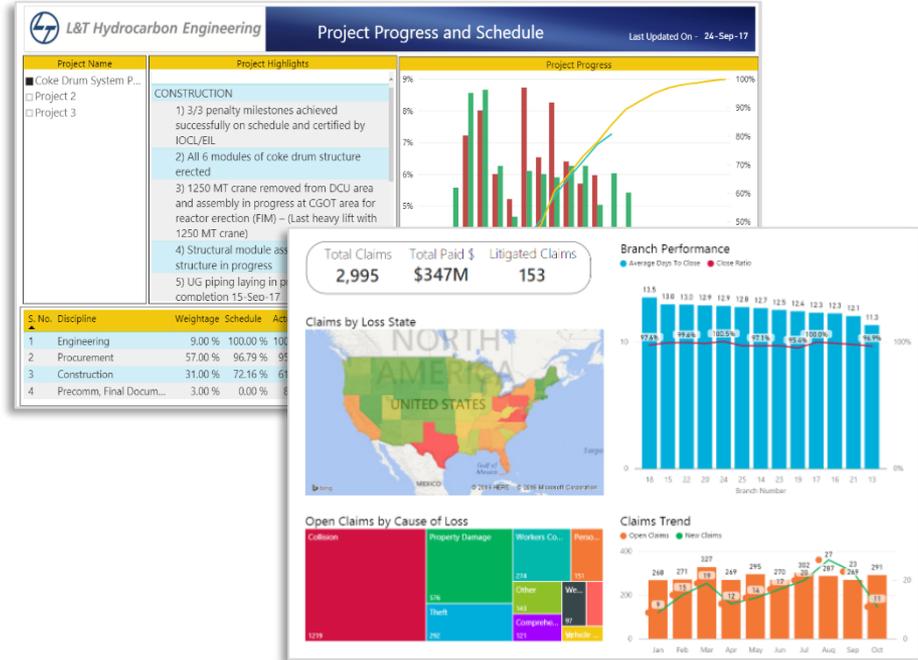
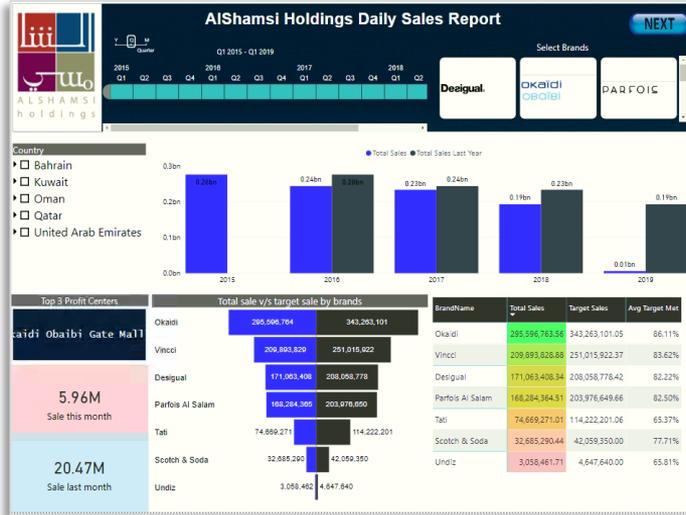
Use of the latest tools & technologies

Microsoft
Partner



Gold Data Analytics

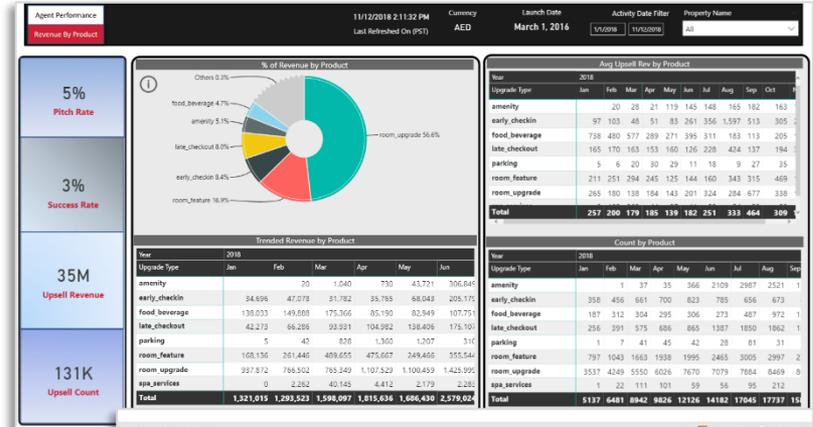
Data aggregation and reporting



Power BI Embedded

Created embedded reports with row level security for B2B scenarios where end customers are accessing their reports through a portal

- We implemented multi-level row-level security inside their Power BI reports so that only the authenticated user can see the data which he has access to.
- We then created a .NET based application with all the configurations to embed Power BI reports into the application.



