



Galaxy BI Consulting Services



“Listening to Business, Applying Technology”



Who we are

- Incorporated in 1987.
- An ISO 9000:2008 organization.
- Amongst the most respected Information Technology Integrators.
- Leading provider of best of breed products and solutions for Infrastructure, Networking, Security, Application Delivery, Automation and Business Intelligence.
- Annual Sales of over INR 250 Crores.
- PAN India presence.
- Committed team of over 250 skilled professionals.
- Our Clients include the leading enterprises in India from sectors like Banking, Finance, Insurance, Manufacturing, Retail, Telecommunications, IT/ITES, Entertainment, Healthcare, Government etc.

Our Business Units

**GALAXY
BUSINESS
SOLUTIONS**

**GALAXY
TECHNOLOGY
SERVICES**

**GALAXY
NETWORK
SOLUTIONS**

**GALAXY BI
CONSULTING
SERVICES**



What we do

GALAXY BI CONSULTING SERVICES

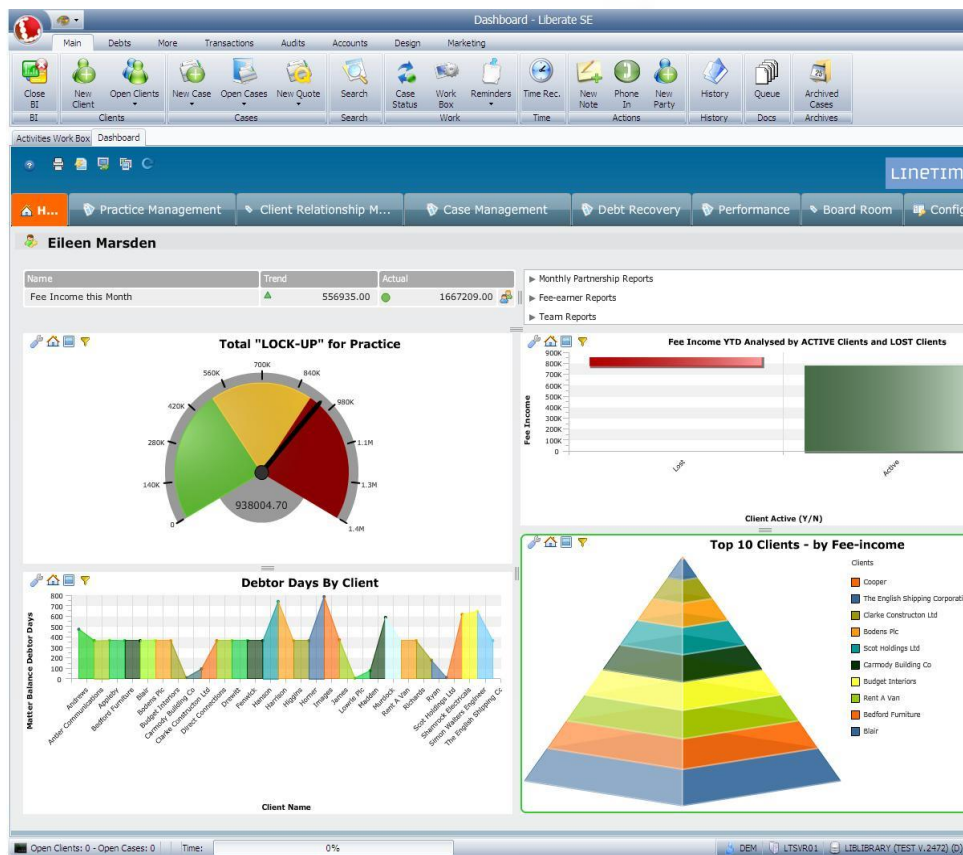
helps organizations to deliver and leverage business intelligence to create substantial business impact by deploying comprehensive, enterprise-scale business intelligence and analytic solutions that deliver actionable insights.

