Lingaro is a **disruptive innovator** focused on data-driven enterprise transformation.

We help organizations succeed in today's data-driven world.

Worldwide Coverage

Worldwide Coverage Fortune 500 companies and global brands trust our expertise.

1500+
Lingarians as of Jul 2022

450+
solutions delivered

82+
enterprise customers and counting

25
strategic partnerships with top technology providers

4.5/5
quarterly collaboration reviews

15+
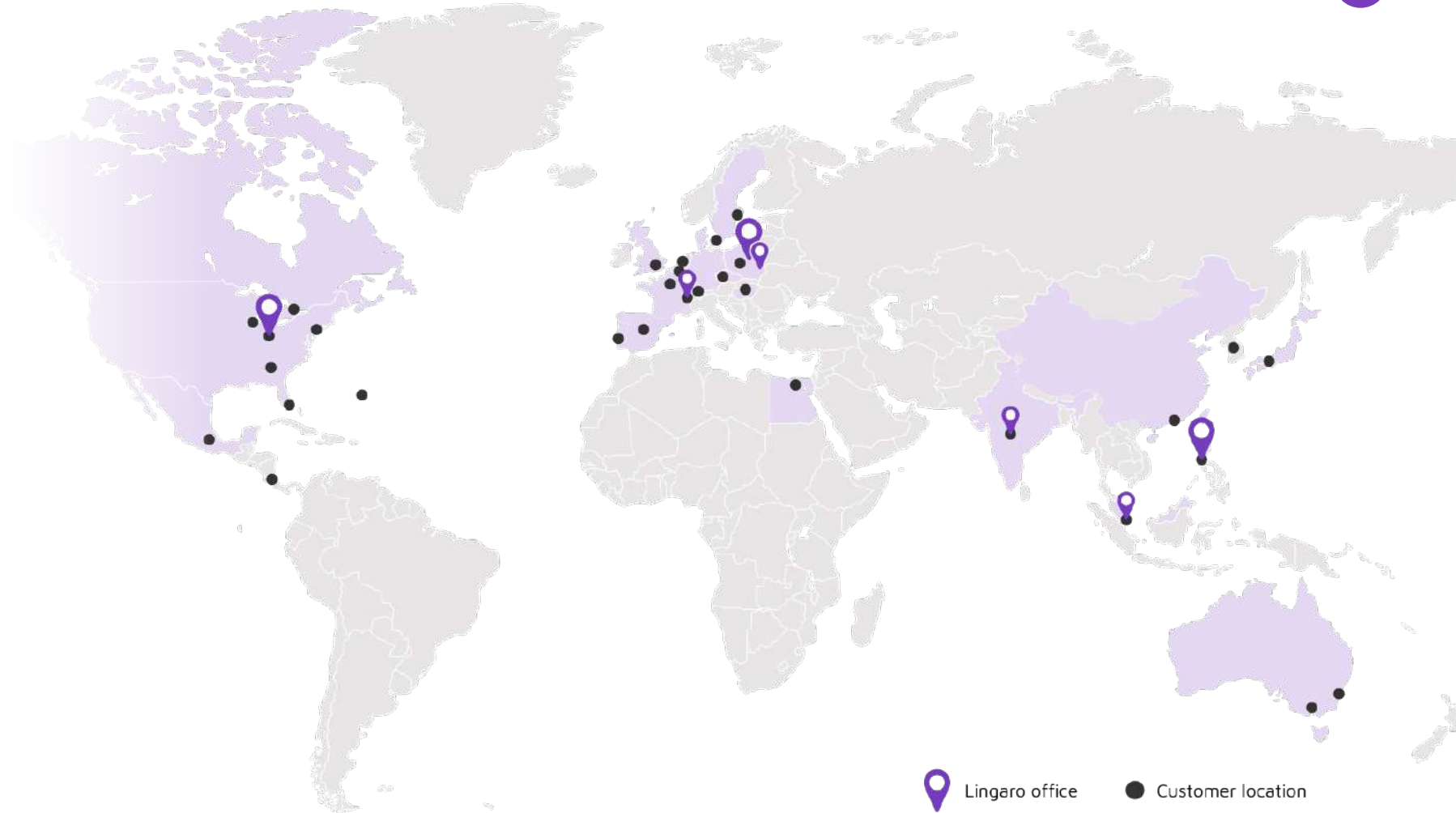Years in Data and Analytics

ISO 27001
certified

30%
Female workforce

30+
nationalities

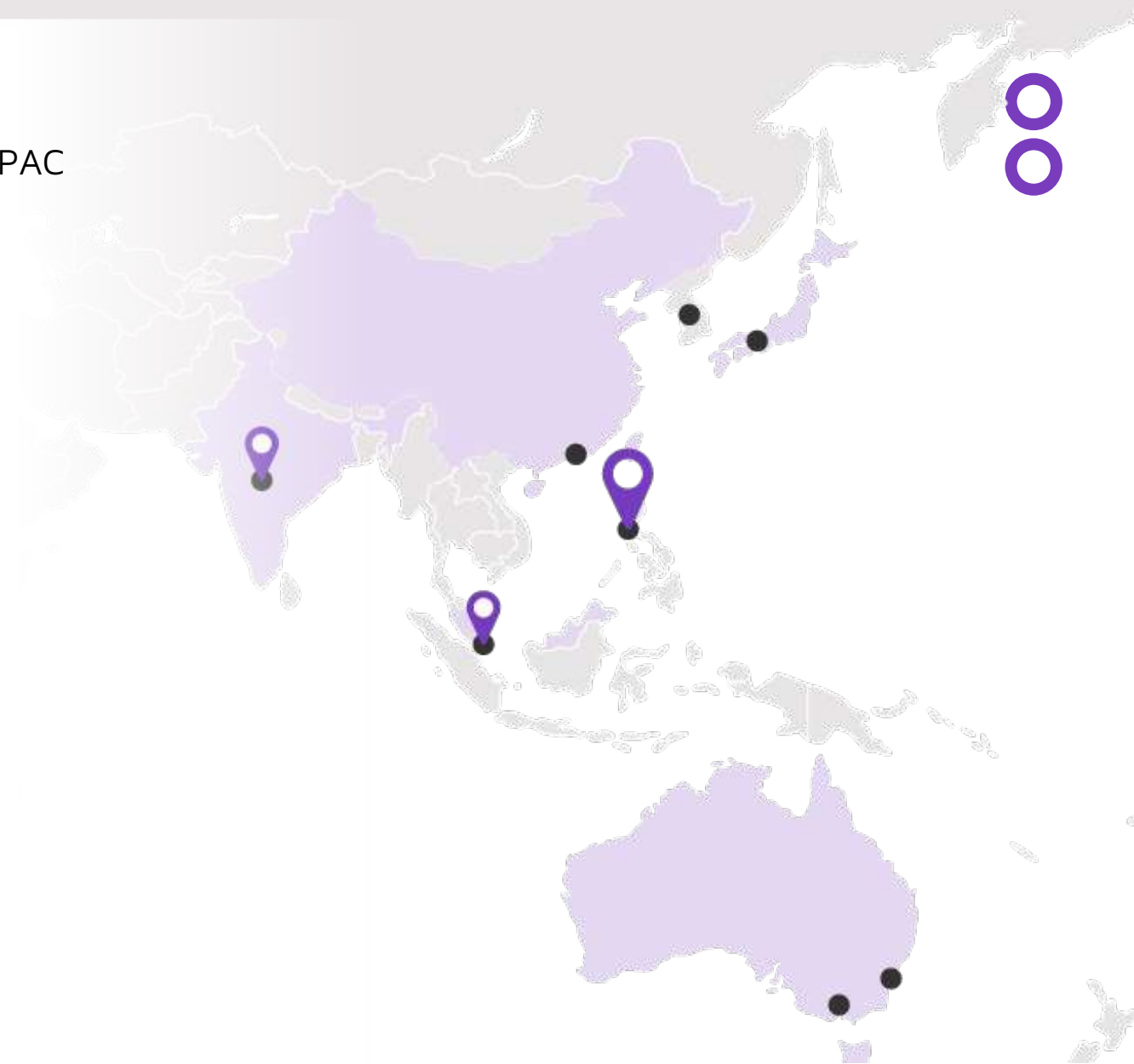Lingaro office   Customer location

Lingaro APAC

We have a strong and dynamically growing workforce in APAC

400+

Strong and Dynamically Growing
Lingarians as of Jul 2022

- Located at Makati, Central Business District & Hyderabad in India

- Achieved triple talent growth since 2018

- Fast growth in architecture and development competencies

- IT service management and technical certifications

- Multilingual personnel (e.g., Japanese, Mandarin Chinese)

- 24/7 Coverage

Lingaro office   Customer location
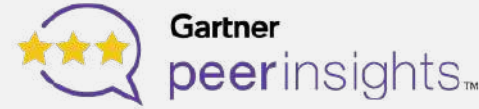
Reference Customers

Recognized Partner

Lingaro

Data and Analytics Service Providers

4.6 ★★★★★ 👍 **100%** Recommend

Gartner peerinsights™

Gartner peerinsights™
