 Web Content for sumyag.com

Data Science. IOT. Digital

# Home

Sumyag Insights is a new age solutions Startup for the enterprise, focused on automation of Insights for its enterprise client. We are working on developing frameworks that will help our clients embrace insight generation through automated frameworks, ML and AI, and shrinking the time and cost to develop insights for the enterprise.

We offer solutions that that combine the following key areas of technology

1. Automating Insights & Data Pipeline
2. Digital to transport insights to users through Digital Experience
3. IOT – sensors to understand the environment and help build Insights that transform spaces into smart spaces for the enterprise

Majority of the enterprise today are struggling with generating and consuming insights in their business context. The following highlights reflect the dilemma of a typical enterprise

The majority of the Insights skills pools within the enterprise are totally devoid of engineering and software skills, this is the largest gap standing between the desire for insights, ML and reality

Existing delivery mechanisms are labor intensive, Sumyag sees this changing fast and transforming into ML and code centric capabilities for the enterprise

70% of resources and time for Analytics is spent by data scientists in massaging and cleansing data. Sumyag wants to change this through a code / platform centric approach

The next biggest challenge for the enterprise is consuming insights. All insight generation are black boxes that do not provide the end user any clear understanding of the insight . Sumyag brings in a transparent showcase of generation of results through interim step – wise logging and reporting and providing scenario – sensitivity analyses, in our approach

Sumyag also brings a product / code + service approach to ensure that insights for the enterprise are applied correctly in each context with better understanding

Most Insights engagement in the enterprise run into months and quarters and typically run into millions of USD budget, Sumyag wants to change this by bringing a 10X cost-time advantage through code, engineering, and Agile

Typical Analytics engagements do not take into effect the uncertain nature of hypothesis testing and spend inordinate time in generating fixed results. Sumyag intends to change this through rapid iteration and automation for its customers.

The landscape is changing fast, in addressing the above problems, and Sumyag Insights is driving that transformation.

If you see the same challenges and questions in your enterprise, come engage with sumyag in initiating a change in bringing insights into your business journey.

## How do we engage with customers?

The below will be visuals titles and then links, embeds

|  |  |  |
| --- | --- | --- |
| Consulting – Design Sprints | Hack-a-thon Workshops | Insights Sandbox Setup |
| Agile – Iterative model Development | Co-development leveraging Sumyag components | Data -Science function Setup [BOT] |

Meet Sumyag

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| --- | --- |
| Vishwanath Ramdas  Founder | 19Y experience in Insurance, Tech, Pharma & MFG . Ran 300+ 15Mn USD GIC for AIG and lead Big-Data Analytics and Digital practice. Ran 15Mn USD Insurance SMAC practice @Wipro  Innovation led transformation through Digital, Big Data Analytics. consulted for Strategy, Lean, Agile, Product Mgmt, ITSM. Founded 2 start-ups Techvoyant and Outdu and has received 3 PCT patents for Business Tech Innovation |
| Milind Mahadik  CTO – Chief Data Science | Architect and data science professional with 15 years of experience working for organizations like AIG, Fedex, VMWare and Iron Mountain. Proven track record in delivering new product in Marketing Analytics, Lead Generation, Stock Portfolio Analysis and Telecom Billing. Help establish two successful startups by delivering version 1.0 of their products.  Milinds work includes PDF Vectorization Platform, Automated Sumyag Data Explorer Platform, Lead recommendation engine for marketing and sales for a successful startup, data science model operationalization platform at AIG, |
| Chandra Kallakuri  Partner - head Strategy | 20Y experience in delivering high impact initiatives in manufacturing, technology, and business operations.  Focus included operations strategy, delivery model design, process simplification, automation, analytics, delivery rhythm, sourcing strategies, workforce mgmt., portfolio mgmt., project valuations, transformations, and customer experience. |
| Abhishek Kumar  Lead Data Science | **Abhishek K**  Lead Data Scientist with 4 years Experience  Work: Facial Detection & Emotional Analysis,NLP Framework, PDF Vectorization, Deep Learning frameworks  Areas: Collibra, REST services , Text Processing & Mining  Skills: Python, Unix, Collibra, Statistics, Groovy, JavaScript, HTML5, CSS  Clients: Walmart, AIG, Icicle |
| Venky? | Venkat [ IO T – Firmware ]  21 years experience in deep embedded and firmware engineering for hardware and electronics solutions for IOT and industrial purposes. Venkat has worked as the Lead product engineering at Ingersoll Rand for the past 13 years.  Venkat has been a technology evangelist and consults on Agile, Product Innovation, IoT – Technology Strategy, Coaching |
| Sudip? | 21 Yrs. Of experience in Management Consulting, Delivery and Innovation expertise. Proficiency in Retail, Airlines, Hospitality and Capital Markets.  Consults Strategy, Optimizations, Product Management and Digital Transformation. Aims at bringing value driven innovation and transformation through Digital and emerging technologies. |

We can add Venky and Sudip Das here ? after their consent and better profiles editing

