



SIGMOID

Cognos to Power BI Migration

www.sigmoid.com





About Sigmoid

Sigmoid is an emerging leader in data engineering and AI solutions.



750+
Employees



Work with **30+**
Fortune 500 firms



>97%
CSAT score



200+
ML models operationalized



5000+
Data pipelines built

Backed by

SEQUOIA

Awards and Recognition

500TM

Technology **Fast 500**
2023 NORTH AMERICA
Deloitte.

*** ISG**

Provider Lens 2023 Quadrant

Analytics Services
Rising Star, U.S. ★

Report releasing Jan 2024



**America's
Fastest-Growing
Private Companies**



**Open Source data
solution provider
of the year**



FORRESTER
Now Tech:
AI Consultancies,
Q1, 2021 Report

Major Contender in

EVEREST GROUP

Analytics and AI Services Specialists
PEAK Matrix (2022)

Offices



New York



San Francisco



Dallas



Lima



Bangalore



Amsterdam

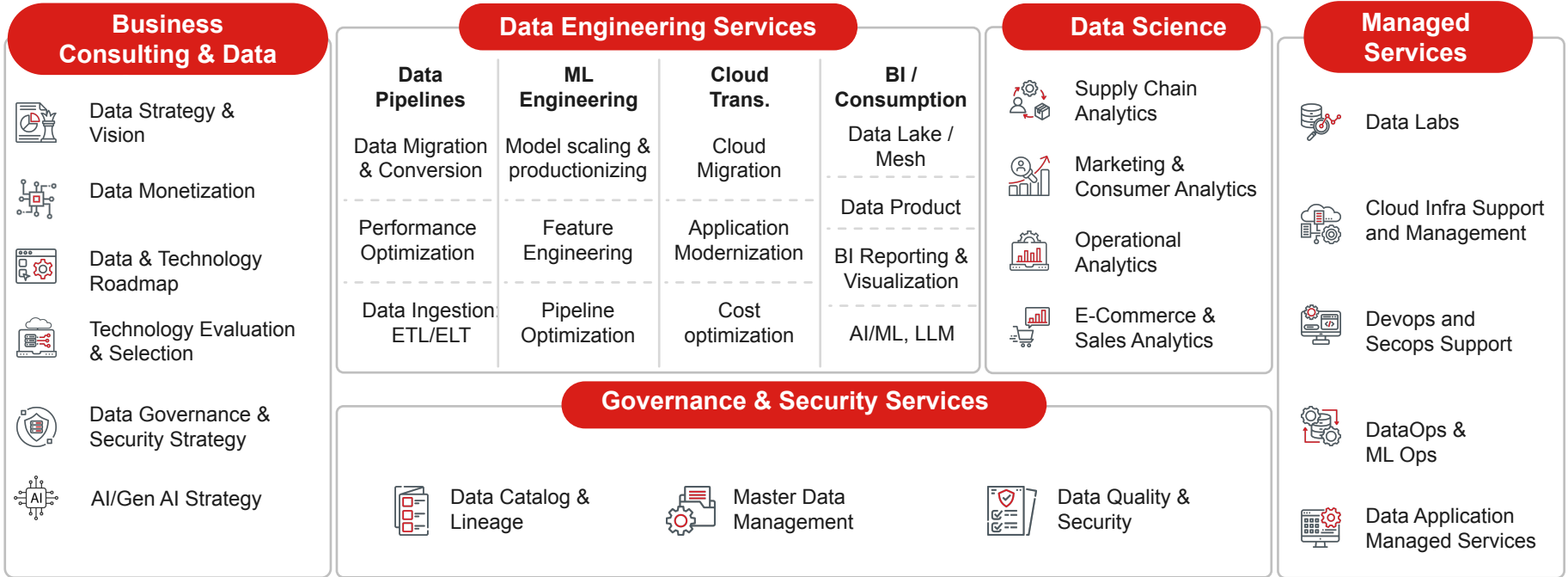


London



Sao Paulo

Enabling Business Transformation with Full-Service Capability Suite



Sigmoid Capabilities - Experience in implementing data solutions in Azure

Sigmoid has worked with more than Five large customers to design, build and deploy solutions in Azure

Data Processing & Transformation:

- **Azure Databricks:** Collaborative Apache Spark-based analytics platform to be used for big data processing and machine learning.
- **Azure HDInsight:** Managed cloud service for processing big data using popular open-source frameworks like Hadoop and Spark.