AI and ML Powered Analytics

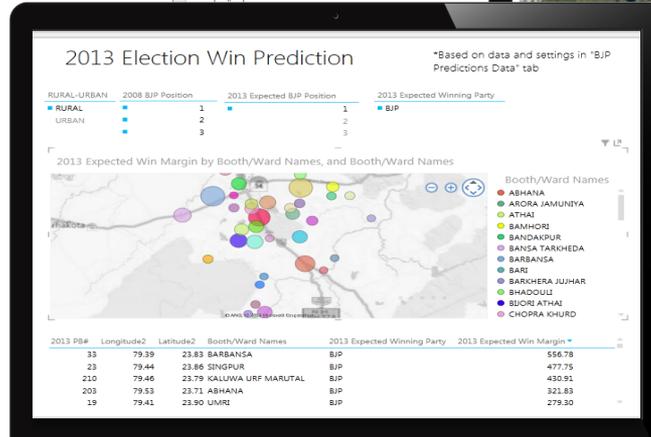
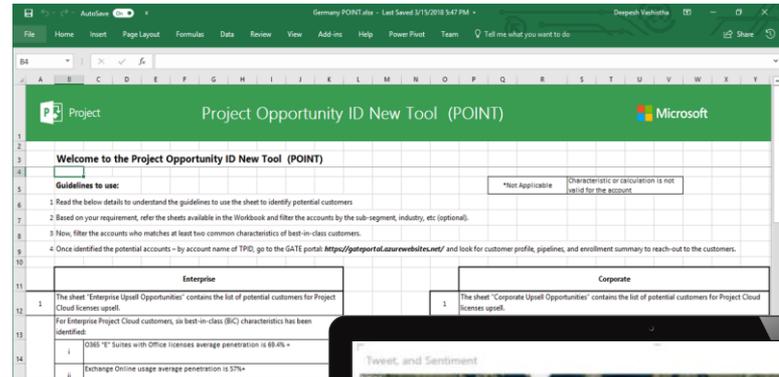
Microsoft was looking for help for the MS Field to aid deciding where best to focus for upsell/cross-sell.

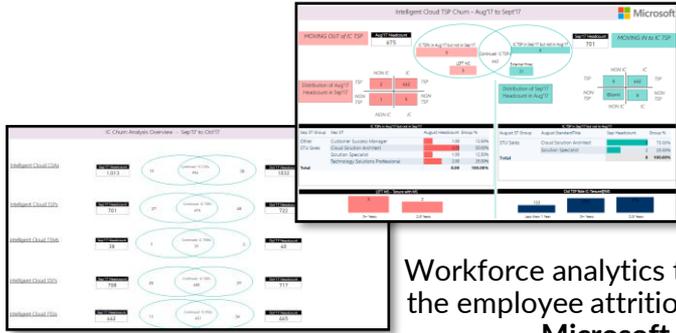
We have conducted a deep, detailed, account level analysis using statistical methods and algorithms to study “Best-in-Class” customer characteristics of existing customers and to identify customers most likely to purchase with indication of upside license (& revenue) potential.

Notable other:

Election prediction analysis

Brand / product sentiment analysis





Workforce analytics to identify the employee attrition trends - Microsoft



Project and financial performance monitoring dashboards – LTHE Professional Services



Project budget and cost management reports – ShareAdvance



Data standardization and franchisee sales dashboards for demand forecasting – Coca-Cola



Unique blend of skills at Advaiya

Purpose led, enabled, empowered, and managed resources

Business consulting and
marketing

User experience and
creative

Technology architecture,
development, and
Implementation

Our consultants focus on business process understanding, digital transformation and building efficient systems. Our marketing expertise include positioning, audience targeting, and communication across media types.

We have expertise in designing and building solutions with modern cloud and other technologies including Microsoft SharePoint, Microsoft Project Server, Office 365, Microsoft Dynamics, Power BI, Microsoft Azure, AWS, Android, iOS, Sitecore and more.

Our user experience expertise help with intuitive interface designs for faster adoption across devices, technologies and use cases. Our creative team powers all aspects of design, editing, and communications functions.

