



Cloud Solutions

[www.gjcloudsolutions.com](http://www.gjcloudsolutions.com)  
1620 E. Beltline Rd, Ste 206  
Carrollton, TX 75006  
682-238-1920





# Who we are...

GJ Cloud Solutions is a premier consulting firm based in the Dallas-Fort Worth (DFW) metroplex, specializing in Strategy, Product and Data Management, Analytics, AI, Application Development, and Project Management.

With deep expertise across all business functions, we offer tailored consulting and technology services through flexible delivery models, including on-site, near-shore, and off-shore solutions.

GJ Cloud Solutions is a minority-owned business.



What makes **us** different?



# Our Talent...



Capgemini



NOVARTIS



Berkeley  
UNIVERSITY OF CALIFORNIA



IBM



WIPRO



Indian Institute  
of Technology Patna  
भारतीय प्रौद्योगिकी संस्थान पटना



Infosys



DELL  
Technologies



Carnegie  
Mellon  
University



EY



PayPal



# Our Ethos...

<sup>1</sup> **Honesty**

integrity

<sup>3</sup> **Heart**

passion for what we do

<sup>5</sup> **Humility**

treat everyone with respect

<sup>2</sup> **Hard Work**

dedication

<sup>4</sup> **Homework**

going the extra mile

<sup>6</sup> **Happy employees  
and clients**

## Our principles

- Employee focus
- Outcome and results focus
- Obsession with customer success
- Mutual respect, integrity, and candor
- Communication and collaboration

# Our Leadership Teams' Experience...

CDAO, Global Commercial Business, Big Pharma

VP of Customer Solutions, SaaS startup

Founder and Chief Product officer, Consumer Startup

Practice Leader – Solution Architecture, Big 5 consulting firm

Head of IT strategy, Class 1 railroad

Global Leader – Solutions & Delivery, Big 5 consulting firm

SVP, Analytics and Insights, Enterprise software firm

We have been  
in your shoes...

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**32 YEARS**  
Executive experience

**47 YEARS**  
Corporate leadership  
experience

**25 YEARS**  
Enterprise architecture  
experience

**24 YEARS**  
Enterprise strategy and  
innovation experience

**18 YEARS**  
Startup experience



## What we do...

### Dream

Business consulting

IT Strategy

Digital Transformation

### Create

Product management

App dev and support

Technology enablement

### Analyze

Data

Analytics

AI and ML

### Deliver

Program management

Agile transformation

Audit and Compliance



**What we do  
best...**

**...Microsoft  
Azure data  
and analytics!**



# Case Study: Modern data architecture using Fabric

The M365 FastTrack Product Strategy and Analytics team wanted to leverage Microsoft Fabric's capabilities to enable more agile, responsive and meaningful business outcomes through their analytics platform.

