CELEBAL TECHNOLOGIES

AI Partner of the Year 2023 — GLOBAL (Microsoft)

databricks **PARTNER OF THE YEAR** — Asia Pacific and Japan — 2022-24

databricks **MIGRATION PARTNER OF THE YEAR** — Asia Pacific and Japan — 2023

Microsoft **Singapore Partner** 2023

Microsoft **MALAYSIA PARTNER AWARDS 2022** — Azure Data & AI Partner of the Year

Microsoft **COUNTRY PARTNER OF THE YEAR** India — 2021 AND 2022 — 2 YEARS IN A ROW

databricks **Partner of the Year 2022** — Asia Pacific and Japan

databricks **TOP CONSUMPTION PARTNER** — Asia Pacific and Japan

databricks **REGIONAL SYSTEM INTEGRATION PARTNER** India — 2 YEARS IN A ROW

Key Strategic Partnerships

Microsoft Solutions Partner

SAP Silver Partner

databricks **Elite Partner**

Red Hat **Ready Business Partner**

Advanced Specialization

- AI & Machine Learning
- Analytics
- Infra and Database Migration to Microsoft Azure
- Kubernetes
- Cloud Security

Deep Domain Expertise

ISD Approved Partner

Azure Open AI industry driven Co-pilots.

ECIF Green+ AMM + Azure Innovate

AI Solutions To Help Retire AI Design Wins

IP Co-sell Partner with Marketplace Transaction and MACC enabled Solutions

3000+ Employees	1500+ Azure Certification	800+ AI Experience Professionals	250+ SAP Experts

Industries We Serve Globally

Manufacturing   **Retail & CPG**   **Financial Services**   **Energy & Sustainability**   **Healthcare & Life Sciences**   **Media & Entertainment**
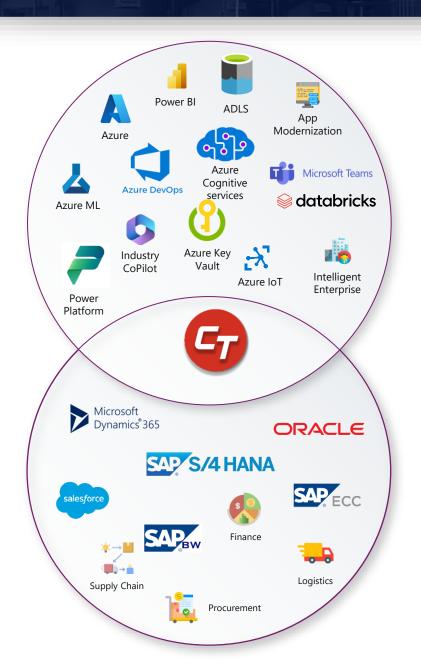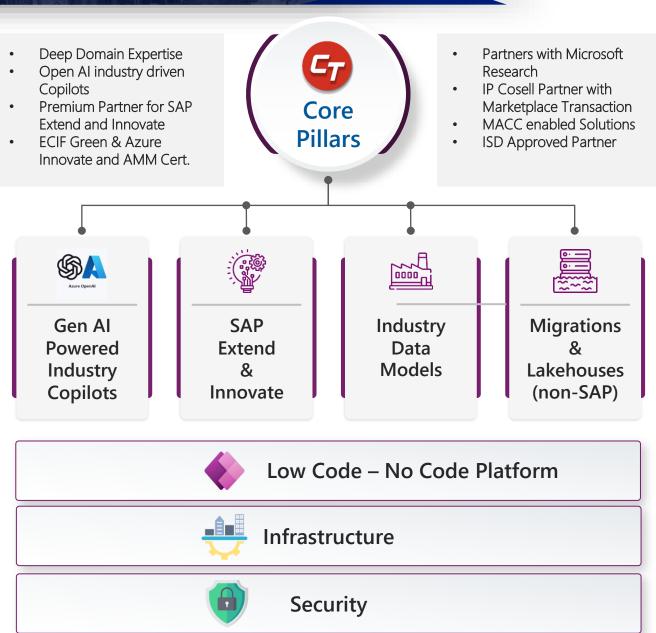
US | INDIA | EUROPE | CANADA | APJ | MIDDLE EAST | AUS

Traditional Enterprise meets Modern Cloud Innovation

- Deep Domain Expertise
- Open AI industry driven Copilots
- Premium Partner for SAP Extend and Innovate
- ECIF Green & Azure Innovate and AMM Cert.