Customer FIRST

4.6` Gartner Recommendation

Lingaro has been featured in the Gartner Peer Insights ranking in two categories: Data Science & Machine Learning Service Providers and Data Analytics Service Providers, with and overall score of 4.6 out of 5.

Some examples of what our customers had to say:

> **Extremely Customer Focused, Highly Reliable And Agile Solutions Integrator**

> **Great Partners To Work With. Very Professional And Customer Focused.**

> **Lingaro Is Big In Data And Partnership!**

> **Good, Better, Lingaro**

Gartner Peer Insights "Voice of the Customer"
Data and Analytics Service Providers

MARKET AVERAGE

Each quadrant is sorted alphabetically.

Strong Performer

Customers' Choice

InfoCepts	Deloitte
Infosys	EXL
Lingaro	TekLink
NTT DATA	Wipro

Accenture
SDG Group

MARKET AVERAGE

OVERALL RATING

Aspiring   Established

USER INTEREST AND ADOPTION →   As of May 2022 © Gartner, Inc

Gartner

Procter & Gamble
The voice of the customer

The Procter & Gamble Company
General Offices
Two Procter & Gamble Plaza
Cincinnati, OH 45202-3315
www.pg.com

1st of October 2020

BHASKAR VETRIMANI
Head of APAC Regional Business Development
Lingaro Singapore PTE. Ltd.
33 UBI Avenue 3, #08-13 VERTEX
SINGAPORE (408868)

Dear Bhaskar,

I want to thank Lingaro for being an outstanding partner to Procter & Gamble in the area of Data and Analytics.

Since 2009, Lingaro has been consistently delivering innovative, high-quality Data & Analytics solutions, cloud-based Data Lakes, as well as, Enterprise Web and Mobile Applications.

Lingaro's agile approach to large scale Data & Analytics programs, combined with the delivery of disruptive innovations, has transformed how we build our solutions. These innovations resulted in increased speed of delivery while improving quality and cost at the same time.

Thank you for your continuous partnership,

David Dittmann
Vice President Data & Analytics
Procter & Gamble Company

Our offerings

Consulting and Advisory

- Data Experience Strategy
- Data Mesh Advisory
- Data management strategy
- Enterprise Data Architecture
- Technology selection
- Cloud transformation

Design & Build

- Agile, Waterfall or Factory model
- Data Warehouse, Data Lake, Master Data Management and Big Data
- Data Catalogue, Data Science, Machine Learning & Chat Bots
- Visual analytics, Data Stories, Data Discovery, Custom Dashboards and Enterprise Reporting
- Custom Data Apps for Data Collection and Consumption

Managed Services & Data Operations

- Data Literacy – Adoption & Trainings
- DevOps, AIOps, MLOps & DataOps
- Managed Services
- Audit and Cloud governance
- Applications management