Data Storage & Management:

- **Azure Data Lake Storage:** Scalable and secure data lake for storing large amounts of structured and unstructured data would be considered.
- **Azure SQL Database:** Managed relational database service for structured data storage.

Data Ingestion & Integration:

- **Azure Data Factory:** Creating data pipelines to move and transform data from various sources.
- **Azure Event Hubs:** Real-time data ingestion from applications, devices, or any data streams would be done.

Data Analytics & Visualization:

- **Azure Synapse Analytics:** Analytics service which will be used for analyzing large amounts of data using either serverless or provisioned resources.
- **Power BI:** Business intelligence tool to be used for creating interactive visualizations and reports.

Machine Learning & AI:

- **Azure Machine Learning:** End-to-end platform for building, training, and deploying machine learning models.
- **Cognitive Services:** Pre-built AI services for vision, speech, language, and decision-making.

Security & Compliance:

- **Azure Active Directory:** Identity and access management service.
- **Azure Policy & Blueprints:** Tools for implementing governance and compliance across Azure resources.



Sigmoid's implementation of solutions in Azure involves leveraging a combination of services and tools tailored to specific business needs. Sigmoid would collaborate between data engineers, data scientists, business analysts, and other stakeholders as it is essential to align the implementation with business goals and ensure success.



Global Migration Programs: Challenges and Mitigation Strategies

Key Lessons from Global BI Migration Programs: Common Challenges



Lack of Business involvement through the program



Failing to account for scalability of the new platform can affect performance and adoption



Data loss or corruption during migration may lead to validation issues



Lack of maturity in delivery methodology & product mindset resulting in delays and missed expectations



Change in business needs; Scope creep can lead to increased costs; longer timelines



Limited focus on Change Management & adoption



Not enough focus on data governance



Platform cost overruns and limited ROI

Key Lessons from Global BI Migration Programs: Mitigation Strategies

Comprehensive Planning	Stakeholder Engagement	Phased Implementation	Training & Support
<ul style="list-style-type: none">● Detailed project plan including<ul style="list-style-type: none">○ Risk assessment○ Mitigation Strategies○ Contingency Plan	<ul style="list-style-type: none">● Involve stakeholders from the outset to ensure buy-in and address concerns proactively● Plan for evolving business needs during the migration	<ul style="list-style-type: none">● Phased approach to migration to minimize risks and allow for iterative improvements● Strong Data Governance practises	<ul style="list-style-type: none">● Change Management: User Adoption, Training● Communication: Coordination, Documentation

Foundational Sigmoid Paradigm - Leverage Solution Accelerators & Cross-functional Experts

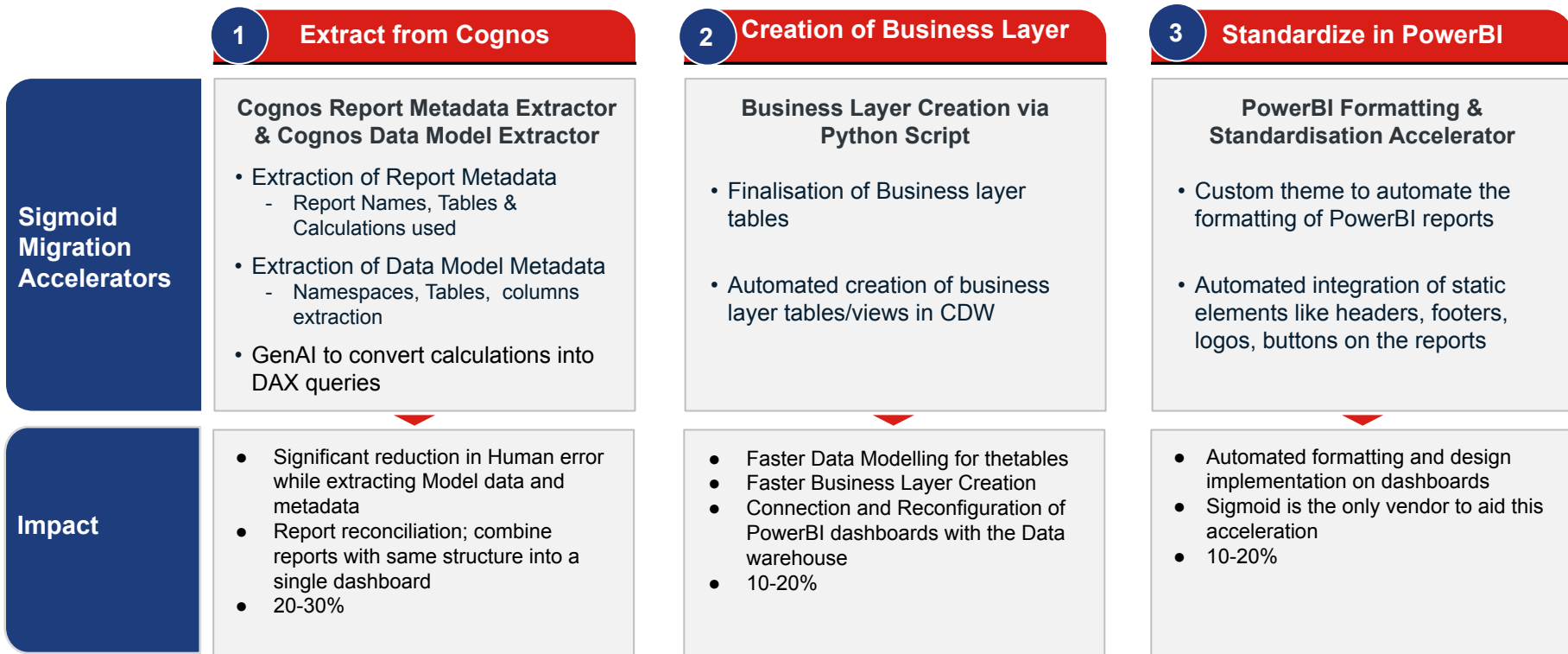
- **Consistency & Data Accuracy** via Reusable Components
- **Automation = Minimal Potential for Human Error** versus brute force approach
- **Customizable** for unique client configurations and preferences
- **White Box** → **Future Proofed**
- **Data:** top-tier Data Engineers and Data Scientists who like to roll up their sleeves
- **Tech:** SMEs of Cloud who provide unbiased advice
- **Business:** management consultants and industry veterans who steer solutions to maximize business outcomes