Core Pillars

- Partners with Microsoft Research
- IP Cosell Partner with Marketplace Transaction
- MACC enabled Solutions
- ISD Approved Partner

Gen AI Powered Industry Copilots	SAP Extend & Innovate	Industry Data Models	Migrations & Lakehouses (non-SAP)

Low Code – No Code Platform

Infrastructure

Security

Business Value

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Business Challenge

- Data scattered across multiple systems
- Time-consuming manual data preparation
- Limited transparency into key business metrics
- Challenges integrating cross-department data
- Misalignment between business needs and data

Solution

Pre-built SQL scripts for 180+ KPIs across standard ERP functional modules enabling standardized Silver and Gold layer models for Financials, Controlling, Procurement with Spend, Sales, Production, and Quality to streamline data processing, unlock cross-functional insights, and optimize enterprise operations

Value Creation

- Centralized SQL scripts standardize data processing across multiple modules
- Pre-built scripts automate data transformations, reducing manual effort
- Clear, standardized KPIs across functions enable better visibility

- Domain-specific models accelerate time-to-insight for key business areas
- Modular content packages support incremental adoption and scaling
- Best-practice logic ensures compliance with standard SAP processes

Solution Features

Pre-Built SQL Scripts

Pre-built SQL scripts for 180+ KPIs, standardized SQL scripts across key ERP functional modules enabling robust Silver and Gold data layers

Multiple Module Coverage

Covers Financial Accounting, Controlling, Procurement, Sales, Production, Quality, and Spend Analytics to ensure end-to-end visibility

Silver & Gold Data Layers

Standardized Silver layer for cleaned, integrated data and Gold layer for business-ready aggregated KPIs

Scalable & Reusable Framework

Modular SQL scripts designed for easy adaptation and scaling across multiple plants, business units, or geographies

Customer Key Facts

Implementation Window
~ 4 -6 Weeks / Module

Implementation Cost
$220k

ROI
- ~ 10% to 15% Improvement in Efficiency
- ~ 15% to 20% Improvement in Operational Performance

Modules

Financial Accounting

Production Planning

Controlling

Quality Management

Material Management

Sales & Distribution

Procurement & Spend Analytics

Modules : KPI's

Financial Accounting (35+ KPIs)

- Accounts Payables
- Accounts Receivables
- Revenue, backlog
- Backlog, Funding, Ageing

KPIs track project costs, supplier payments, collections, and payroll, enhancing cash flow visibility, financial control, and decision-making

Controlling (CO) (15+ KPIs)

- Cost split: Total VS Settled VS Unsettled
- Labor VS Completed Operations
- Workorder & Material Shortage tracking
- Sales Trend, Customer mix, Return

These KPIs connect shop floor efficiency with financial impact by tracking costs, labor, and workflows. Combined with sales trends and customer data, they guide smarter decisions to boost profit

Production Planning (20+ KPIs)

- Work orders Analysis
- Production Start on Time
- Production Kit on Time
- Enablement Shortage

These KPIs measure production efficiency from planning to execution, helping identify bottlenecks, reduce lead times, and improve on time starts and completions

Quality Management (10+ KPIs)

- Production Volume & Quality rate
- Defects Count & Root Cause Analysis
- Customer Complaint details
- Issue types by Notification & Status

These KPIs track output volume, defect rates, and complaint patterns to help teams uncover quality issues, resolve them faster, and minimize impact on customer trust and sales performance

Material Management (30+ KPIs)

- PR to PO Conversion & Cycle Time Tracking
- Open PO status & Supplier wise breakdown
- GR/IR visibility & PO VS PR value differences

From PR to PO to GR, these KPIs track delays, supplier performance, and cost gaps. Inventory metrics reveal stock levels, movement trends, and aging risks to enable smarter buying & more reliable fulfillment