- **Business Intelligence/Business Analytics**
 - Dashboards
 - Predictive Analytics
 - Reporting
 - Collaboration
 - Mobile
 - Knowledge management
- **Big data** solutions for capturing, storing, searching and analyzing structured and unstructured data from multiple sources.





Business Intelligence



Rapid access to actionable information which includes:

- Financial Information
- Sales, Inventory, Employee Information
- Contacts
- Documents
- E-Mail
- Legal Research & More



Business Intelligence Capabilities

Enterprise BI Strategy

We can help you define a holistic business intelligence strategy that measurably improves your sales and marketing effectiveness.

Information Management (ETL)

We can facilitate your commercial data integration, information governance, data mastering and aggregation of diverse datasets.

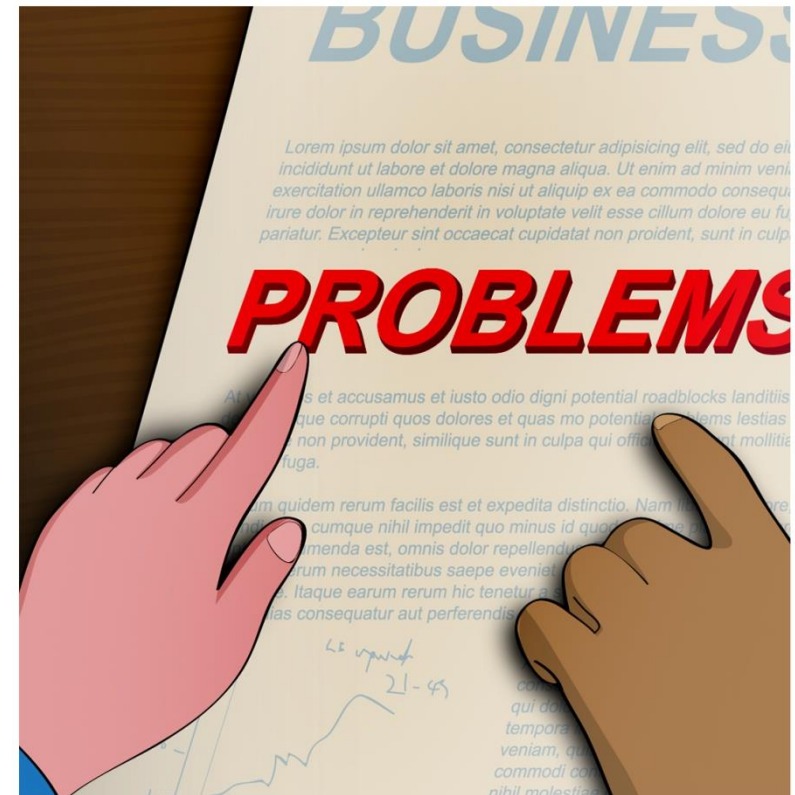
Analytics and Reporting

We can provide untapped insight through specialized executive dashboards, sales force reports and scorecards, ad hoc analytics, marketing campaign ROI analysis and regulatory compliance tracking reports.



Business Problems

- Which customers are thinking of leaving?
- Which transactions are fraudulent?
- Which new product has the greatest chance of success?
- How can I extract insight from all of my information?