## Embrace modern data architecture for **increased agility**

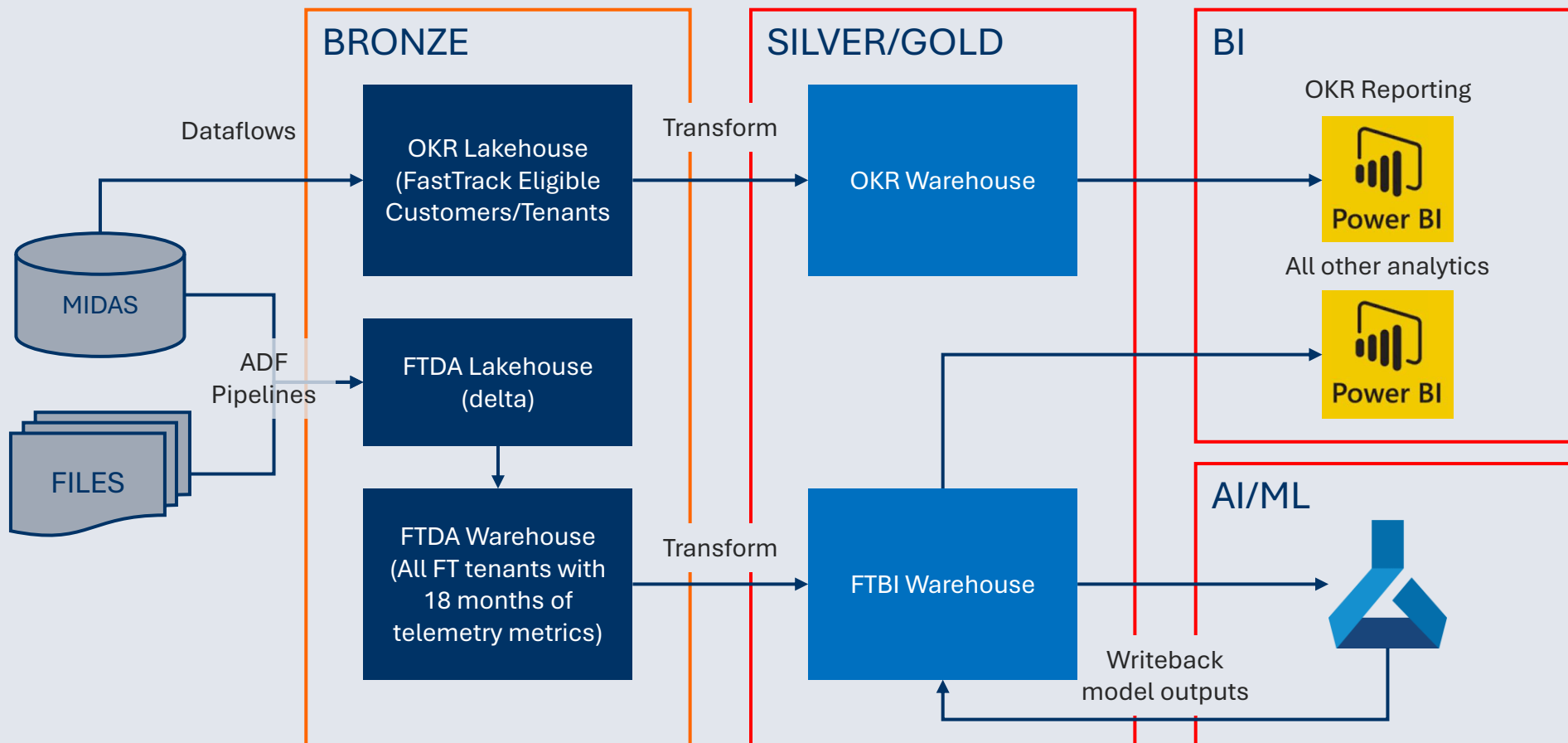
While the predecessor system, MIDAS, was a huge upgrade over the traditional data warehouse, but the department wanted to leverage modern data architecture to reduce costs and increase agility further.

## **Security** upgrades

Even though the data platform had been secured with the migration to TORUS, more needed to be done to ensure proper data classification, tagging, access separation and role-based access.

# GJ's solution: Medallion architecture using Fabric

*One of the first internal Fabric implementations of this scale at Microsoft*



## KEY HIGHLIGHTS:

- Modern analytics architecture using Fabric Gen 2
- Ingestion and transformation of 5+ billion rows in under 15 minutes
- Multi-lakehouse, multi-warehouse (shortcuts) implementation
- Data classification (EUII, EUPI, OI, etc.) and tagging at the column level within the code
- ~60 reports with over 5k views/day
- Leveraging Purview to monitor data infiltration/exfiltration
- Data activator implementation in the works

# Early Adopter Learnings...

*Fabric is the future of data and analytics*

## We like to have fun...

- The entire fabric instance got corrupted and had to be dropped and recreated from scratch
- Had to work around a few coding challenges (no IDENTITY column, PRIMARY KEY not available in CREATE TABLE, no NVARCHAR support, MAX = 8000, ALTER TABLE not available, MERGE not supported, etc.)
- Needed creative solutions to address a few limitations (for instance, lag in sync between SQL end-point and lakehouse refresh (~15 minutes delay)
- Fabric Copilot is still maturing

## Was it worth it? Heck Yeah!!!

- Even without the distributed computing (dedicated SQL pools) capabilities of Synapse, compute performance of Fabric is super-impressive
- Fabric capabilities are maturing at an extremely fast pace
- The advantages of implementing a modern analytics architecture in Fabric (data de-duplication, avoiding over-movement and over-processing of data, security, governance, etc.) far outweigh the early adopter challenges