Spend Analytics (25+ KPIs)

- Spend Trends & payment terms
- Contract VS Maveric Spend
- OTIF performance & lead time shifts
- Vendor wise Spend & Invoice insights

These KPIs reveal total spend, contract compliance, supplier performance, and lead time trends—helping reduce waste, improve sourcing, and strengthen vendor partnerships.
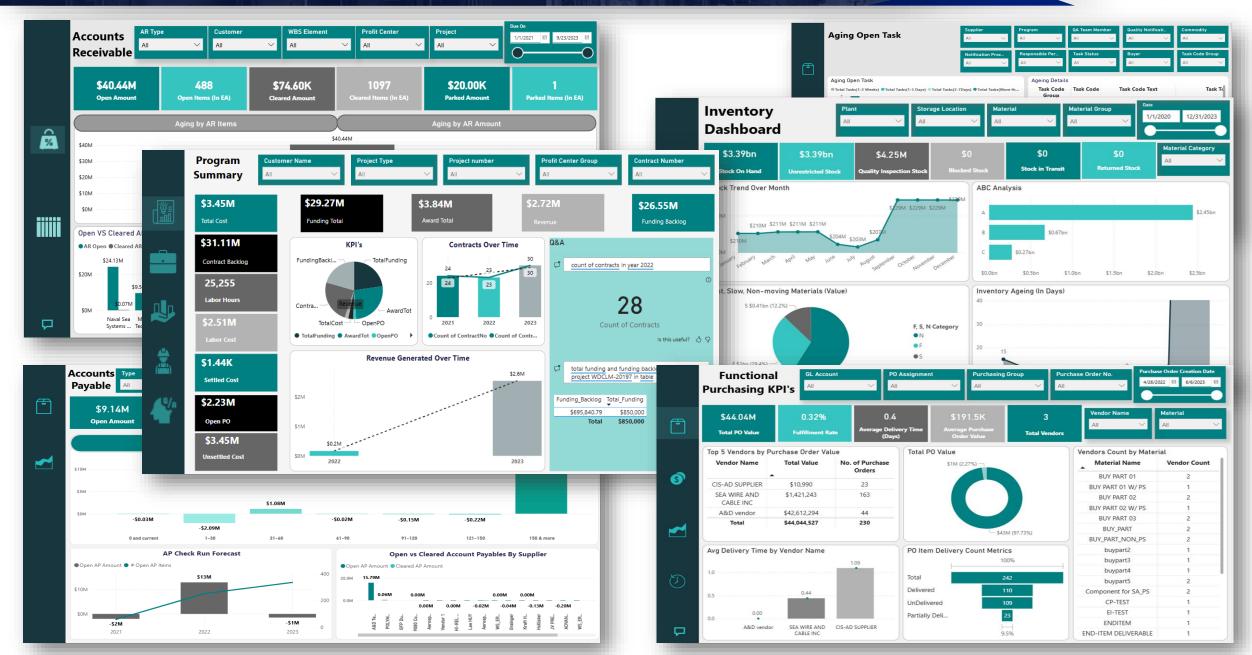
Sales & Distribution (20+ KPIs)

- Sales Order Volume & Revenue Trends
- Open order value & Customer Segment
- Delivery status, delays & fulfillment rate

These KPIs track the full order-to-delivery cycle, capturing sales performance, customer trends, and fulfillment reliability to drive revenue growth, improve service levels, and strengthen customer trust

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Solution Snapshots

Engagement Models Options

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1 End to End Implementation

- Infra Setup: We configure your Azure, Databricks, or Fabric environment.
- Silver Layer Scripts: Deliver and deploy cleaned, standardized SQL logic.
- Gold Layer Scripts: Business logic, KPI derivation, and pre-aggregated tables.
- Power BI Dashboards: Fully built, persona-based dashboards with KPIs and interactivity.
- Deployment & Testing: We set up refresh schedules, validate KPIs, and run UAT.
- Documentation & Training: Full guide, data dictionary, and KT sessions included.