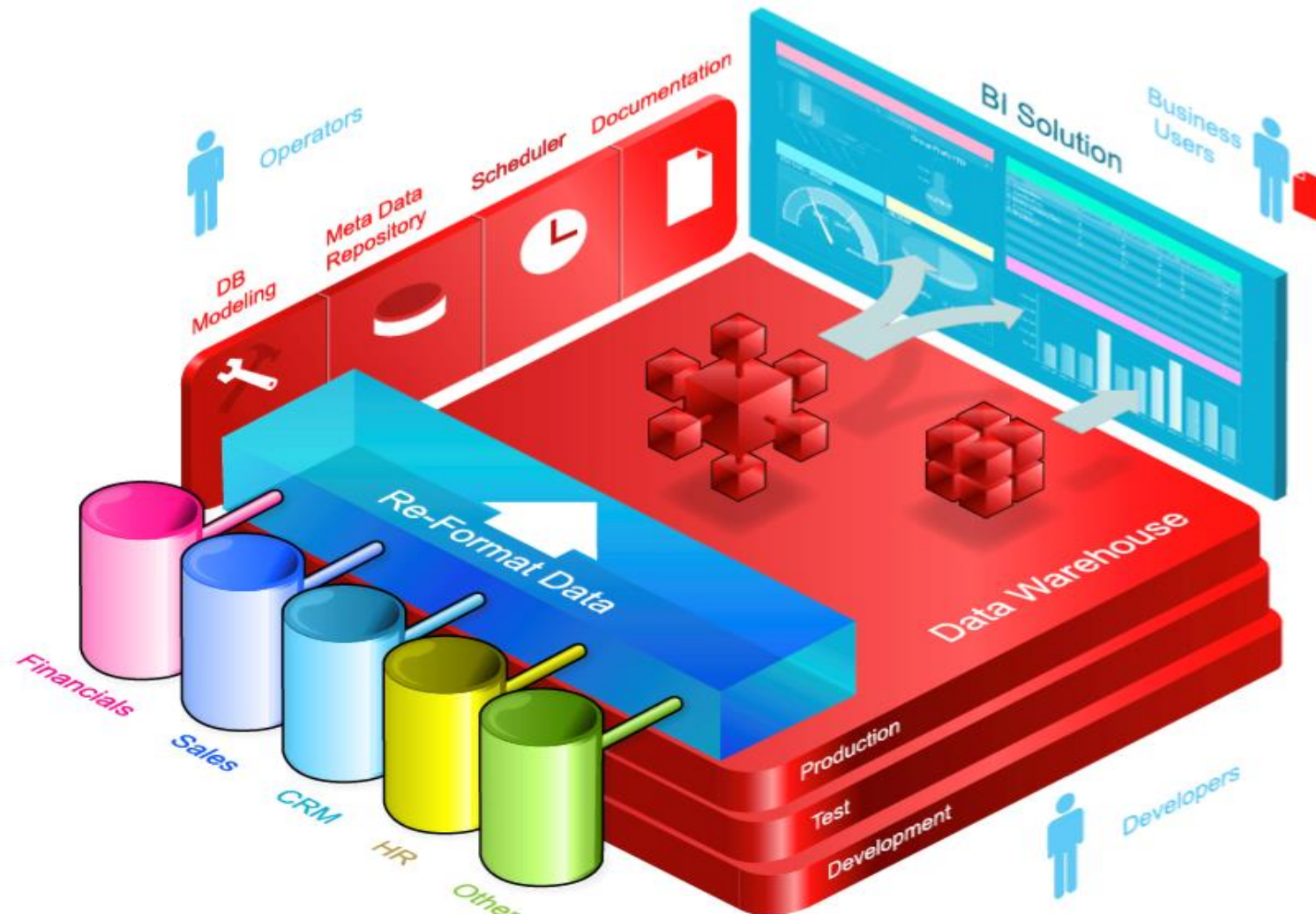
BI-Solutions

- Better decisions with greater speed and confidence.
- Recognize and maximize firm's strengths.
- Shorten marketing efforts.
- Improve customer relationships.
- Align effort with firm strategy.
- Improve revenue and profit.





BI/BA-Approach





Difference between BI & BA





Big data capabilities

- **Focused on big data technologies & solutions**
 - Over 10 years experience with noSql & big data technologies.
 - Includes product development & solutions experience.
- **A range of collaborative & flexible engagement models.**
 - Full product lifecycle services.
 - New development, maintenance/support, QA/testing, reverse/re-engineering.
 - Projects, Co-development, turn key development, partnerships, extended teams.
- **Deep understanding of the priorities of technology based firms**
 - Transparency, control, IP protection, variability in demand, agile processes, strong resources, matrix structures with thin management layer.
- **IP in key technology areas**
 - Frameworks, tools, evaluation matrix, process guidelines, checklists, etc.
- **Strong experience with agile delivery and its real life applications**