## What we believe in

“Organizations can no longer afford to be content with a traditional analytics platform investment that doesn’t contribute to their innovation charter. The risk of not acting or acting in yesterday’s paradigms are far too great. Fabric is a real game-changer in this transformation”

~ Unni Rajendran

Managing Partner, GJ Cloud Solutions

We know



We



# What sets us apart?

## We bring strong Fabric skills and expertise in...

✓ Data Warehousing

✓ Data Engineering

✓ Real-time Analytics

✓ Business Intelligence

✓ Advanced Analytics

## Our differentiators in the marketplace are that...

✓ We go beyond the technology in our solutions (our experience)

✓ We are hyper-focused on delivering business outcomes

✓ We are very passionate about delighting our customers

✓ We can deliver all three - good, fast and cheap (in the long run)!

✓ We hire, train and retain smart and capable talent

## Our aspirations...

✓ To keep getting better at Fabric

✓ To become a Microsoft Partner

✓ To leverage our Fabric expertise to grow

✓ To help Microsoft evangelize Fabric

✓ To have fun while doing all this!

# Our Expertise in Strategy Consulting

## ✓ Business Consulting

- Our business and management consulting services help organizations navigate complex challenges and achieve sustainable growth. We provide strategic guidance across all business functions, optimizing processes, improving performance, and driving innovation.
- With a focus on tailored solutions, we align business goals with actionable strategies to enhance operational efficiency and long-term success.

## ✓ IT Strategy

- Our IT strategy services align technology with business goals to drive innovation and efficiency. From future-ready IT organization design, capability assessments, and roadmapping to cost optimization, sourcing strategies, and talent management, we offer end-to-end solutions.
- We can also implement best practices in ITIL, ITSM, governance, ITFM, and portfolio management for comprehensive technology transformation.

## ✓ Digital Transformation

- Our digital transformation services enable organizations to modernize operations, enhance customer experiences, and drive business growth.
- From strategy development and process automation to cloud migration and data-driven decision-making, we deliver end-to-end solutions that help businesses embrace new technologies, optimize performance, and stay competitive in an evolving digital landscape

# Our Expertise in Application Development

## ✓ Product Management

- Our product management services enable organizations to bring innovative products to market efficiently and successfully.
- We offer end-to-end support, from ideation and market/user research to roadmap development, feature prioritization, and go-to-market strategies. By leveraging data-driven insights and agile methodologies, we ensure products align with customer needs, business objectives, and evolving market demands, driving growth and competitive advantage.

## ✓ App Dev & Maintenance

- Our application development and maintenance services provide tailored, scalable solutions that enhance user experiences and meet business needs.
- From design and development to ongoing support, we ensure applications are secure, high-performing, and adaptable, with continuous maintenance to ensure long-term reliability and seamless updates

## ✓ Technology Enablement

- Our technology enablement services help organizations harness the power of modern technologies to drive efficiency, innovation, and growth. We provide strategic guidance and implementation support, ensuring seamless integration of tools and systems that enhance operations, optimize processes, and accelerate digital transformation.

# Our Expertise in Data

## ✓ Data Warehousing

- Proven success in implementing large-scale Big Data and Data Lake solutions across leading platforms, including Azure, AWS, and Snowflake.
- Extensive experience in building robust data warehouses and lakes, managing petabytes of data, and leveraging distributed computing to deliver scalable, high-performance solutions.

## ✓ Data Engineering

- Extensive experience in high-volume, large-scale data implementations, successfully moving over a billion records within minutes.
- Demonstrated expertise in building scalable, flexible, and metadata-driven architectures designed to adapt to evolving data needs

## ✓ Data Governance

- Our data governance capabilities ensure secure, compliant, and high-quality data management.
- We implement scalable frameworks to manage data security, privacy, and access control, enabling businesses to maximize data value while maintaining regulatory compliance across cloud, hybrid, and on-premises environments.