2 Pre-Configured SQL Scripts+ Power BI Dashboards

- Silver Layer Scripts: Prebuilt data cleansing logic for direct deployment.
- Gold Layer Scripts: Ready-to-run KPI logic mapped to each module.
- Power BI Dashboards: Plug-and-play PBIX files with all visuals configured.
- Documentation: README, KPI logic, and data model diagrams provided.

3 Silver + Gold Layer (Deployment)

- Silver Layer Scripts: Deliver SQL code for clean, structured data outputs.
- Gold Layer Scripts: Deliver calculated KPIs and transformations for reporting
- Support & Handover: Walkthrough and clarification on script logic and deployment.
- Documentation: Includes table definitions, logic assumptions, and flow.

4 Silver & Gold Scripts (Delivery)

- Silver Layer SQL Scripts: Ready-to-run scripts with standardized cleaning logic.
- Gold Layer SQL Scripts: KPI and business logic with joins and aggregations.
- Implementation Guide: Step-by-step deployment instructions.
- Support (Optional): Available for implementation questions and validation checks
- No Deployment: Scripts are not deployed by us; client handles execution.

5 Power BI Dashboards

- PBIX Files: Professionally designed reports with visuals, slicers, and drill-downs.
- Measures & KPIs: All business logic embedded in DAX format
- Measures & KPIs: All business logic embedded in DAX format.
- Customization Option: Tailored themes, RLS, and layout if needed.
- Support (Optional): Available for implementation questions and validation checks.

Engagement Models

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OPTION 1
End to End Implementation

- Infra Setup: We configure your Azure, Databricks, or Fabric environment.
- Data Extraction: Connect and extract data securely from ERP sources.
- Silver Layer Scripts: Deliver and deploy cleaned, standardized SQL logic.
- Gold Layer Scripts: Business logic, KPI derivation, and pre-aggregated tables.
- Power BI Dashboards: Fully built, persona-based dashboards with KPIs and interactivity.
- Deployment & Testing: We set up refresh schedules, validate KPIs, and run UAT.
- Documentation & Training: Full guide, data dictionary, and KT sessions included.

OPTION 2
Pre-Configured SQL Scripts+ Power BI Dashboards

- Silver Layer Scripts: Prebuilt data cleansing logic for direct deployment.
- Gold Layer Scripts: Ready-to-run KPI logic mapped to each module.
- Power BI Dashboards: Plug-and-play PBIX files with all visuals configured.
- Documentation: README, KPI logic, and data model diagrams provided.

OPTION 3
Silver + Gold Layer (Deployment)

- Silver Layer Scripts: Deliver SQL code for clean, structured data outputs.
- Gold Layer Scripts: Deliver calculated KPIs and transformations for reporting.
- Support & Handover: Walkthrough and clarification on script logic and deployment.
- Documentation: Includes table definitions, logic assumptions, and flow.

OPTION 4
Silver & Gold Scripts (Delivery)

- Silver Layer SQL Scripts: Ready-to-run scripts with standardized cleaning logic.
- Gold Layer SQL Scripts: KPI and business logic with joins and aggregations.
- Implementation Guide: Step-by-step deployment instructions.
- Support (Optional): Available for implementation questions and validation checks.
- No Deployment: Scripts are not deployed by us; client handles execution.