Frameworks and Solutions

- **Playbooks** – SCM, Consumer, Retail, Procurement, eCommerce, Sustainability, Sales & Marketing, HR, Finance and IoT
- Data Mesh Adoption Framework
- Data Analytics Accelerators
- Analytics Asset Hub & Reporting Factory
- AI for MDM

Clear Strategy

Solutions Tailored to Business Needs

Operational Excellence

Assets

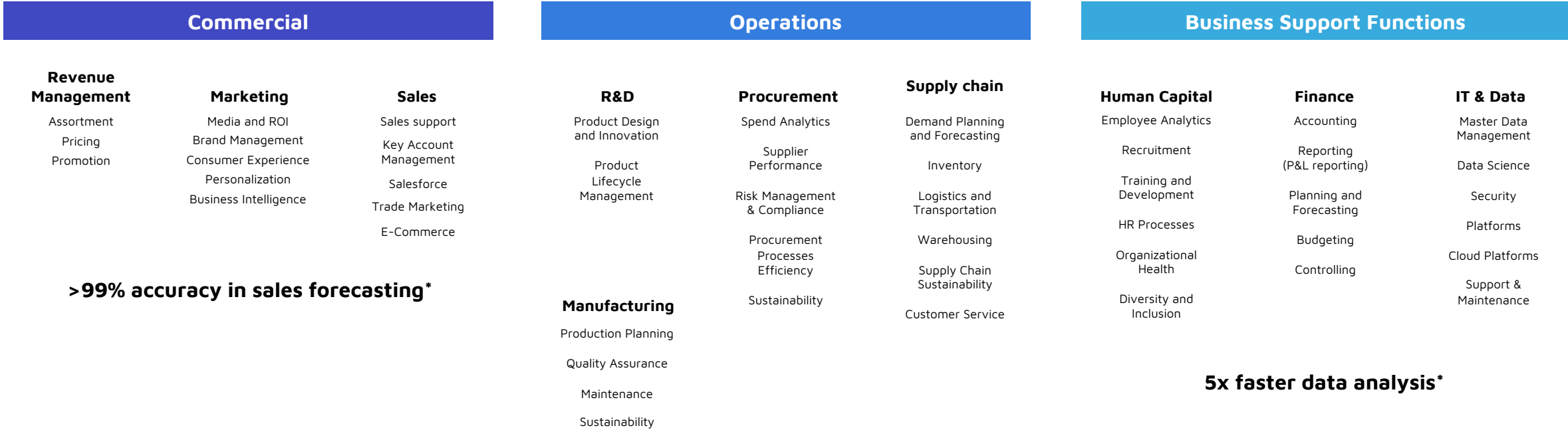### We optimize business processes using algorithms

Data Science

- Advanced algorithms
- Data analysis and insights
- Computer Vision – Image & video recognition
- Documents and audio analysis

Helping Fortune 500 companies use data to boost performance across the value chain

We have helped companies improve each of the below business functions:

Commercial	Operations	Business Support Functions

Commercial

Revenue Management	Marketing	Sales
Assortment	Media and ROI	Sales support
Pricing	Brand Management	Key Account Management
Promotion	Consumer Experience	Salesforce
	Personalization	Trade Marketing
	Business Intelligence	E-Commerce

>99% accuracy in sales forecasting*

Operations

R&D	Procurement	Supply chain
Product Design and Innovation	Spend Analytics	Demand Planning and Forecasting
Product Lifecycle Management	Supplier Performance	Inventory
	Risk Management & Compliance	Logistics and Transportation
	Procurement Processes Efficiency	Warehousing
	Sustainability	Supply Chain Sustainability
		Customer Service

Manufacturing

Production Planning

Quality Assurance

Maintenance

Sustainability

5% less in transportation costs*

Business Support Functions

Human Capital	Finance	IT & Data
Employee Analytics	Accounting	Master Data Management
Recruitment	Reporting (P&L reporting)	Data Science
Training and Development	Planning and Forecasting	Security
HR Processes	Budgeting	Platforms
Organizational Health	Controlling	Cloud Platforms
Diversity and Inclusion		Support & Maintenance