# Our Expertise in Analytics

## ✓ KPI & Analytics Strategy

- We specialize in building custom KPI frameworks that align with business goals, enabling effective performance tracking. Our expertise in defining analytics strategies transforms data into actionable insights, optimizing decision-making and driving growth.

## ✓ Business Intelligence

- We implement state-of-the-art decision engines, reports, and dashboards across all leading BI platforms.
- Our expertise includes handling sophisticated security requirements, developing custom visualizations, and integrating seamlessly with portals and custom applications.

## ✓ Data-as-a-Service

- We drive innovative data democratization and consumption strategies through user-friendly designs, leveraging our rich experience in building data catalogs, Data-as-a-Service (DaaS) architectures, and API endpoints to streamline data access and enhance usability.

Analyze



# Our Expertise in AI/ML

## ✓ Traditional AI/ML

- Our AI/ML capabilities leverage traditional machine learning models to solve complex business problems, enabling data-driven decision-making and process automation.
- From predictive analytics and classification to regression and clustering, we build and deploy scalable AI/ML solutions that optimize operations, enhance customer experiences, and drive innovation across industries.

## ✓ Machine Vision

- Our machine vision capabilities harness advanced image and video analysis to automate visual inspection, enhance quality control, and improve decision-making.
- By leveraging cutting-edge technologies in object detection, pattern recognition, and anomaly detection, we deliver scalable solutions that optimize processes across industries such as manufacturing, healthcare, and security.

## ✓ Generative AI

- Our generative AI capabilities empower organizations to unlock creativity and innovation by leveraging AI-driven models for content creation, design, and problem-solving.
- From automating text, image, and video generation to creating synthetic data for enhanced model training, we deliver scalable, AI-powered solutions that drive efficiency, boost productivity, and foster innovation across industries.

# Our Expertise in Execution and Delivery

## ✓ Project delivery

- Our program and project management services ensure successful execution of complex initiatives, delivering projects on time and within budget. We provide expert oversight, from planning and resource allocation to risk management and execution, driving efficiency, accountability, and alignment with business objectives.

## ✓ Agile Transformation

- Our agile transformation services help organizations adopt and scale agile methodologies, enabling faster delivery, improved collaboration, and greater adaptability. We guide teams through the transition, optimizing processes and mindsets to foster a culture of continuous improvement and innovation.
- We also perform agile maturity assessments that help evaluate your organization's agile practices, identifying strengths and areas for improvement. We provide actionable insights to help teams advance in agility.

## ✓ Audit & Compliance

- Our audit and compliance services ensure organizations meet regulatory standards and mitigate risks. We conduct thorough assessments, identify gaps, and implement best practices to maintain compliance and safeguard business integrity.

# Our clients

Our clients depend on us to provide them with quality talent to deliver business and technology solutions to their clients, employees, partners and to help digitally transform their enterprises and operations.