# Solutions The table is to show the title and content

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| --- | --- |
| Data Science -PLATFORM | Automated approach using Big Data technology to generate faster outputs  Understand data maturity before initiating a data science project  Work with unstructured (text) or structured data  Standardise outputs to reduce subjectivity & Comprehensive set of outputs for transparency and perspective  Modular step wise outputs for quick understanding and tweaking  Technology agnostic ..range of technologies including Big Data and model frameworks like R, Pytho, Julia and TensorFlow  Data treatment recommendation engine  ML based Data Characterization : Anomaly detection, Feature Reduction, 1st and 2nd degree interactions, Pre cluster analysis  Pay as you go charging model  Model development services provided through data science consultants |
| Data prescience Pipeline Insights as Code | 70% of the Data Scientist time and budget in spent on getting the data in shape for insights.  Data Prescience is the prequel to Insights – Automate, Simplify, Execute Fast  Reuse. Once created used Many times.  Sumyag proposes a code centered view of handling data leveraging the power of Big-data and similar technologies  Data Prescience is a sequential processing of the following components   |  |  |  |  | | --- | --- | --- | --- | | Data Ingestion | Data Storage | Data Validation | Meta- Data | | Data Quality | Data Characterization | Preliminary – Models | Advanced auto- Models |   At Scale. Automated. |
| Insights – Infrastructure Sandbox | Sumyag’s Core platform for Data Wrangling & Pre-Insights comes with options in Python, R TF, and Julia integrating with Spark & HDFS.  The Core platform also brings transparency through Graphical Outputs and Reports for Data Scientists reference, including notebook features to help configure their needs and purposes.  API Capabilities to connect to existing digital systems to pipe insights directly for end-use [ Simple ReST API using JSON, Node/TypeScript  Sumyag provides a flexible deployment scheme, for Primary Cloud deployment , Cloud (appliance) or On-premise.  Compute platform -standalone server or big data as required by customer  Pre-fab Industry specific use cases to help accelerate deployment end to end. E.g. Marketing Analytics for Retail, Exposure and Reserve Management for Insurance , Co-Research analytics for Investment.  Web front service to create an end-to-end service for offering the solution to ad-hoc use Support data upload to end report generation |
| Smart – IOT | Sensors and internetworked devices will overtake the human population by 2020 and it is estimated that there will 100 Devices per human on the planet by 2030. Are you geared to leverage this explosion? That will fundamentally transform economies and industries?  Sumyag brings the skills and solutions to bring about that change.  IOT is a convergence of   1. Firmware engineering to make sensors and hardware execute to software controls 2. Digital for presentation of insights, as an interface for interaction & content 3. Backend Insights driven by AI/ML to generate the neural intelligence to make the collective system smart.   Sumyag has embarked on this area as a focused initiative to help bring these diverse technologies in one system solutions for our clients to take advantage and leap multiple stages of evolution that they have to go to achieve working solutions.  Areas that sumyag are building are in the space of resource management, education and retail |
| Digital |  |

# Applications /Solutions

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| Company Research analytics |  |
| Text & Unstructured Data Processing |  |
| Document Structuring |  |
| Image Processing |  |

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| IOT – Smart Store | **Business Proposition – The Invisible Customer**  Industry studies show that >90% of customers who enter retail stores end up not buying any product. This is even more aggravated in Emerging markets where the conversion rates are as low as 3-4%. These customers called the Invisible Customer are a huge potential for business and a significant cost of the store operations. Making them convert through nudges that help them make on the spot decisions will be a big win for retail networks.  The Smart Store network should work towards building a better understanding of these customers, what differentiates them from the buyers and what nudges would propel them towards making a purchase.  The Smart Store Experience would build towards the following narrative:   * Customers walk into stores & Engage, Traverse and Purchase products doing their usual activities * Sensors capture the Customers’ characteristics across the store through Pressure sensing pads , Infrared Sensors , RF detectors and Cameras * These Sensors pipe data to understand the Customers Demographics [Age, Gender], Attention [based on eye profiling and direction], Emotion [standard emotions] * Capture Demographics, Attention, Expression, Interaction of the customer, record locally and store centrally on the cloud, including duration, and time spend in the store, * The solution also tracks interactions of staff with the Customers and of Customers with products * The system then provides a view of the invisible Customer, those that do not end up in a POS sale and of those that do. Providing deep insights into what differentiates the experiences * The system would also provide aggregate metrics across stores for management to keep track of the efficacy of the stores   The above descriptive is the long term mature solution, the POC will target relevant and feasible elements of the above narrative with a target to apply to Customers within the target time frame  Personalization   * *Product Hand–pick System: Customer approaches a product and lifts the product or touches the product and a nearby panel plays out the product message to the Customer* * *Activity sensor based Jingle system: Customer walks by a vending outlet or interacts with a vending outlet and a jingle or other media are played out* * *Digital Connect – Signage network: LED panels as signage in the stores that not only engage with the customer but also stream relevant messages on the brand and from management for clients along with promotions, relevant news and other media* |
| Enterprise RPA |  |

# Show-case

This page is visuals with a title and potential links for demo or Slideshare etc..

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| --- | --- | --- | --- |
| Data Pipeline | Text Analytics | Document Structuring | Image Processing |

## Customer Stories / Initiatives

This should also be visuals with a title and a logo- melded together with links for websites and slideshare or other content

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| --- | --- | --- |
| Machine Learning and Cognitive Analytics  IBM | Sandbox – Big Data Application Design and Setup  ESQUARE, IBM | Policy Checking Engine EXDION |