



# Dynapt

**ANALYTICS  
AS A SERVICE**

 **Microsoft**  
Solutions Partner



# ABOUT DYNAPT & THE TEAM

## Recognitions



- Coveted Microsoft Solutions Provider – Data & AI, Infrastructure and Application Development
- Business Leadership Award from Indian Achiever's Forum
- Winner of Dell-EMC Award for business excellence
- 1st Runner-up for NASSCOM AI Hackathon

## 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



# FLAGSHIP CUSTOMERS



TCNS Clothing Company Pvt. Ltd.



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.

## 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.

# DYNAPT'S APPROACH

## Assessment

Create awareness and envision the role of a modern data and analytics platform for customer utilizing Azure Services both Public & On-Prem. Assess the current situation and generate a roadmap and proposal for MVP.

Step 1. Envisioning Assessment  
(1-2 weeks)

## Develop MVP

Set blueprint for the organization for enablement of (hybrid) Azure Data & Analytics cloud services and future readiness. Implement a quick MVP to showcase the capabilities with a small use-case. Enhance the future roadmap.

Step 2. MVP (4-6 weeks)

## Add More

Migrate other use-cases and continue to engage if customer requires. use following services to bring automation and agility:

- Cloud Governance & Accountabilities
- Process Maturity
- People Readiness

Step 3. Complete Modernization



# PREDICTIVE MAINTENANCE IN A BOX PROGRAM (4 WEEKS)

## Your 4-Step Predictive Maintenance Success Journey

Our team of certified specialists will guide you through a 4-week engagement to accelerate your Predictive Maintenance journey with Azure Synapse Analytics



### WEEK-1

- Assess data environment.
- Create high-level roadmap and system architecture.



### WEEK-2 & WEEK-3

- Setup Azure Infrastructure for POC.
- Enable data ingestion.
- Create Machine Learning Model, train and test it.
- Build visualizations in Power BI.



### WEEK-4

- Conduct Workshop to educate team on implementation process, pain points and mitigation plan.
- Socialize POC results.
- Knowledge Transfer: Codes and all artifacts for next level references.



THANK YOU



Dynapt

Your Trusted Analytics Partner™

Reach us at



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# DATA & AI ACCELERATORS IN RETAIL

## Retailer

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

## Customer

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- Personalized offers and customer retention
- Customer Feedback and Analytics



## Warehouse

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

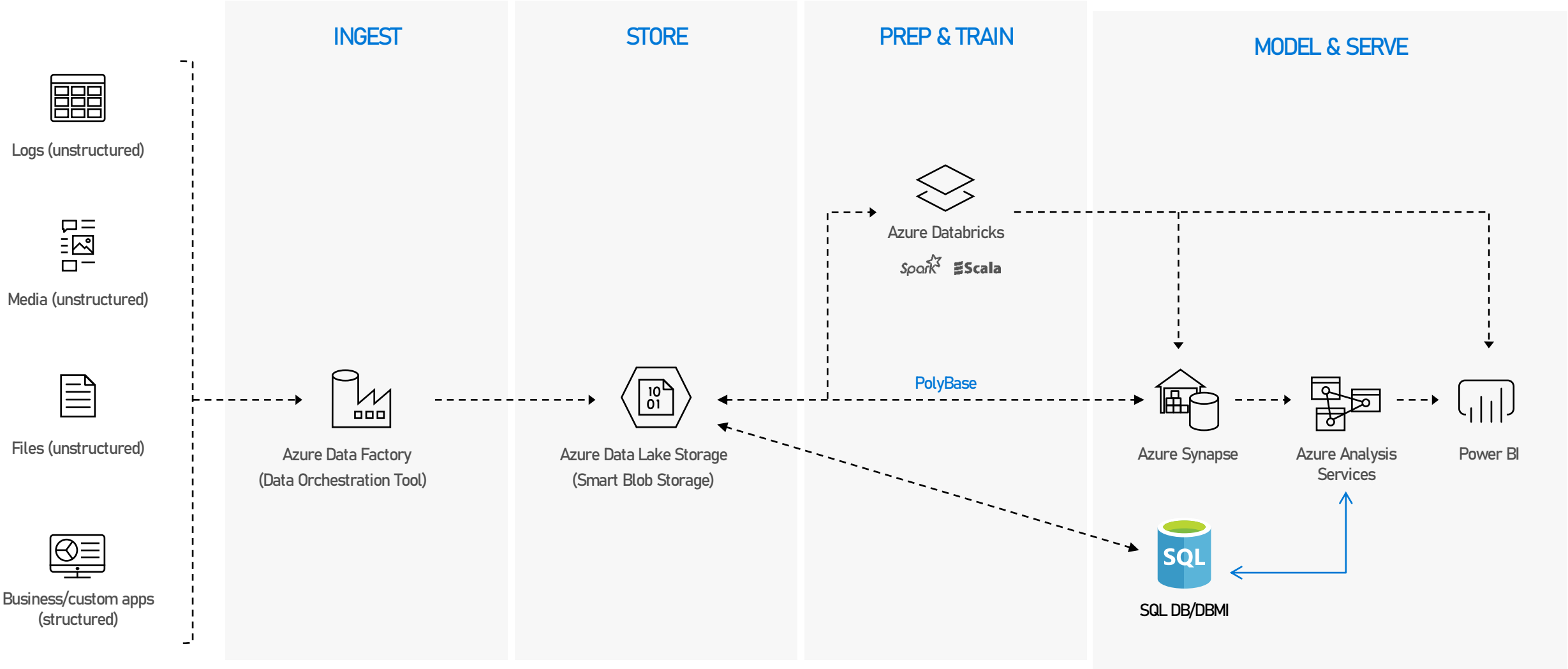
## E-Commerce

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



# TECHNICAL ARCHITECTURE EXAMPLE



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.