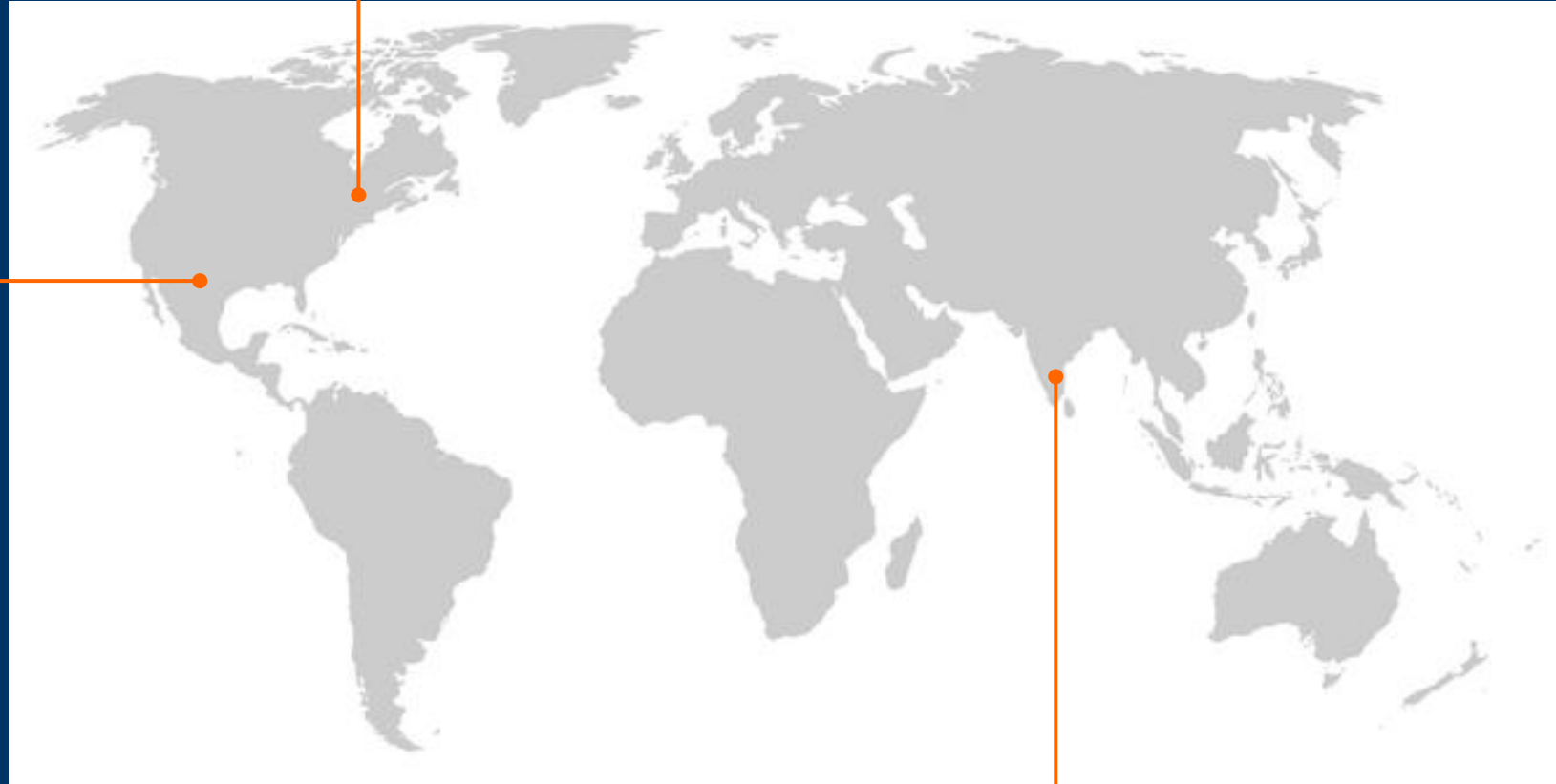
# Our presence

## Montreal, CA

2000 Argentia Road Ste #400  
Mississauga, ON L5N1V9

## Carrollton, USA

1620 E. Beltline Rd, Ste 206  
Carrollton, TX 75006



## Chennai, IN

33 Aziz Nagar 2nd St.  
Chennai, TN 600024



Cloud Solutions

Thank you for the opportunity

**Mark Z Smith**

Director, Business Development

214-317-5552

[mark@gjcloudsolutions.com](mailto:mark@gjcloudsolutions.com)

**Balaji Krishnan**

Managing Partner

512-903-0827

[balaji@gjcloudsolutions.com](mailto:balaji@gjcloudsolutions.com)

**Unni Rajendran**

Managing Partner

972-375-3630

[unni@gjcloudsolutions.com](mailto:unni@gjcloudsolutions.com)



# Appendix

# Case Study: Business Consulting

The client's digital marketing team faced challenges in securing management approval for scaling their initiatives. The existing solution had limitations, and leadership lacked clarity on how to move forward with necessary upgrades and enhancements.

## Limited Customer Digital Twin

Client's customer digital twin was a list of accounts with a few profile attributes and did not incorporate any adjacent datasets, digital and non-digital interaction data or AI-based segmentations or recommendations

## Home-grown app for campaign management

Home-grown web app with restrictive audience-building capabilities, limited campaign options and reliance on external teams for content templates.

## No segmentation

Campaigns did not rely on any customer segmentation based on business rules or AI/ML.

Digital targeting efforts weren't moving the needle. Outcomes were limited and attribution to activities were indecipherable.