5x faster data analysis*

1800+ successful projects delivered for 75+ billion-dollar brands

Our business acumen is built around core three practices

Data-Driven and Custom-Made Solutions delivered by Technology and Business Practice experts

Expertise in Consumer Analytics and Growth Management

| Revenue Growth Management | Brand Management | Voice of Consumer | Consumer Anatomy | Direct to Consumer | Campaign Management | Marketing Analytics |

Expertise in Supply Chain Management

| Transportation and Warehousing | Inventory Management | Supply Chain Sustainability | Analytics for Manufacturing | Demand Forecasting | Strategic Sourcing and Procurement |

Expertise in Sourcing and Procurement and Growth Management

| Spend Management | Strategic Sourcing | Supplier Relationship Management | Supplier Performance | Supplier Diversity, Equity and Inclusion | Sustainability | Risk and Compliance | Procure to Pay |

Main Technology Expertise

Public Cloud Providers for D&A

Specialized Data Platforms and Processing Technologies

Data Visualization

Data Management and Governance

Data Science and AI

eCommerce

Partnerships

Excellence in Supply Chain Analytics
through dedicated 6 offerings and 27 capabilities

Demand Forecasting

- Sales forecasting
- Demand forecasting & planning
- Advanced reporting layer for demand forecasting
- Data integration and onboarding with the existing forecasting engine

Design Supply Chain

- Logistics Network Modelling
- Distribution Network Modelling
- Transportation Network Modelling

Manufacturing

- OEE & Factory Productivity
- Maintenance Optimization &
- MRO Management
- Manufacturing Costs and
- Product Standard Costing
- Production Schedule Analysis
- Manufacturing Capacity
- Monitoring

Sustainability

- CO2 Emission Reporting
- Energy Consumption Reporting
- Sustainable Warehouse

Inventory Management

- Inventory Visibility
- Unproductive Inventory Optimization
- SKU Optimization
- Dynamic/Real-time inventory
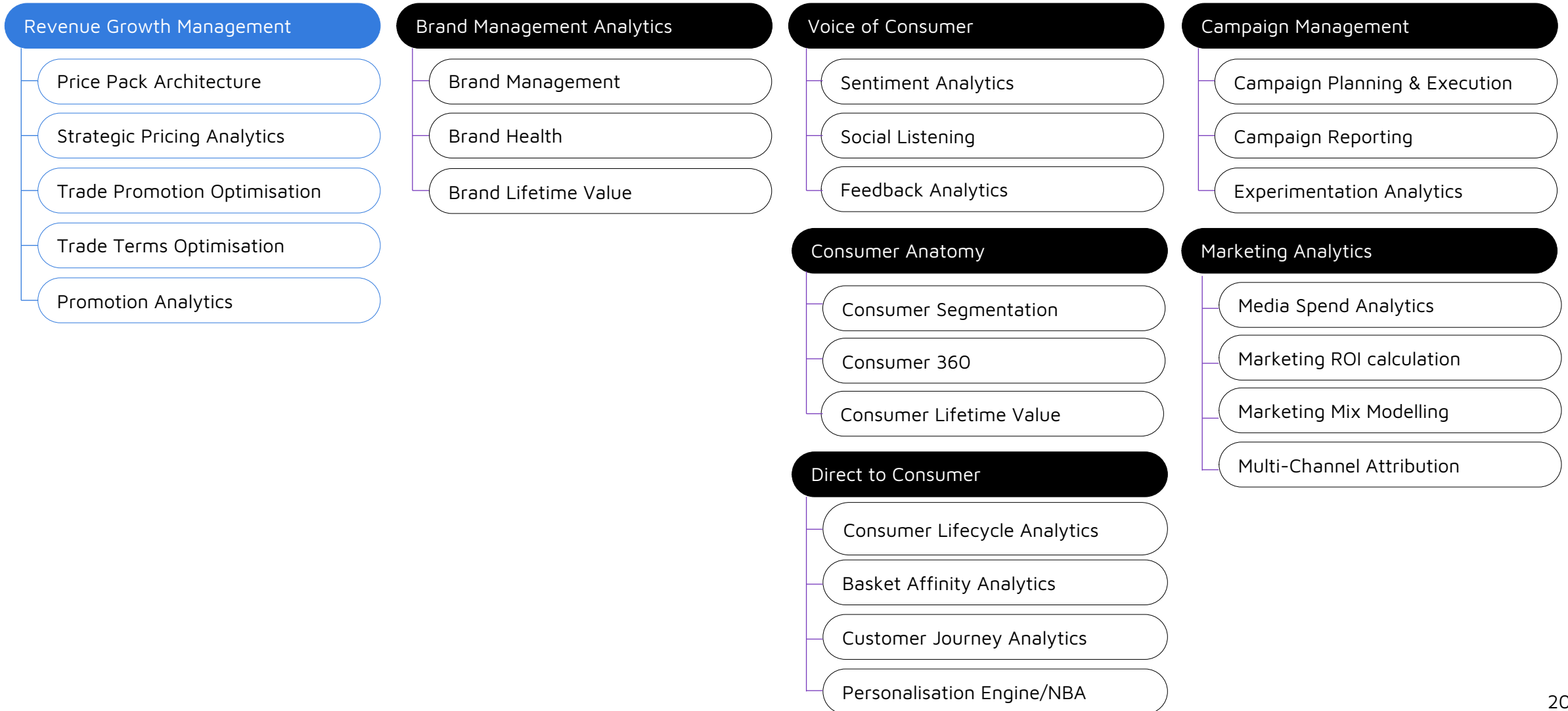
Transport Operations Analytics