OPTION 5
Power BI Dashboards

- PBIX Files: Professionally designed reports with visuals, slicers, and drill-downs.
- Measures & KPIs: All business logic embedded in DAX format.
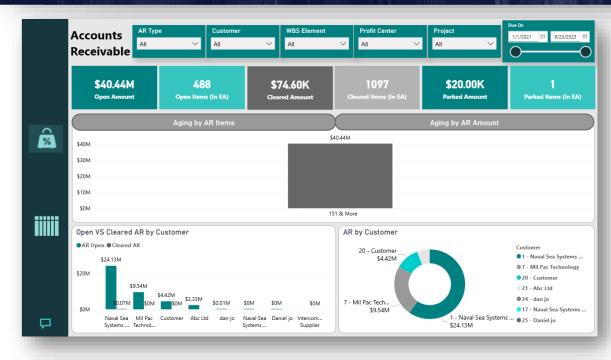- Customization Option: Tailored themes, RLS, and layout if needed.
- Support (Optional): Available for implementation questions and validation checks.
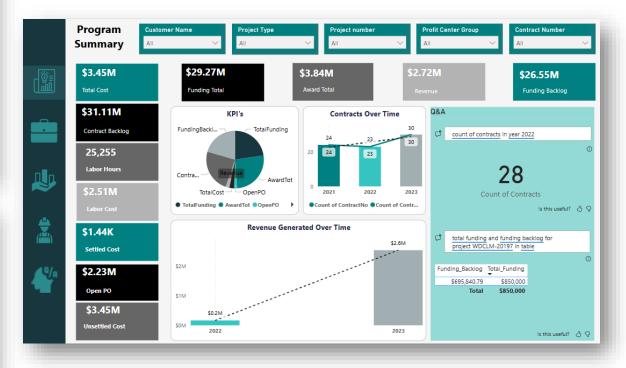
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| Business Process	KPIs	Count
Project Systems	Funding Total, Award Total, Revenue, Funding Backlog, Contract Backlog, Settled Cost, Unsettled Cost	7
Accounts Payable (FI-AP)	Invoiced AP, Open Accounts Payable Amount, Open Accounts Payable Item, AP Cleared, AP Cleared Items, Open Vs Cleared Account Payables by Supplier, Aging By AP Items, Aging By AP Amount, Open Invoices By Aging, Open Invoices by Net Due Date (Past), Open Invoices By Net Due Date (Future), AP Check Run Forecast, Parked Items (AP), Parked Amount (AP), Late Invoices (ABlock), Late Invoices (RBlock), Late Invoices (OtherBlock), Late Invoices (ABlock), Late Invoices (RBlock), Late Invoices (OtherBlock)	19
Accounts Receivable (FI-AR)	AR Collection, Actual Cash Collection by Division, Open vs Cleared Account Receivable by Customer, Invoiced AR, Open AR Amount, Open AR Items, Open AR by Customer, Cleared Items, AR Cleared Amount, Parked Items, Parked Amount, Aging by AR Items, Aging by AR Amount	13
Bank Accounting (FI-BL)	Disbursements, Net Cash, Total Salaries and Wages Paid	3

Sample Dashboards
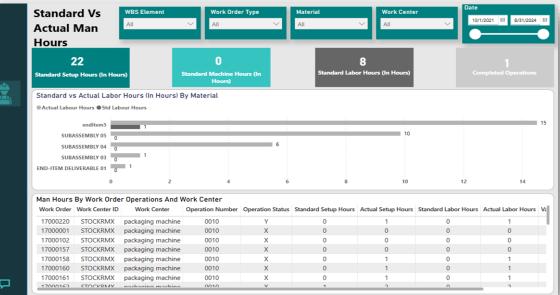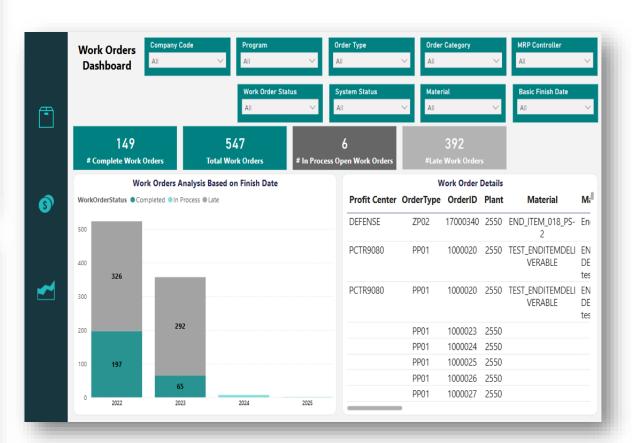
Business Process	KPIs	Count
Cost Element Accounting (CO-OM-CEL)	Total Cost, Settled Cost, Unsettled Cost	3
Cost Center Accounting (CO-OM-CCA)	Labor Cost, Labor Hours, Completed Operations	3
Internal Orders (CO-OM-OPA)	Work Order Status by Program, Work Orders Kitted Short Analysis	2
Activity-Based Costing (CO-OM-ABC)	Component Required Qty (in EA), Component Issued Qty (in EA)	2
Product Costing (CO-PC)	Standard SetUp Hours, Standard Labor Hours	2
Profitability Analysis (CO-PA)	Sales Revenue Trend, Customer Revenue Demographics, Return Analysis	3