# What we did

1

GJ assisted with the creation of a business case for a current state assessment and future state definition and helped the client secure funding.

2

Performed an assessment of the current state including a SWOT analysis and identified several opportunities.

3

Define the target state and proposed a 3-year roadmap to achieve it, along with technology and resource investments required.

## Business Case and Current State Assessment





# Case Study: IT Strategy

The client's IT planning process lacked a structured framework to make educated decisions on which initiatives to invest in. Additionally, business stakeholders were frustrated by the rigid annual planning process, which lacked the flexibility to accommodate new requests throughout the year

## Implemented a **prioritization strategy** for the portfolio

Gained consensus with the IT leadership and implemented a prioritization mechanism by which project requests will be ranked

## Established a framework for capturing and validating **business benefits**

Prioritization and benefit validation allowed the IT organization to disposition requests in a consistent, structured framework

## **Dynamic** planning

The top 70% of funding was released at the beginning of the new fiscal year. At the end of the first and second quarters, new business initiatives that needed investment were invited to be submitted and ranking and dispositioning applied again.

# Customer Feedback

“

*“It is clear who is making the difference. The leadership hasn't changed, the individuals haven't changed. But the results are clearly a scale or two better. Great job and partnership!”*

*~ CIO*

“

*“The GJ team has done a fantastic job helping us with our planning process. I have never seen consultants that have integrated themselves into the client organization so well that the change enablement seemed so seamless and elegant”*

*~ Director, PMO*

# Case Study: Microsoft Azure Data Lake/Warehouse

Tech giant struggling with extracting value out of their usage telemetry data

## **Silo-ed Application Landscape and Teams**

Data warehouse had redundant, monolithic, and disconnected data sets, compute engines, and design practices. Multiple data silos and conflicting versions of information impeded decision making and AI/ML ambitions of the organization.

## **Performance Issues**

Data processing of a billion rows took 5+ days. The entire landscape had to be restricted to 380k customers due to performance constraints

## **Evident Lack of Agility**

Data mart implementation took 1 year. Data warehouse clean-up took 2 years, and the least complex enhancement took 8-12 weeks

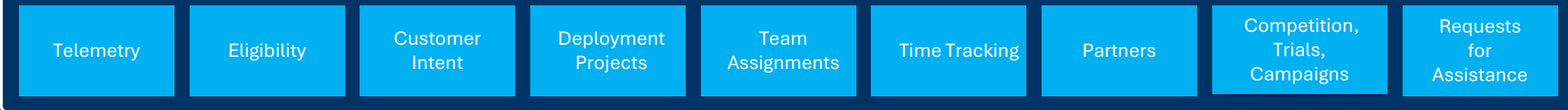
These limitations made the existing system(s) a liability and hindrance to the department's AI and advanced analytics ambitions and charter

# Our Solution - MIDAS



## MIDAS DATA PLATFORM

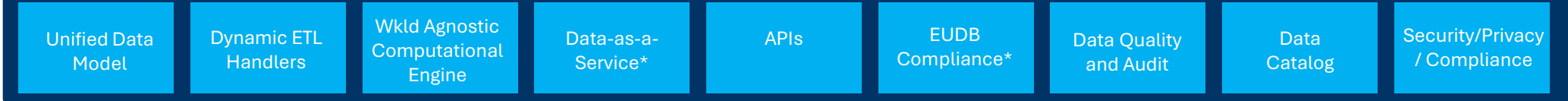
### FUNCTIONAL LAYER



### FOUNDATIONAL ASSETS



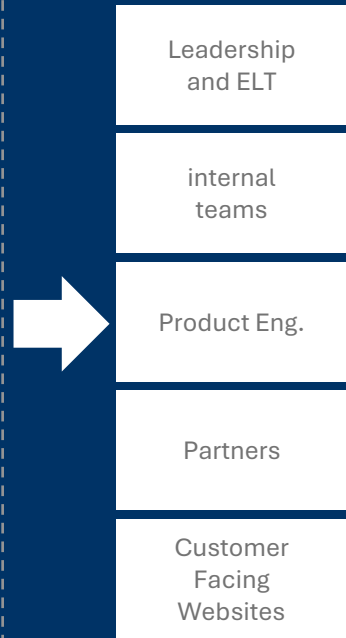
### PLATFORM LAYER



### TECHNOLOGY LAYER – MICROSOFT FABRIC



## Consumer Systems/Users



\* In Progress Features

# MIDAS

# Impact

How we transformed the business...