- Transportation Control Tower
- OTD dashboard
- Transportation Cost Analyzer
- Transport utilization and maintenance

Warehouse Operations Analytics

- Process mining for pallet lifecycle
- Zoning/Slotting App
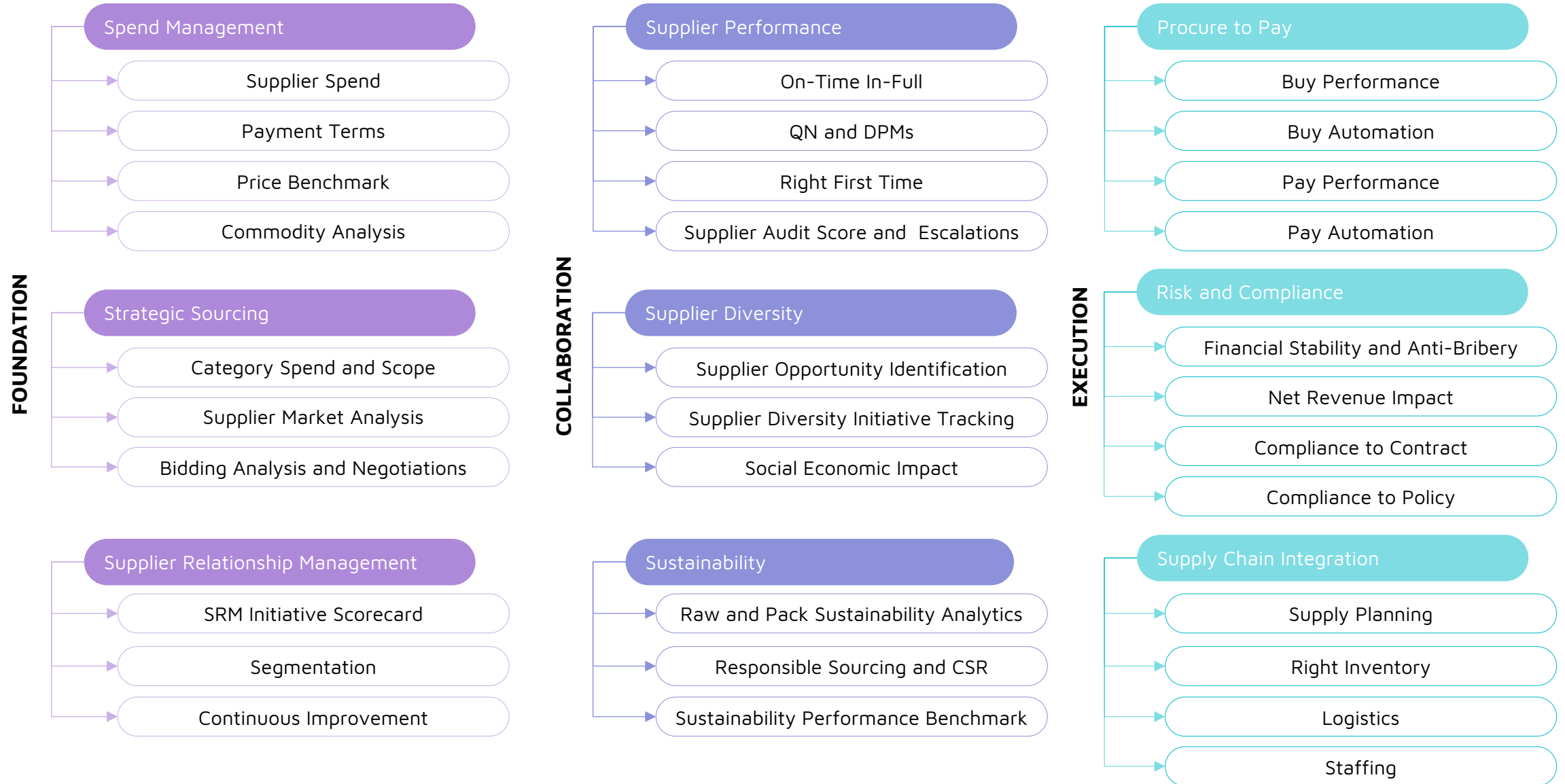- Performance dashboard
- RPA for Warehousing

Excellence in Consumer Analytics through dedicated 25 solutions

Consumer and Growth Analytics overview

Revenue Growth Management
- Price Pack Architecture
- Strategic Pricing Analytics
- Trade Promotion Optimisation
- Trade Terms Optimisation
- Promotion Analytics

Brand Management Analytics
- Brand Management
- Brand Health
- Brand Lifetime Value

Voice of Consumer
- Sentiment Analytics
- Social Listening
- Feedback Analytics

Consumer Anatomy
- Consumer Segmentation
- Consumer 360
- Consumer Lifetime Value

Direct to Consumer
- Consumer Lifecycle Analytics
- Basket Affinity Analytics
- Customer Journey Analytics
- Personalisation Engine/NBA

Campaign Management
- Campaign Planning & Execution
- Campaign Reporting
- Experimentation Analytics

Marketing Analytics
- Media Spend Analytics
- Marketing ROI calculation
- Marketing Mix Modelling
- Multi-Channel Attribution

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Excellence in Sourcing and Procurement through dedicated 9 reporting solution areas

Sourcing and Procurement Analytics overview

FOUNDATION

Spend Management
- Supplier Spend
- Payment Terms
- Price Benchmark
- Commodity Analysis

Strategic Sourcing
- Category Spend and Scope
- Supplier Market Analysis
- Bidding Analysis and Negotiations

Supplier Relationship Management
- SRM Initiative Scorecard
- Segmentation
- Continuous Improvement

COLLABORATION

Supplier Performance
- On-Time In-Full
- QN and DPMs
- Right First Time
- Supplier Audit Score and Escalations

Supplier Diversity
- Supplier Opportunity Identification
- Supplier Diversity Initiative Tracking
- Social Economic Impact

Sustainability
- Raw and Pack Sustainability Analytics
- Responsible Sourcing and CSR
- Sustainability Performance Benchmark

EXECUTION

Procure to Pay
- Buy Performance
- Buy Automation
- Pay Performance
- Pay Automation

