



TRANSFORM ENTERPRISE DATA STRATEGIES WITH SONATA'S DATA & ANALYTICS SOLUTIONS



DATA & ANALYTICS

Sonata helps enterprises to adopt new data strategies for leveraging data and implementing modern BI solutions



DATA & ANALYTICS

Enterprises need to shift their strategies to derive value from vast amounts of structured & unstructured data and streaming data from devices. Traditional data-warehousing and business intelligence solutions are inflexible to be moulded to meet these changing data needs and user demands of any-time & anywhere access to reports & insights.

CHALLENGES WITH TRADITIONAL BI

Storing, processing and analyzing historical and real-time data

Dependency on IT to generate reports & insights and enabling users to view the same across multiple channels and devices

Data strategies & architectures that can be leveraged by ML/AI

Optimizing infrastructure costs with cloud / hybrid deployment models

SONATA'S SOLUTIONS

Transform the traditional data warehousing and business intelligence models to a data centric platform and modern BI solutions with:

- ❖ **Sonata's Platformation™ approach:** Craft data platforms to enable enterprise digital transformation by anchoring data as the primary asset
- ❖ **Services Portfolio:** Help enterprises with data strategy and realize value by implementing data analytics & visualization solutions
- ❖ **Industry Platforms:** Leverage platforms and technologies from leading industry players – Microsoft, Amazon and Open Source
- ❖ **Re-usable assets:** Models and industry-specific solutions across retail, travel, manufacturing and distribution

Enterprises can leverage Sonata's breadth of expertise, experience and frameworks to transform their data & analytics strategies and maximize value from data.

80%
OF ENTERPRISE REPORTING will be based on Modern BI and analytics platforms by 2020
- Gartner (Market guide for enterprise-reporting based - platforms)

PLATFORMS EXPERTISE

Microsoft: Azure Data Lake, ADW, ADF ♦ AML, IoT, MLS ♦ PowerBI

Big Data: Hadoop (Cloudera / EMR / HD Insight) ♦ HDFS / MapReduce / Hbase ♦ Sqoop / Flume/ Kafka ♦ Hive / Pig

AWS: S3, EC2, Athena ♦ Kinesis / Data Pipeline ♦ Redshift / Quicksight

Reporting & Visualization: Tableau, Qlikview

KEY STRENGTHS



SKILLS

Solution Architects ♦ Data Scientists ♦ Data Analysts / Statisticians ♦ Visualization Experts ♦ Cross Technologies ♦ Machine Learning Lab



ASSETS

IP: Retina – Retail Analytics ♦ Transit – Travel Analytics ♦ Distribution – Modern Trade Analytics

Tools: Unified Data Analysis Platform

Frameworks: SCOR ♦ Social Sentiment Analysis



ALLIANCES

Principals: Microsoft ♦ Amazon (AWS) ♦ Informatica ♦ SAP

University: Indian Institute of Science



Transform data strategies and accelerate implementation of your data & analytics programs with Sonata

SONATA'S OFFERINGS

Help enterprises to adopt new data strategies for leveraging data and implementing modern BI solutions



DATA STRATEGY

Steer enterprise data journey as the needs grow & evolve



DATA ANALYTICS

Derive actionable insights from interconnected data



DATA VISUALIZATION

Multi-channel visualization across web, mobile, and embedded apps

STRATEGY

DATA



Build complete Data Strategy - Storage, Ingestion, Consumption

Architecture & tool Finalization

Governance Rules

Roadmap & Priorities

A LARGE RETAILER IN UK

Ensured optimum stock allocations with a new data warehouse covering all enterprise business functions

160

Stores Analyzed

Cloud

For Cost Optimization



ANALYTICS

DATA



Analytics - Descriptive, Diagnostic, Predictive, Prescriptive

AI / Machine learning

IoT

Cognitive Intelligence

RPA / Chatbots



10% REDUCTION IN SPEND

on in-flight perishable foods for a large tour operator by determining the optimal level of replenishment



60% REDUCTION IN TIME

to shortlist candidates for a recruitment company by automating resume screening workflow

VISUALIZATION

DATA



Methodology

- Acquire, Parse, Filter, Mine, Represent, Refine, Interact

Intuitive Visualizations

Self-Service BI

Migration Services

A GLOBAL MLM LEADER

Transformed their BI solutions for deeper business analysis with customized data sets and improved self-service options

1 min to 5 sec

Improvement in performance for key reports



SONATA'S DATA & ANALYTICS PRACTICE

Proven Expertise ♦ 20+ years in Data Analytics ♦ Platformation™ Approach ♦ Academia Collaboration ♦
Machine Learning Lab ♦ Re-usable assets for retail, travel, manufacturing and distribution industries

ABOUT SONATA

Sonata is a global technology company that enables successful platform based digital transformation initiatives for enterprises, to create businesses that are connected, open, intelligent and scalable. Sonata's Platformation™ methodology brings together industry expertise, platform technology excellence, design thinking led innovation and strategic engagement models to deliver sustained long term value to customers.

A trusted partner of world leaders in the Retail, Distribution, Travel and Software industries, Sonata's solution portfolio includes its own digital platform such as Brick & Click Retail Platform©, Modern Distribution Platform©, Rezopia Digital Travel Platform©, RAPID DevOps Platform© and Halosys Mobility Platform©, best in class capabilities on ISV digital technology platforms such as Microsoft Dynamics 365, Microsoft Azure, SAP Hybris, Cloud Engineering and Managed Services, as well as new digital applications like IoT, Artificial Intelligence, Machine Learning, Robotic Process Automation, Chatbots, Block Chain and Cyber Security. Sonata's people and systems are nurtured to bring together the depth of thought leadership, customer commitment and execution excellence to make a difference to business with technology.



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