“

*“This is beautiful, it has to be done like this; awesome slide on Y/Y improvements. Should share with Amy (CFO)!!”*

~ COO-CVP

Impact area		Before	After
<b>INFRASTRUCTURE</b>			
<b>ASSETS</b>	Number of databases	318	6
	Number of pipelines	2000+	10
<b>VOLUME &amp; PROCESSING</b>	Processing time per billion rows of data	7200 mins	9 mins
	Data volume per year	1.7B rows	9.1B rows
	Customers handled	380k	197m
<b>FOOTPRINT</b>	Number of azure platform services	2731	230
	Virtual CPUs	1874	24
	Information model	1500+	90
	Azure infrastructure costs	\$2,100k	\$700k
<b>MAINTENANCE COSTS</b>			
<b>SUSTAINED ENGINEERING</b>	Restatement of a service	2 months	1 week
	Annual maintenance activities	3-4 months	2-3 weeks
<b>RUN COSTS</b>	Run/Operate resource count	~80	~28
<b>DEVELOPMENT COSTS</b>			
<b>DATABASE &amp; ETL</b>	Ingesting a new service	8 weeks	3-5 days
	LXP changes	8 weeks	1-2 weeks
	A complex business scorecard feature	8 weeks	1-2 weeks

# Customer Feedback on MIDAS

“

*“Reduced costs, increased security, faster development – what’s not to like?”*

*~ COO-CVP of \$50B business unit*

“

*“This is a big investment for the team which is another reason I wanted to share the work, the learnings and the benefits. Great work and awesome partnership”*

*~ CVP, \$50B business unit*

“

*“The numbers here are clearly order of magnitude changes towards reducing security risk, cost, system simplification and processing capabilities.”*

*~ VP of Marketing*

# Case Study: Business Intelligence

The Marketing Analytics team sought to extract greater value from their reporting ecosystem to drive more informed decision-making and optimize performance insights

## Too many reports, **not enough intelligence**

The client had over 300 reports and dashboards with scattered data and inconsistent business logic. Users found it hard to get answers because the reports lacked clear storytelling and effective visuals.

## **Performance** issues

Reports and dashboards took 1-3 minutes to load, even with data cached in memory. The complex requirements led to excessive data processing and performance issues.

## Lack of **agility**

New report and dashboard development was taking anywhere from 2 to 16 weeks to implement.

Leadership was frustrated with the analytics platform because it didn't effectively measure performance or guide strategy.

# How We Accomplished It...

Our proprietary analytics solution design approach...

Storyboard examples...

*What (is happening)? Why (it's happening)? What's next?*

01 Goals

Establish the desired analytics strategy and outcomes.

02 Analysis Path

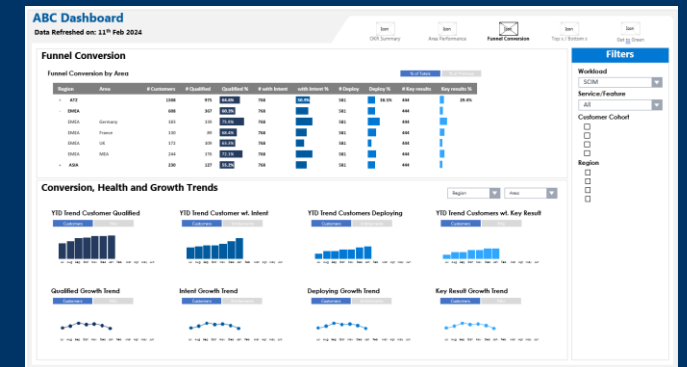
Define a logical flow of high-level business areas that need to be addressed to meet the outcomes

03 BQMD

Develop a set of business questions and metrics needed to address the business questions

04 Storyboarding

Create storyboards, wireframes and mockups to define visualizations, navigation, layout and content organization.