Sample Dashboards
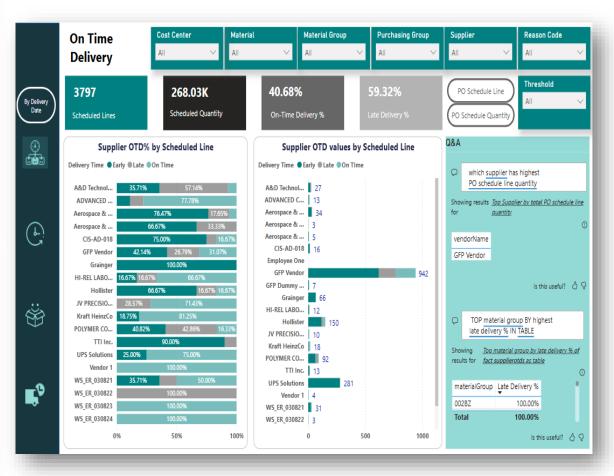
Materials Management (MM) – 35 KPI's

| Business Process	KPIs	Count
Purchasing (MM-PUR)	PR Cycle Time, PO Value Analysis, Open PO Lines Analysis, Late PO Tracking, Total Open PO Lines By Delivery Date, Total Open PO Lines by Supplier, PO Open Lines – Forecast Details, Late PO Lines, Late PO DX, Late PO DO, Unconfirmed Open PO Lines, Late Unconfirmed PO's, Open Purchase Orders, Total Purchase Orders, # of GR (GR Not Posted), # of GR (Invoices Not Posted), PR converted to PO's, PR Amount, Average PO Cycle Time, PO Amount, Cumulative Difference, PO Difference (PR Value vs PO Value), Total PO Lines, PO Net Value, PO Creation To PO Release, PO Creation to PO Release by Supplier, PO Creation To PO Release Details	23
Inventory Management (MM-IM)	Stock On Hand, Unrestricted stock, Quality Inspection stock, Blocked stock, Stock in Transit, Returned Stock, Stock Trend over month, ABC Analysis, FSN Analysis, Inventory Aging	10
Logistics Invoice Verification (MM-IV)	GR Posting Status	2

Sample Dashboards
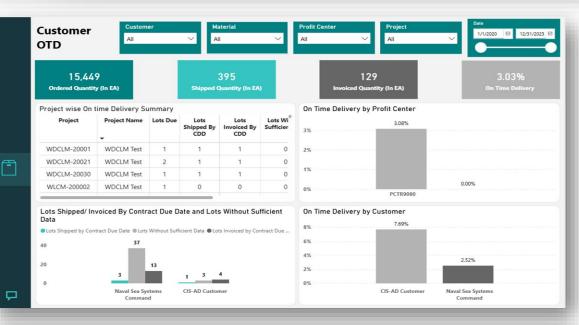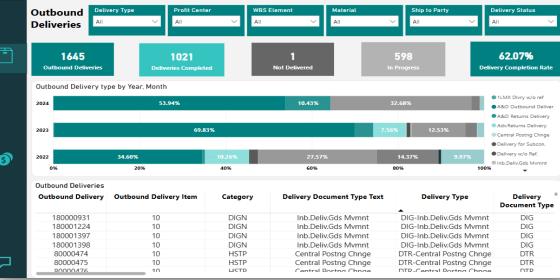
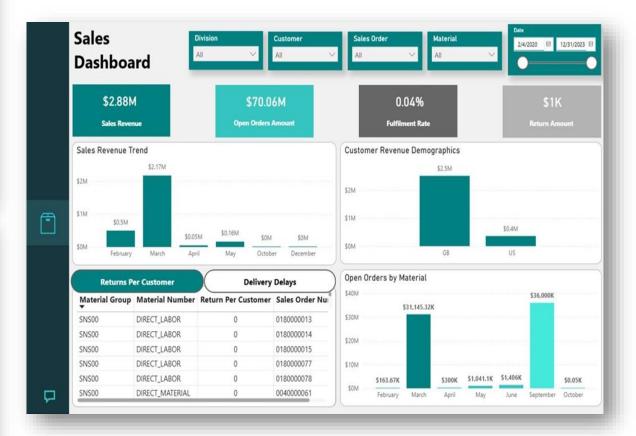# Sales & Distribution (SD) – 23 KPI