Our Migration Accelerators

Sigmoid's Migration Accelerators Create a Winning Solution

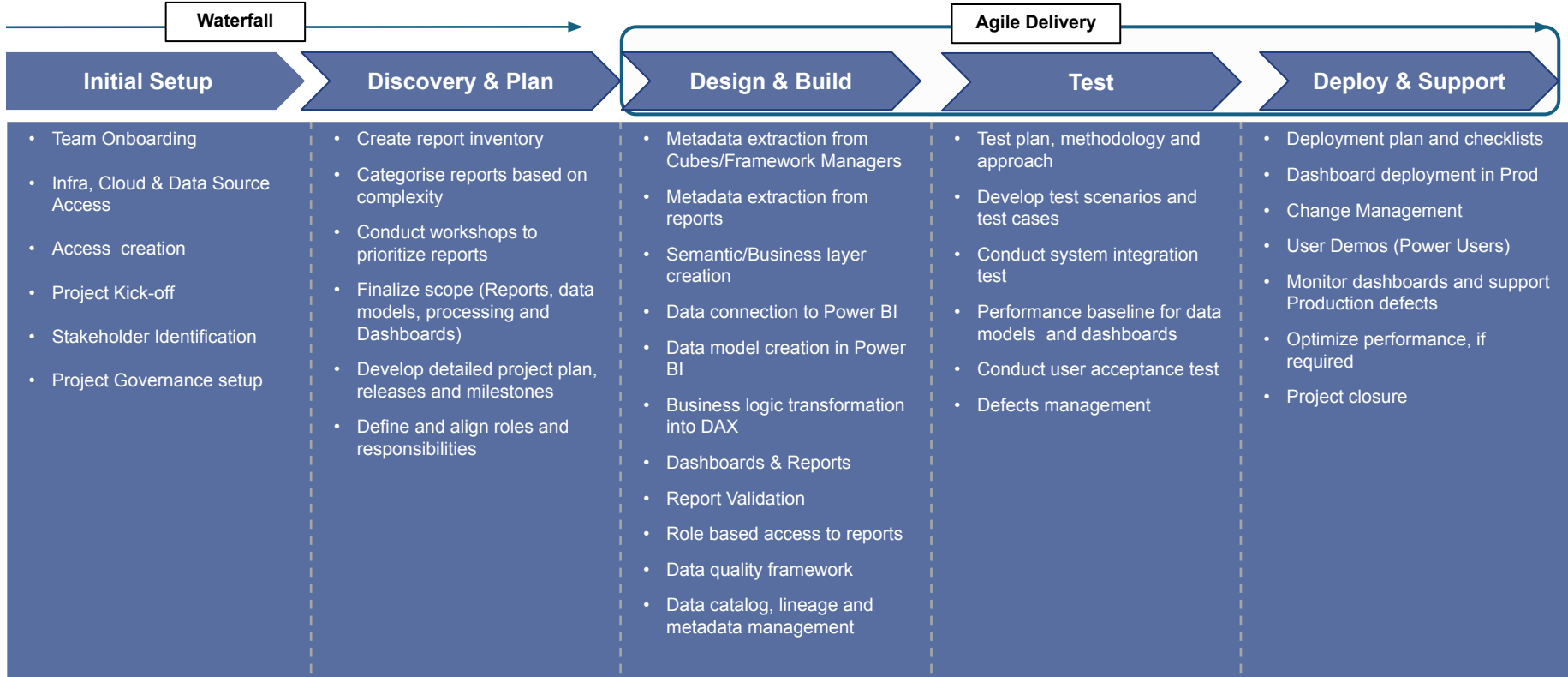
Sigmoid's accelerators bring about automation, consistency, data accuracy in the creation of high-def PowerBI reports