# Impact and Customer Feedback



*"The difference in our reporting and analytics is night and day. I get kudos from the field every week about how excited they are to use the new analytics platform. Leadership is impressed too"*

*~ Director of Marketing Analytics*



*"GJ has done a nice job as always. I love the fact that you take the effort and have the talent to understand our business first and foremost"*

*~ VP of Product Strategy*

Impact area		Before	After
<b>BUSINESS OUTCOMES</b>			
<b>DECISION-MAKING QUALITY</b>	Customer feedback score on quality of reporting	2.8 (on 5.0)	4.4 (on 5.0)
<b>TIME-TO-MARKET</b>	A complex dashboard	12-16 weeks	2-3 weeks
	A simple dashboard	2-3 weeks	2-3 days
<b>INFRASTRUCTURE</b>			
<b>ASSETS</b>	Number of reports and dashboards	332	~60
<b>VOLUME &amp; PROCESSING</b>	Processing time for the worst performing report	2+ mins	14 secs
<b>MAINTENANCE COSTS</b>			
<b>SUSTAINED ENGINEERING</b>	Annual maintenance activities	3-4 months	2-3 weeks
<b>RUN COSTS</b>	Run/Operate resource count	12	2

# Case Study: Microsoft Azure AI/ML



## Customer Feedback

*Project NPV of \$1.5M and Net Benefits of over \$2M*



## Department Copilot

*Project NPV of \$2M and Net Benefits of over \$3.2M*



## Forecasting Model

*Project NPV of \$6.1M and Net Benefit of \$8.9M*

### Background

Customer survey feedback was categorized through manual labor-intensive process to determine sentiment and future engagement potential.

Mobile employees found it laborious to find customer information, product updates, deployment playbooks etc. from multiple systems and sources.

Accurately predicting time for customer to reach “healthy” product enabled the business to forecast customers acceptance, predict resource mix and strategy.

### Solution

GJCS developed classification models that reduced human intervention/ involvement by 98%.

We built a Gen AI solution providing answers to common business questions based on CRM systems, databases, websites, etc.

Developed forecasting model that predicts time for customer to achieve optimum usage with a 91% accuracy.

### Tech

Ensemble Models, Large Language Models (LLMs)

Azure Cognitive Search, Power Automate, Dataverse, SharePoint, Synapse, and Azure Active Directory

Linear Regression Models, K-means Clustering

# Case Study: Project Management

This infrastructure migration project was initially planned for six months, but differences in technical approach and unclear RACI roles among teams left the project in limbo with just six weeks until the go-live date. GJ was brought in to take charge, coordinating efforts across three continents, four time zones, five teams, and multiple vendors. The project was successfully completed in just four weeks.

## Seamless Execution

- **Meticulous Coordination** – Our quick and comprehensive planning facilitated effective management of project complexities.
- **Constant Communication** – We ensured transparency and built trust by keeping stakeholders updated at every turn.
- **Team Collaboration** – Promptly seeking assistance and fostering seamless cross-team collaboration enabled us to adeptly navigate all challenges.

## Change-agile

Our ability to adapt quickly to new circumstances was pivotal to the success of the project. We demonstrated agility in managing shifts in deadlines, resources, and objectives, all while maintaining operational continuity and minimizing disruption.

## Expertise + Experience

We leveraged our strong engineering expertise in Azure Cosmos No-SQL databases, Azure SQL databases, Azure Blob Storages, Azure ADF Pipelines, TORUS and Cosmos SCOPE scripts to swiftly navigate through technical complexities, execute the migration seamlessly, and ensure robust data security through top-tier TORUS Infrastructure.

# Leadership reactions about Catalyst

“

*“FTSS team pretty much pulled a miracle by standing up data-infrastructure in about 6 weeks; probably breaking some kind of record that we can't disclose to Guinness.”*

~ **Director**

“

*“Super exciting to see this significant milestone, folks... it was completed “at a record pace” and really sets us up well for FY24. Congratulations!”*

~ **Senior Director**

“

*“Very cool to see this sizeable work effort and infrastructure live now and meeting security requirements and Torus. ”*

~ **Department Vice President**