



BroadPoint

Selected Project Examples

Microsoft Marketplace Materials

Data Platform and Zero - Trust Secure Workspaces for Financial Services Firm

Automated data management and reporting for a Global Investment Management firm with \$90Bn AUM via consolidation of 20+ disparate third-party sources into a cloud-native data platform on Microsoft Azure.

- ✓ Consolidated output from 20+ disparate business applications for critical reporting across functions
- ✓ Data platform enablement and custom integrations including Bloomberg Terminal and Northern Trust
- ✓ Created robust APIs to enable on-demand reporting and real-time dashboards.
- ✓ Built infrastructure to deploy new applications and functions quickly and effectively
- ✓ Designed and deployed a zero-trust virtual environment (including virtual desktops) to manage over 125 users across the globe
- ✓ **Key Azure Services: SQL Managed Instance, Data Factory, Databricks, SQL, Cosmos DB, Azure Container Apps, App Services, App Configuration, Key Vault, Azure Files, Data Lake Storage, Virtual Machines, Azure Active Directory, Virtual Desktops, DevOps, Managed Applications, Defender External Attack Surface Management, Bastion**

Value Delivered



Structured views of
disparate
application data



Custom Data
Warehouse



API Integrations –
Bloomberg Terminal,
Northern Trust



Streamlined critical,
cross functional
business reporting



Rapid deployment
of new applications
and functions



Business
Intelligence and
Dashboards

Digital Transformation of Legacy Application Architecture

Eliminated piling technical debt, optimized application architecture, and digitally transformed data platform by migrating 20-year-old systems of USD 30 Million lead generation company to Azure.

- ✓ Completed extensive enterprise-wide technical health assessment
- ✓ Identified inefficiencies and security vulnerabilities in legacy core product
- ✓ Created incremental roadmap to bridge gap between aging technical architecture and modernized new product
- ✓ Cleaned up technical debt, and eliminated unnecessary applications and services resulting in 90% reduction in licensing costs
- ✓ Migrated on-premise data acquisition and control services to Azure
- ✓ Connected new cloud applications to third party data sources including Salesforce and WordPress (hosted)
- ✓ **Key Azure Services: Azure App Services, Functions, SQL Server Managed Instances, Virtual Machines, API Management**

Value Delivered



End-to-end
Technical health
assessment



Identified
application
vulnerabilities



Technical
architecture
optimization
roadmap



Cleaned up
accumulated
technical debt



Retired unnecessary
applications and
services



Cloud optimized
data platform

Cloud Migration and Optimized Solution Architecture

Resolved inconsistent omnichannel application performance for leading North American retailer by migrating to Azure with optimized solution architecture.

- ✓ Completed extensive technical health assessment
- ✓ Migrated front end to content delivery system significantly accelerating customer facing releases
- ✓ Deconstructed monolithic platform into smaller units by business functions to reduce dependencies
- ✓ Implemented master data management solution to enable cross-channel integration
- ✓ Enabled end to end mapping of customer life cycle through enhanced customer analytics
- ✓ Built custom product recommendation engine exposed as an API to both web and mobile clients
- ✓ **Key Azure Services: Azure Event Grid, API Management, Cassandra Managed Instance, App Services, SQL Managed Instances, Redis Cache, Xamarin**

Value Delivered



Cloud
enablement



Custom
integration



67% shorter
release cycles



85% lower costs
per release



Increased
developer agility



Optimized
business
processes



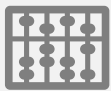
Enhanced
customer
analytics

NFT Discovery and Recommendations Platform

Helped a disruptive technology startup design, build and launch a cutting-edge cloud-native platform to make NFTs across blockchains understandable, accessible, and desirable to retail consumers.

- ✓ Microservices-based scalable architecture supporting multiple blockchain networks, crypto wallets, and NFT marketplaces
- ✓ End-to-end design and implementation – Desktop and Mobile UX, Front-end, Back-end, API Integrations
- ✓ Enhanced real-time cost and usage analytics
- ✓ **Key Technologies: Node.js, React.js, Python, Databricks**
- ✓ **Blockchain Networks: Ethereum, Polygon, Solana and more**
- ✓ **Marketplace integrations: OpenSea, Blur, LooksRare, X2Y2 and more**

Value Delivered



Scalable
Microservices
Architecture



Responsive Design
for Desktop and
Mobile



Ethereum, Polygon,
Solana Networks



Coinbase, Metamask,
Wallet Connect
Integrations



NFT Marketplace
Integrations



Enhanced Customer
and Resource
Analytics