SIGMOID

Retail Execution Data Hub on Azure

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

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

Provider Lens | 2023 Quadrant
iSG Analytics Services
Rising Star, U.S.
Report releasing Jan 2024

Inc. 5000
AMERICA'S FASTEST-GROWING PRIVATE COMPANIES
America's Fastest-Growing Private Companies

DATA BREAKTHROUGH AWARD 2021
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)

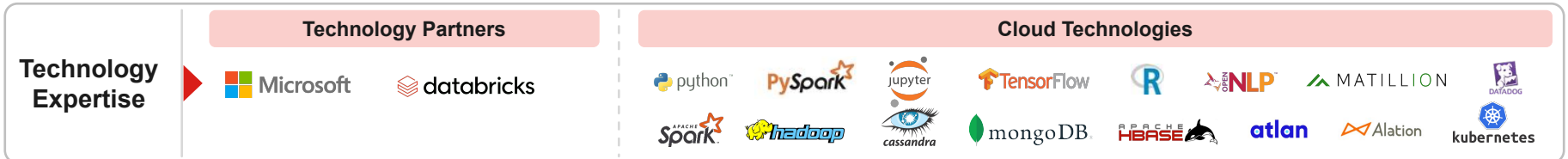### Offices
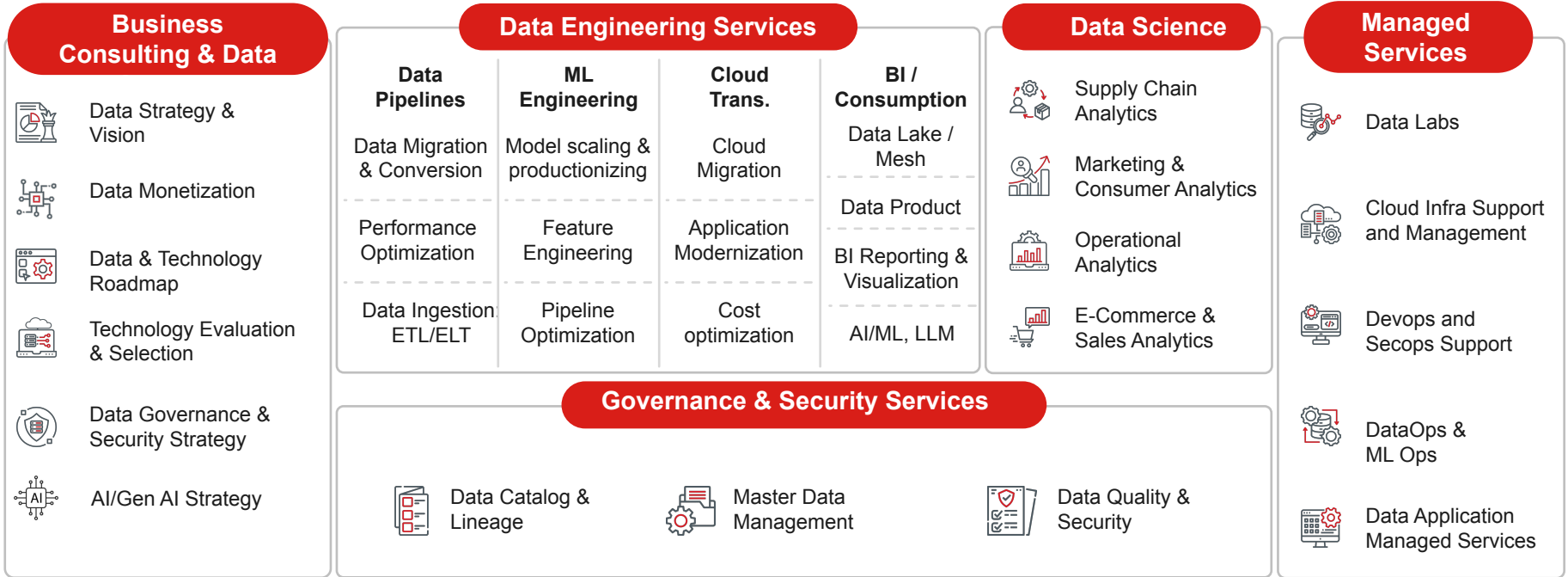
New York | San Francisco | Dallas | Lima | Bangalore | Amsterdam | London | Sao Paulo

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Enabling Business Transformation with Full-Service Capability Suite

Business Consulting & Data

- Data Strategy & Vision
- Data Monetization
- Data & Technology Roadmap
- Technology Evaluation & Selection
- Data Governance & Security Strategy
- AI/Gen AI Strategy

Data Engineering Services

Data Pipelines	ML Engineering	Cloud Trans.	BI / Consumption
Data Migration & Conversion	Model scaling & productionizing	Cloud Migration	Data Lake / Mesh
Performance Optimization	Feature Engineering	Application Modernization	Data Product
Data Ingestion ETL/ELT	Pipeline Optimization	Cost optimization	BI Reporting & Visualization
			AI/ML, LLM

Data Science

- Supply Chain Analytics
- Marketing & Consumer Analytics
- Operational Analytics
- E-Commerce & Sales Analytics

Managed Services

- Data Labs
- Cloud Infra Support and Management
- Devops and Secops Support
- DataOps & ML Ops
- Data Application Managed Services