Big Data- Problems, Approach, Solutions

Variety

Structured & Unstructured Data

CRM, Transactional, ERP, Web Store Transactions, Ledger Data, Repositories, Blogs, Social Media,

Volume

Multiple Touch Points (Increasing daily)

Call Data Records (CDR), Blogs, Manufacturing Sensors, Trading Systems, Social Media,

Velocity

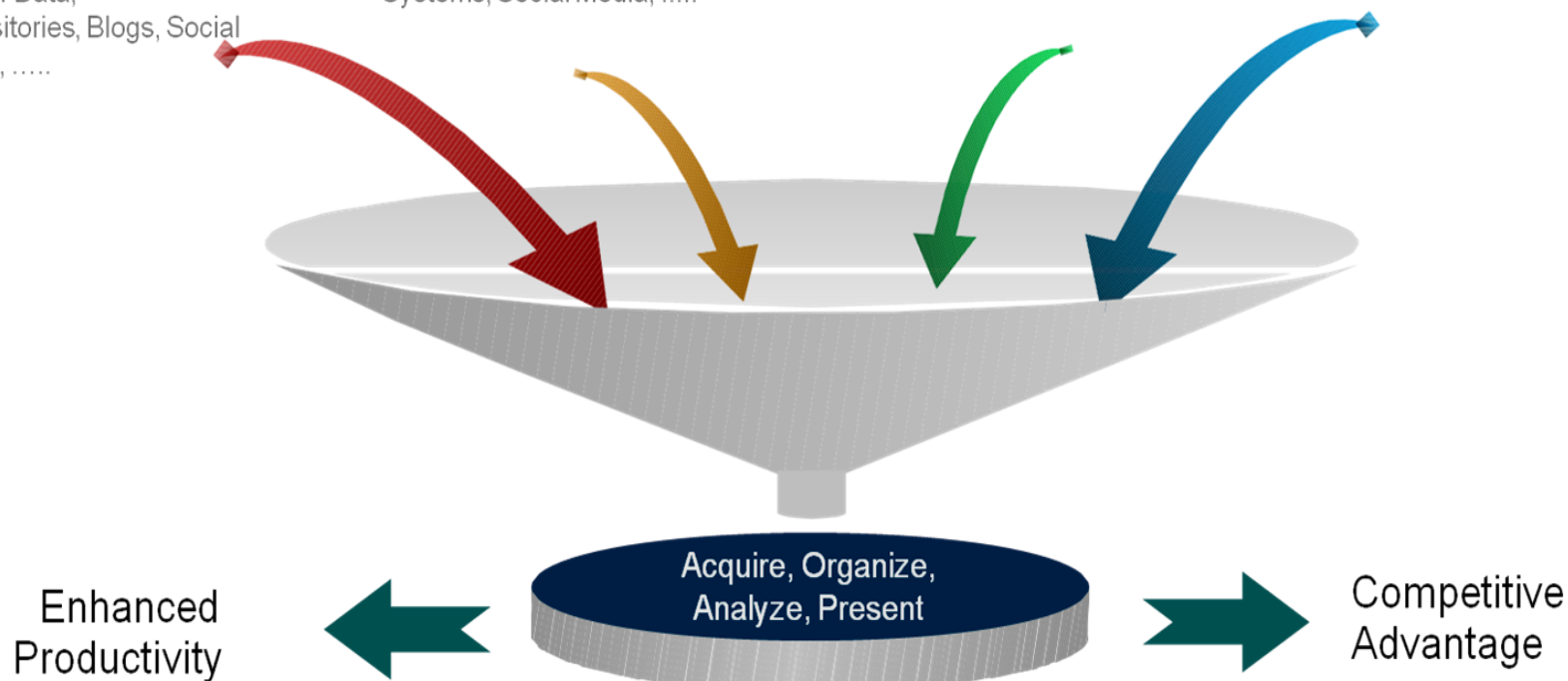
24x7, Global

Blogs & Micro-blogs, Social Media, Video Streaming,

Complexity

Complex Data

Customers, Products, Competition, Patents,





Big data problems & needs

- **Challenges in existing applications**

Performance degradation: inability to scale for volume or complexity of data.