Risk and Compliance
- Financial Stability and Anti-Bribery
- Net Revenue Impact
- Compliance to Contract
- Compliance to Policy

Supply Chain Integration
- Supply Planning
- Right Inventory
- Logistics
- Staffing

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Large scale Data Warehouse and Data Lake implementations

Selected projects

	Foundation for comprehensive Analytics with Data Lake	**Sales reporting based on External Data**	**Comprehensive Customer behavior Analytics**	**Customer and Sales Analytics platform**
Client Challenge	• Client had a problem with managing huge amount of data in most efficient way on their Analytics platform built on Oracle • There were over 50 billion of records processed each month via a dedicated, custom-made tool	• Abundance of data distributed among different groups and stored in numerous systems. • Lack of a standard and automated approach to manage each of these datasets leading to repetitive and manual usage • Lack of centralized access to data limiting data availability to all employees in the organization	• The conglomerate consisting of few branches wanted to increase the awareness of Customer behaviors based on interactions with each of the Product lines • The complexity of the data sources and its structure required heavy data integration and harmonization	• One of the business branches had a challenge of using SAP without analytics. On top reporting was based on Excel and there was no central Data & Analytics platform.
Value Delivered by Lingaro	• Transformation to the Azure Data Lake where about 10-12 TB of data is loaded on daily basis with about 100 thousands data processing jobs running successfully • Built using Azure components including Data Factory, Airflow, AAS and other, providing access to data for about 12 thousands users globally	• Design and delivery of a Data Lake as a central store of the data, based on the Azure stack • Definition of the approach to quickly onboard incremental datasets to the platform allowing for fast, flexible and scalable implementations • Data harmonization, hierarchy management delivered with standard MDM solution, seamlessly integrated with the platform	• Data Hub design and delivery as a data laboratory to securely consolidate, store, manage, and analyze all data acquired from different business units and from external sources • Customer related data (internal and external) integrated using a common data ingestion layer. • Data included: Customer loyalty, social media, weblogs, IoT sensors, third party and others	• Improved reporting capabilities by moving to interactive PowerBI dashboards, instead of simple Excel based reporting. • Quicker time-to-market for reporting layer • Greatly reduced errors and catalogued department resources • Data and Analytics platform based on ADF, ADLS, Databricks and Cosmos DB
	Data Lake Data Hub	Data Lake	Data Hub	Data Lake Data Warehouse

A Winning Combination

With Lingaro you get the best of both worlds

With Lingaro, you get the best of both worlds.

Agility and innovation of a startup

Recognized Partner

External Business Partner Excellence Award

Procter & Gamble (P&G) recognized our consistently high performance and the stream of innovations we delivered. Lingaro is the only IT company which received this award in 2014.

Partner of the Year – Microsoft Azure 2018

Microsoft Poland recognized us as one of their top partners for demonstrating excellence in innovation and implementation of customer solutions based on Microsoft technologies.

Forbes Diamonds 2015, 2016, 2020

Lingaro was recognized in Forbes' prestigious rank of companies with the most increased revenues: in 2015 and 2016 in the PLN 5-50M revenue category; and in 2020 in the up to PLN 250M category.

Strong Women in IT

Lingaro COO Malgorzata Gryz has been featured in the second "Strong Women in IT" report from Come Creations Group, a Polish creative agency. The report profiles women who are leading some of Poland's most innovative companies and serving as role models for the next generation of female IT movers and shakers.

EY Global Contest Finalist

Lingaro co-founders Tomek Rogucki and Sebastian Stygar were finalists in the prestigious EY Global Entrepreneur of the Year Award in 2017.

Technology Excellence Award 2021

Lingaro Philippines won the Asian Technology Excellence Award for a pioneering sales intelligence solution that helped a manufacturing company make faster and smarter business decisions, automate many of its business processes, and improve its sales and marketing performance.

lingaro

Digitize. Disrupt. Lead.

lingarogroup.com

contact@lingarogroup.com