Governance & Security Services

- Data Catalog & Lineage
- Master Data Management
- Data Quality & Security

Technology Expertise

Technology Partners

Microsoft   databricks

Cloud Technologies

python   PySpark   Jupyter   TensorFlow   R   OpenNLP   MATILLION   DATADOG

Apache Spark   hadoop   cassandra   mongoDB   Apache HBASE   atlan   Alation   kubernetes

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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.
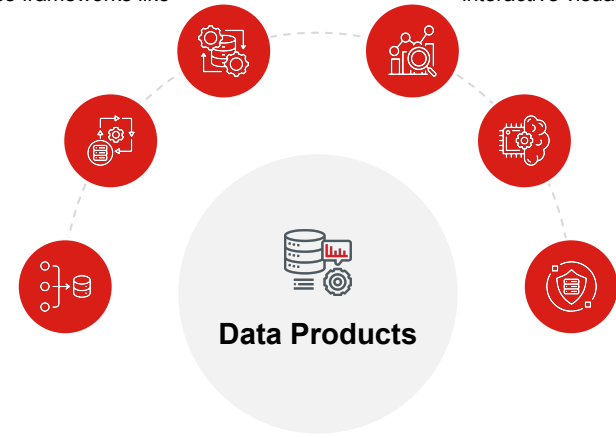
Data Ingestion & Integration:

- **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.

Data Products

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.

Microsoft
Solutions Partner

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Retail Execution Data Hub

Sigmoid's Retail Execution Data Hub solving data challenges and giving visibility to retail sales teams

Headwinds in Retail Execution

Complexities in the retail environment

Complex retail landscape with modern trade being an important channel. Also **lack of visibility on in-store retail execution**

Intense competition for visibility and **difficulty in comparing performance** of granular media strategies

Inability to measure retail execution in a timely manner and take immediate actions

Challenges due to disparate data

Variations in data formats and structures due to data coming in from third party sources, partners or public APIs

Legacy Systems lacking modern integration capabilities

Solved by our Data Hub with Curated Views

Solving challenges around fragmented retail data, lack of data quality & lack of timely execution

A single source of truth to track performance of key metrics and measure success of retail execution strategies at granular level

Provides **out of the box dashboards for different Personas** like Executives, Category/Brand Managers Retail Managers, etc.

Address multiple areas of retail execution including metrics like, **Sales, Day 1 readiness, On Shelf Availability,** etc.

Solving for key data management challenges

Aggregates, consolidates and harmonizes the data across varied sources, performing **data quality checks**, ensuring data consistency

Driving Benefits for CPGs in a short span

Automated dashboards with quick loading - reduction of loading time by 90%

Generation **50% of cost savings** opportunities due to curated views such as inventory visibility, On-Shelf Availability tracking, etc

High granularity of our solution showed the impact of retail policies at an individual store level, enabling the tracking of store level metrics
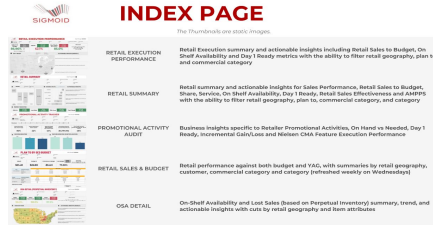
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Success Story - Improvement in Retail Store Execution
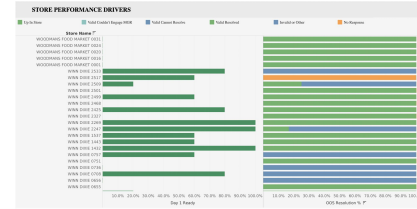
Case Background

- The client is a **leading company in global snacking**, international cereals and noodles, with iconic world-class brands

- **The retail sales team** needed to keep a track of sales, inventory, product placement across different stores, territory and area

- **They relied on legacy data warehouse and un intuitive dashboards**, lead to time-consuming processes, errors

- They **wanted an automated solution with enhanced user friendly dashboards for relevant KPIs**
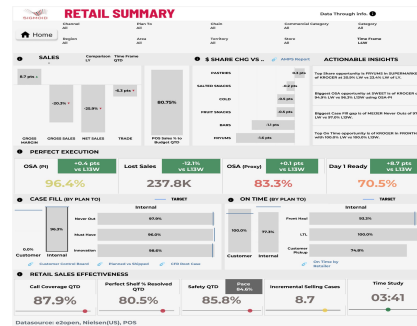
Sigmoid Solution

Created a cloud data store by unifying multiple data sources to furnish data at most granular level (store, product and week)

Unified hub meeting the needs of different personas – summary views for leadership and detailed analysis for retail sales team

Fast loading dashboards with data privacy protocols enabling analysis till store level. Also streamlined data refreshes and validation mechanism ensures data continuity and consistency

Business Impact

90% improvement in query performance

80% coverage of retailers in the USA

5x Cost reduction from decommissioning on-prem data centres

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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

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Thank you

✉ Email: surabhi.s@sigmoidanalytics.com

🌐 Website: www.sigmoid.com

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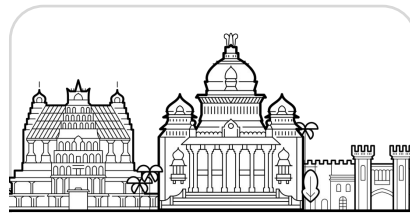in Data Science category by Hurun India

Global presence:

USA (NY, SF, Dallas, Chicago)

EU (Amsterdam, London)

India (Bengaluru)

LATAM (Lima)