Opportunities to cut cost: maturity of open source alternatives, cloud, clustered commodity servers.

- **New data sources**

Internal data: E-mail, documents, media files, data files, log files, sensors.

Public data : Websites, social media, blogs, micro blogs, photos, videos.

- **Demand for actionable inferences**

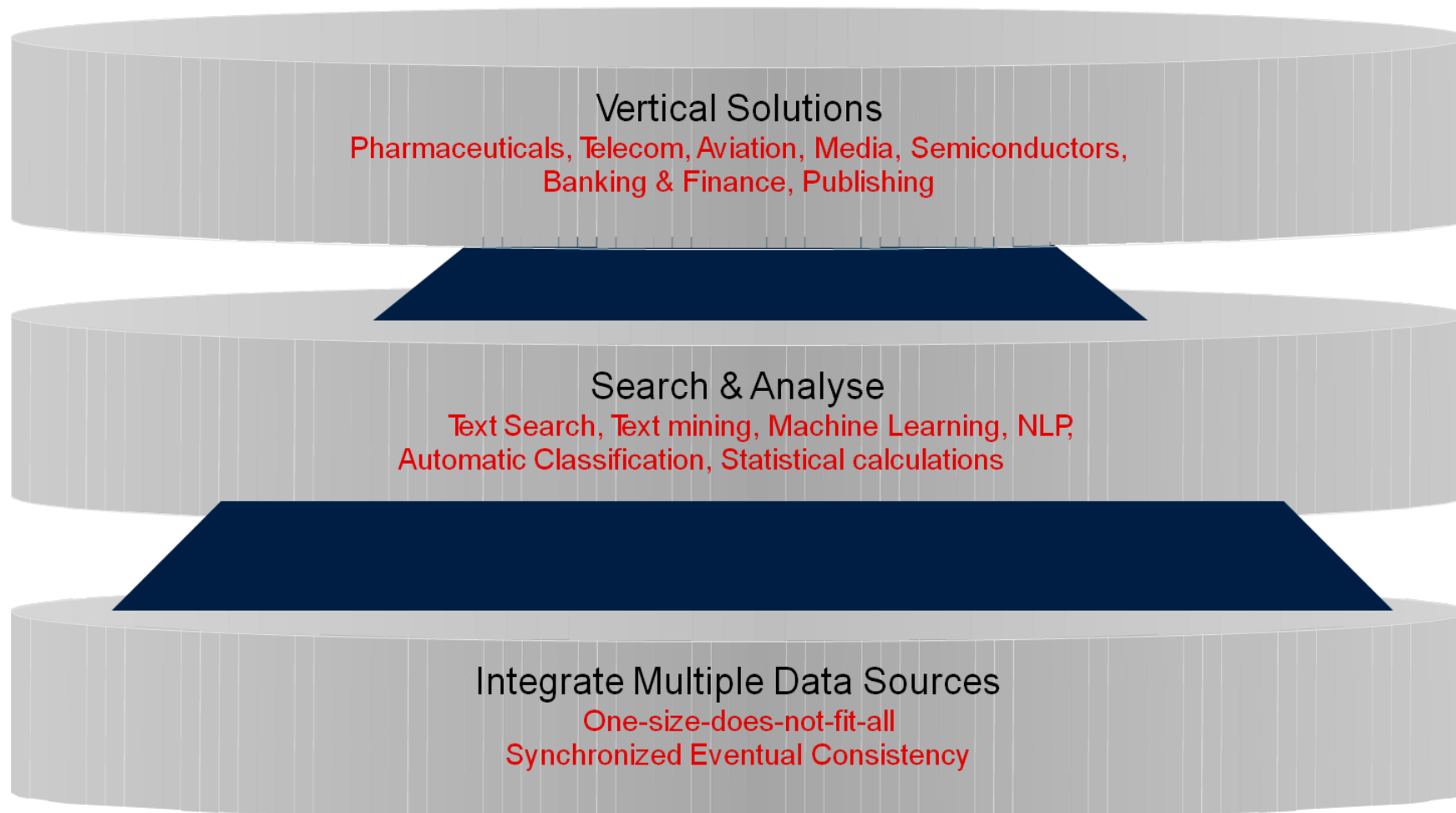
Real time: short turnaround from capture to presentation.