| Business Process	KPIs	Count
Sales (SD-SLS)	Total Sales Order, Open Sales Order Amount, Open Sales Order Amount by Material, Sales Revenue, Sales Revenue Trend, Customer Revenue Demographics, Return Amount, Return Per Customer	8
Shipping (SD-SHP)	Outbound Delivery Status, Outbound Deliveries, Deliveries Completed, Not Delivered, Delivery Completion Rate, OTD Sales Order, Delivery Delays, On Time Delivery %, Late Delivery %, Average Delivery Time (Days), Delivery Results Over Time, Late (Not Delivered), Late (Partially Delivered), PO Item Delivery Count Matrix, Fulfilment Rate, OTD, OTD Values by Schedule Line	15

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Sample Dashboards
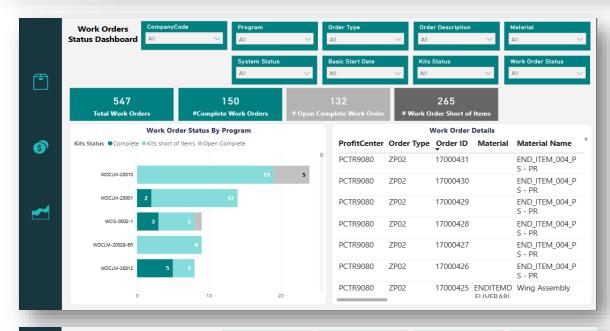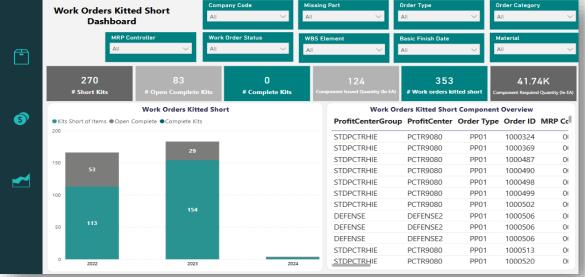
Production Planning (PP) – 22 KPI's

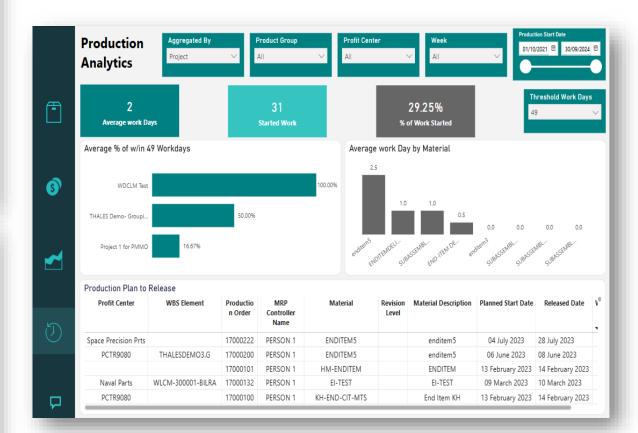| Business Process	KPIs	Count
Shop Floor Control (PP-SFC)	Workdays (Production Start on Time), # Started Work (Production Start on Time), Average Workdays (Production Start on Time), Average % w/in Threshold Workdays (Production Start on Time), Workdays (Production Enablement Shortage), # Started Work (Production Enablement Shortage), Average Workdays (Production Enablement Shortage), Average % w/in Threshold Workdays (Production Enablement Shortage), Workdays (Available to Kit on Time), # Started Work (Available to Kit on Time), Average Workdays (Available to Kit on Time), Average % w/in Threshold Workdays (Available to Kit on Time), Workdays (Plan to Release), # Started Work (Plan to Release), Average Workdays (Plan to Release), Average % w/in threshold workdays (Plan to Release), Average Workdays By Material	15
Production Orders (PP)	Total Work Orders, In Process Work Orders, Late Work Orders, Complete Work Orders, Work Orders Analysis based on Finish Date, Work Order Status by Program, Work Orders Kitted Short Analysis	7