Technology expertise



Select clientele



The Advaiya difference



Purpose led – Understanding our customer’s **business purposes** and **goals**, and providing **relevant services** to meet those **desired outcomes**



Partnerships – Investment in building partnerships with leading technology firms to enable **strategic value for clients** via relevant **relationships, knowledge, and expertise**



Cost effective scaling - **Competitive pricing** along with the proven ability to provide **capacity and scale**, and **adapt** to the needs of our customers



Flexibility – Unique model that allows us to work with clients as a **vendor, valued partner, and a trusted advisor**



Process maturity – Our **mature processes** ensures providing visibility and control, effective and timely execution, and high quality delivered



Extensive experience - **Proven track record** for relevant **solutions enablement** and **services IP** creation



Technology expertise – Expertise in working on **leading edge technologies** and **unique learning** model to quickly gain **context**



Design – Intrinsic to our all deliverables with focus on usability and esthetics, such that our work products appeal to customers



2005

ADVAIYA
IS FOUNDED



4 LOCATIONS
REDMOND (US), UDAIPUR,
MUMBAI, AND DUBAI



10+

YEARS
OF ENTERPRISE IT,
CONSULTING AND
MARKETING EXPERIENCE



100+ CLIENTS



1,000+

PROJECTS
COMPLETED



ISO Certified 9001:2015

Microsoft
Partner



Gold Cloud Platform
Gold Cloud Productivity
Gold Data Analytics
Gold Project and Portfolio Management
Silver Application Development
Silver Collaboration and Content
Silver Small and Midmarket Cloud Solution

TIME XTENDER



Partner
Network

CONSULTING PARTNER



sitecore
Certified Solutions Partner

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Appendix

BI Prioritization Framework

Data Infrastructure Maturity Model



Available



Aware



Accelerating



Agile

Maturity Level

In this stage data is being collected in a variety of corporate systems and is theoretically available but the organization has no consistent and intelligent way of using the available data to improve operations and results.

In this stage the organization's people and systems are aware of relevant data and have some defined policies and standards for data processing but have not created the right balance of people, process, and technology to act in a consistent and evolving way on the data, despite fairly sophisticated knowledge.

In this stage, corporate systems and business users are getting increasingly intelligent as large decisions are based on contextual data.

Organizations deliver contextual, timely, real-time and comprehensive data to business users to perfect both micro and macro decisions in a flexible and adaptive scenario.

Dimensions for Prioritization

- Functional Areas –
 - Finance
 - Human resource
 - Customers
 - Stores
- Organizational levels –
 - C Level
 - Executives
 - Operational Manager
 - Operations
- Data Sources –
 - Geographical
 - Applications
 - Data stores
 - Structured / unstructured



Prioritization Factors

- Strategic Impact –
 - Hard impact – Quantifiable
 - Soft impact – Meaningful
- Complexity –
 - What are the variables involved?
 - Which functions and locations involved?
- Value
 - Cumulative \$ value from decision
 - Opportunity cost of not taking / postponing the decision
- Data
 - Data Availability & Relevance
 - Data definitions
 - Data Quality
 - Data Standards, Integrity, Uniformity

Elements of Data Discovery Workshop

- **Understanding details about current business and infrastructure**

An offline activity where Advaiya consultants will share discovery questionnaire with client team and they will fill the answers or Advaiya team will discuss through remote meetings to fill the responses

- **Kick-Off Meeting**

A meeting with client executive team to understand – objectives, pain points, how success is measured – current KPIs and metrics

- **Deep Dive - The business stakeholder meetings**

A Questionnaire will be provided in advance to help the business stakeholders think about what they want. We can hold as many or as few of these Business Stakeholder Workshops as we need. Possible topics include:

- Is existing data quality sufficient for business and data analysis?
- What data sources are you currently missing?

Elements of Data Discovery Workshop

- **Deep Dive - The IT stakeholder meetings**

A meeting with the IT team to know what are the most important concerns for their team.

- **Overview of Power Platform for business and IT (Optional)**

A session for stakeholders to showcase useful features and functionalities of Power Platform for developing and using self-service analytics and creating actionable reports.

- **The Envisioning Review Session(s)**

A discovery workshop session where both the business and IT stakeholders will be together to review what Advaiya has learned from each team. After the review, Advaiya will recommend how you can leverage data and analytics to power Digital workplace.

- **Data Discovery Workshop Report**

A findings and summary report which includes challenges, as-is state, future state, gaps, list of themes and initiatives, list of projects and sequence of execution, and roadmap.

Domain experience

Retail	Manufacturing	Construction	Healthcare	BFSI
Evaluating stocks and assortments	Predicting future market trends	Common size analysis to analyze values over time and compare it with peers	Balancing patients' and medical staff's needs	Retail banking sales insights
Analyzing the effects of merchandising strategy	Assess and optimize product inventory management	Assessing project progress and schedule for domestic and international projects	Analyzing medical plan membership	Statutory and compliance reporting
Customer conversion analysis	Production volume analysis	Analyzing trends in delivery time	Tracking total medical claims	Sales performance
Footfall analysis	Root cause analysis	Actual cost v/s budget analysis		Customer satisfaction
Sales and inventory analysis		Predictive analytics and forecasting to identify risks and issues		Financial performance
Effectively forecast sales based on historic trends				