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PROKARMA ANALYTICS EXPERTISE

ProKarma offers a full spectrum of analytics and data-centric solutions and services to help our clients take advantage of the latest technologies to empower their businesses through knowledge discovery and insights.

Our Expertise Includes:

- Strategy and road mapping
- Architecture and application development
- Big data, NoSQL and traditional data management technologies
- Traditional and evolutionary business intelligence

THE PROKARMA ADVANTAGE

- Strategy development
- Dedicated global resources experienced in traditional and modern data management technologies and platforms
- Full lifecycle delivery management
- Cloud, on-premise and hybrid solutions
- Extensive knowledge base through industry certifications and partnerships (Hortonworks, Cloudera, Oracle, SAP, Microsoft, IBM and Amazon Web Services)

Analytics Solutions that Help You Drive Change and Achieve Better Outcomes for Your Business

Effective information strategy is no longer a luxury; rather, it is a necessity for business growth and improvement. Emerging data storage, processing and management technologies are driving ways to uncover new insights in support of surgical customer engagement and marketing, better resource and supply chain management, improved product development, healthcare, safety and more – any type of organization that can benefit from deeper analysis and improved decision-making.

ProKarma partners with organizations at all levels of analytics and data development to achieve their goals and targets.

One Stop for the Data and Insights You Need

ProKarma is at the forefront of today's business intelligence landscape, with extensive expertise in advanced data management techniques, including big data, machine learning, the Internet of Things (IoT), parallel processing ecosystems, business intelligence, operational intelligence and data science.

STRATEGY

- Marketing (e.g. target marketing)
- Requirements definition
- Ideation and conceptualization
- Practice and team set-up

ARCHITECTURE AND ECOSYSTEMS

- Information architecture
- Master data management
- Data modeling and design

DISCIPLINES

- Machine-to-machine communications/Internet of Things (M2M/IoT)
- Massively parallel processing (MPP)
- Natural language processing (NLP)
- Enterprise data hub
- Enterprise data warehousing
- Operational intelligence
- Predictive and pervasive analytics
- Machine/deep learning
- Data visualization
- Data science

DELIVERY APPROACH

- Iterative engagement process
- Ideation, storytelling and prototyping
- Define, build, train and support
- Partnering our professionals with your SMEs
- Understanding pain points
- Understanding new data-driven products
- Delivery management
- Global delivery capability for continuous development

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PRACTICE AREAS

Traditional Business Intelligence

- *ERP, CRM, CMS Integration/Structured Data Sources*
- *ETL Design and Development*
- *Enterprise Data Warehousing/Data Mart Design*
- *Reporting/Data Visualization*
- *Data Governance*
- *Traditional/Relational DBMS*

Modern Business Intelligence

- *Social Media/Machine Data/Real-time Streaming*
- *Data Cleansing/Enrichment/Munging/ELT*
- *Enterprise Data Lake/MPP/ Lambda Architecture*
- *Advanced Analytics/Data Virtualization*
- *Data Lifecycle Management*
- *In-Memory DBMS/NoSQL/NewSQL/Time Series DBMS*

Operational Intelligence

- *IoT/M2M*
- *Complex Event Processing*
- *Business Activity Monitoring*
- *Business Process Management*
- *Real-Time Analytics/Reporting*
- *Operations Support*

Data Science

- *Unstructured Information Extraction (NLP)*
- *Machine Learning/Neural Networks*
- *Deep Learning*
- *Knowledge Discovery and Insights*
- *Scientific Method*
- *Predictive Models*

TECHNOLOGIES

Data Platforms

- **RDBMS**: *Oracle/MySQL/SQL Server/PostgreSQL/Sybase ASE/ IBM DB2*
- **Columnar/MPP/In-Memory**: *Sybase iQ/SAP HANA/ GreenPlum/Teradata/Microsoft PDW/Exalytics/Exadata*
- **Hadoop**: *Hortonworks/Cloudera/MapR/HDInsight*
- **NoSQL**: *HBase/Cassandra/GreenPlum/Neo4j/Titan/ MongoDB/CouchDB/ElasticSearch/OpenTSDB*
- **Cloud**: *AWS EMR/Redshift/RDS/Kinesis*