Statistical analysis: linear & non linear modeling, classical statistical tests, time-series analysis, classification, clustering.

Text analysis: natural language processing, entity extraction, classification, clustering, machine learning, annotation, complex search, sentiment analysis.



Big Data Approach

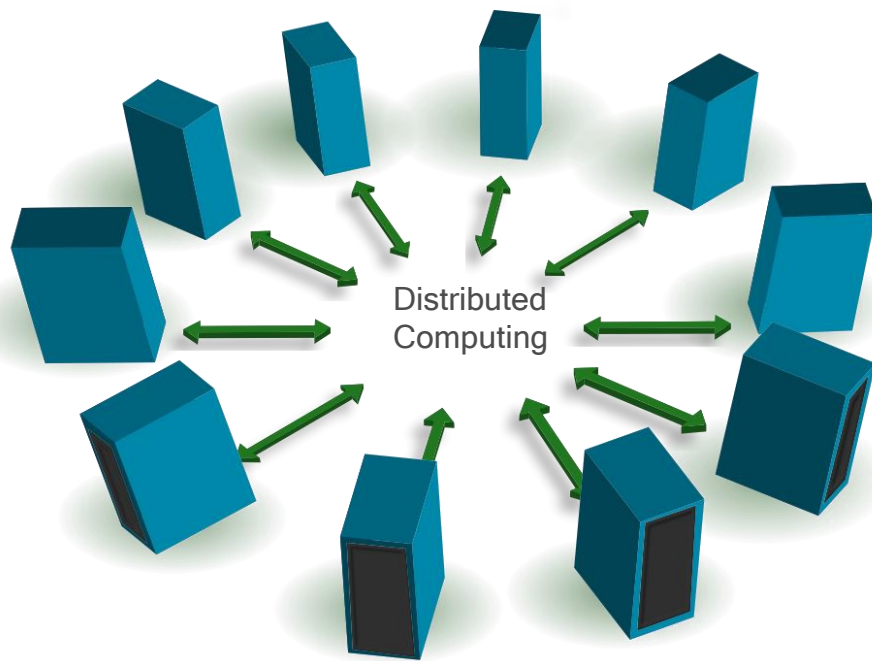




Vertical Solutions

- **Pharmaceuticals- Patent repository**
Integration of patents, articles, tests, expert comments & annotations.
- **Telecom- CRM analytics**
Call centre, IVR logs, email & social feeds archival & analysis.
- **Aviation- Customer loyalty**
Integration of flight schedules, ancillary services, invoicing and customer data to provide customers a single point of interface for their needs
- **Media- Online TV**
Integration of broadcast schedules, ratings, social media feeds and user recordings for a TV anywhere platform
- **Semiconductor- Parametric search**
Integration of product catalogue, application notes, web content for advanced search.
- **Banking/Finance- Investment advisor**
Integration of social media, analyst opinions, web content and trading data with search and sentiment analysis into an online investor advisor.
- **Publishing- Knowledge Repository**
Integration of aggregated and original content with text mining, automatic and semi-automatic classification and annotation, search and retrieval.

Big data technology benefits



- Cluster of low cost commodity servers.
- Capable of handling unlimited growth in data size.
- Distributed parallel processing models.
- No loss in performance with increasing data size.
- No licensing costs-primarily open source.



Technologies

BI Technologies



Big Data Technologies





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