The accelerator helps to **save 50-60% of time in migrating reports** from Cognos to Power BI. Step 1 contributes 20-30%, Step 2: 10-20% and Step 3: 10-20% portion towards overall time saving while Migration

Our Delivery Approach

Based on our experience delivering large migration programs, we propose a traditional Planning phase followed by an Agile methodology in which scope is delivered in continuous releases, or Waves





Expertise in Power BI

Expertise in Power BI



BI Platform Expertise



Power BI

Sigmoid is also performing 3 migrations to PowerBI platform, supporting end-to-end from planning and data preparation to reconciliation of reports & dashboards

Requirement Gathering

Understand the pain points of end user and focus on present & future needs

Data Understanding

Data Discovery and Transformation - Exploratory Analysis

KPI Identification

Identifying & Defining KPIs

Wireframing

Storyboarding wrt final user, representation of final layout

Visualization

Data Storytelling via Visuals

Automation & maintenance

Data Pipeline Automation & Dashboard Support



40+

Power BI Experts



30+

Fortune 500 firms



500+

Dashboards Delivered in FY '23



85% +

Repeat Customers for Visualization use cases



Exposure to Most Complex Data Sources and ETL/ELT requirements



Experience in working with all the major BI tools

Team Composition

- Management Consultants
- Data Analysts
- Visualization Experts
- Principals
- Developers
- Graphic Designers

Use Cases:

Financial KPI tracking platform for leadership reporting for different divisions

Dashboards for driving marketing effectiveness for real time change in campaigns

Dashboards for aide in merchandising with views for SOM, Category Top Sellers, Inventory Analysis

Dashboards for Sales Trend Analysis by Geographies, Brand, Product

Engagement Models



Sigmoid's Engagement Models

Project Based



- Starts with consulting/scoping (2-3 weeks)
- Delivery Program Management
- Interim review
- Success criteria met and IP handover
- Option to continue with product support
- Fixed bid contract
- 3-5 months duration given complexity of problem

Benefits

- Cost effective
- KPI/SLA/Outcome driven
- Suitable for Fixed scope of work
- Less overheads

Staff Augmentation



- Understanding of skill requirements
- Profile match and rate card
- Onboarding and monthly billing
- Focused training based on client tech stack
- Project Management support
- 10% backup resources unbilled and trained

Benefits

- Scalability
- Flexibility in resourcing
- Ability to change/redefine scope

Hybrid-Flexi Model/Data Labs/CoE



- Mix of project and staff augmentation engagements
- Requirement gathering
- Requirement classification - as project or staff augmentation
- Joint delivery plan
- Secure resources internally from Sigmoid and bill monthly
- Dedicated PM, Engineering Managers
- Dedicated Management Consultant(s)
- Dedicated Team Leads and Product Owners

Benefits

- Cost effectiveness by focus on output
- Ability to change/redefine scope/Change requests
- Risk/Reward linked to KPI/SLA

Thank you



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'India Future Unicorn Award'
in Data Science category by Hurun India

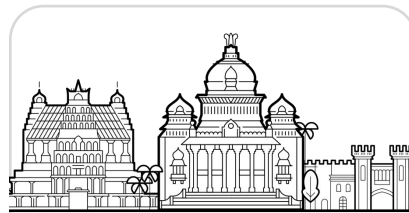
Global presence:



USA (NY, SF, Dallas,
Chicago)



EU (Amsterdam,
London)



India
(Bengaluru)



LATAM (Lima)