Business Intelligence

- **BI Suites**: *SAP BOBJ/SAP BI/IBM Cognos/Pentaho/ Microstrategy/OBIEE/Microsoft SSAS, PowerBI/Tibco Spotfire*
- **Visualization**: *SAP Lumira/SAP Dashboard/Tableau/ QlikView/SAS Visual Analytics/D3*
- **Data Integration**: *SAP Data Services/Informatica/ Microsoft SSIS/Tibco Spotfire/Kettle*
- **Reporting**: *SAP Crystal Reports/SAP Web Intelligence/ Microsoft SSRS/BIRT*
- **Governance**: *SAP Information Steward/*

Applications

- **Streaming**: *Apache Storm/Kafka/Spark Streaming/ Flume/Splunk/Esper*
- **Graph Processing**: *Giraph/Spark GraphX/GraphLab*
- **Security**: *Kerberos/Apache Ranger/Argus/Knox*
- **Data Lifecycle Management**: *Apache Falcon/Oozie*
- **IoT Protocols**: *ZigBee/MQTT/RabbitMQ*
- **Query**: *Spark SQL/Hive on Spark/BlinkDB/Drill/Polybase*
- **Languages**: *Java/Python/Scala/F#*
- **Platform**: *YARN/Tachyon*
- **Operations**: *Ambari/Ganglia/Nagios/Puppet/Chef*

Data Science

- **Analysis**: *R/Knime/Weka/SAP Predictive Analytics/iPython*
- **NLP**: *SAP Text Analysis, OpenNLP, NLTK*
- **Machine Learning**: *Spark MLlib/MLPy/OpenNN/Mahout*
- **Numerical Computing**: *Matlab/Mathematica*
- **Applied Algorithms**: *Supervised and Unsupervised Classification, Clustering*
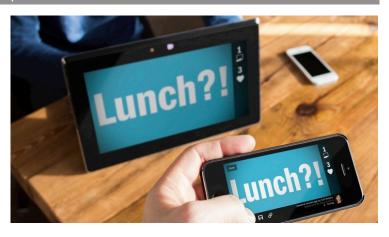
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SOCIAL INTERACTION | Teague

PROTOTYPE DEVELOPMENT | WIRELESS NETWORKED DEVICES

Personal Billboard

- *Close-proximity device interconnect for social interaction*
- *Showcase Intel's prototype chipsets on selected ultra-books (ASUS Taichi)*
- *Ideation to Prototype for Teague Design and Intel Labs partnership*
- *Windows 8 architecture and application development*
- *Featured at IDF 2013, CES 2014 and CHI 2014*
- *Selected as an Interaction Design 2014 Finalist*

ADVANCED ANALYTICS PLATFORM | ProKarma

NLP | MACHINE LEARNING | PREDICTIVE MODELING

Pulse Analytics

- *Multi-tenant Software as a Service*
- *Monitor, measure, visualize social media and market sentiment towards brands and products*
- *Opinion Mining*
- *Integration with CRM*
- *Competitive measurement against industry metrics*
- *Dashboards and Visualization*
- *Multi-variant high-volume data*
- *Data Streaming*

IN-MEMORY BIG DATA ANALYTICS | Starbucks | SAP

INFORMATION MANAGEMENT | IN-MEMORY/COLUMNAR DATABASE | SAP PARTNERSHIP

- *Data harmonization of store, product and resources*
- *Automated data integrity checks*
- *In-memory columnar database*
- *Data visualization*
- *Multi-variant, large-volume data*
- *SAP HANA expertise provided to SAP sales*
- *Appliance set-up and configuration*

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FOR MORE INFORMATION:
http://www.ProKarma.com