Sample Dashboards
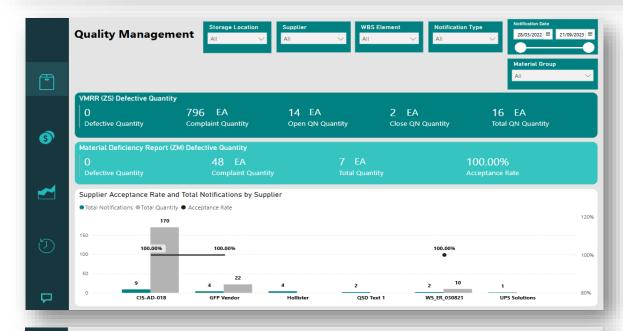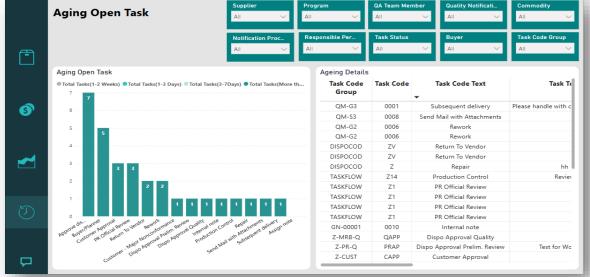
Quality Management – 7 KPI's
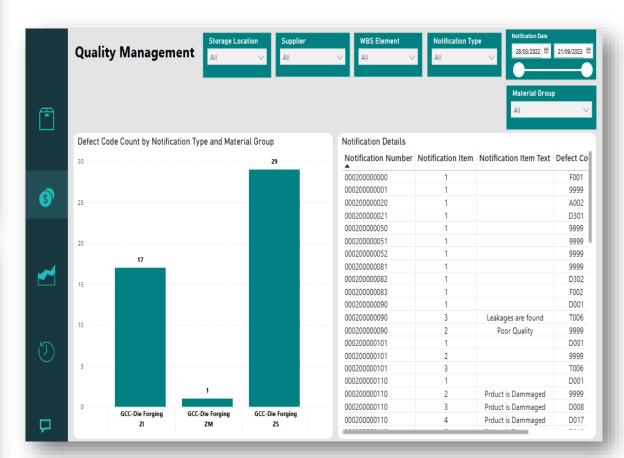
Business Process	KPIs	Count
Quality Inspection (QM-IM)	Total Quantity, Acceptance Rate, Defects	3
Quality Notifications (QM-QN)	Complaint Quantity, Open/Closed Quantity, Defective Code Count By Notification Type ,Defects by reason	4

Sample Dashboards

Spend Analytics – 31 KPI's

Business Process	KPIs	Count
Spend Overview & Monitoring	Total Spend, Total Spend Trend, Total Spend by Dimensions, Total Spend by Material, Total Spend by Material Group, Line-by-Line Spend Details, Total Spend Changes MoM/QoQ/YoY	7
Contract Compliance	% Contracted vs Maverick Spend, Spend Details for Contracted vs Maverick Spend	2
Supplier Performance Management	% OTIF System-wide/Material Group, OTIF Trend Analysis, % OTIF Change MoM/QoQ/YoY, % OTIF by Vendor for Material, Lead Time Variance, Trend of Lead Time by Vendors/Materials, Material Share of Wallet	7
Payment Terms Analysis	Total Spend by Payment Terms, Total Vendors per Payment Term, Payment Terms Utilization, Savings/Loss from Payment Terms, Payment Terms Fragmentation, Detailed Payment Terms per Vendor	6
Procurement Efficiency	Total Volume of POs, PO Processing Time Distribution	2
Price Benchmarking	Pricing Trend Analysis, Invoice Details by Material/Group	2
Vendor Spend Analysis	Top Vendors by Spend/Materials/Groups, Volume of Spend by Vendor, Trend of Lead Time by Vendor-Material	3

Sample Dashboards