**STC:**

A major player in the automotive industry was facing a tough proposition in integrating data from its retail outlets with optimal back office manpower utilization. Because of data volumes their current integration solution (based on legacy systems) forced them to choose between flexibility in trend analysis and operational costs. They were unable to perform ad-hoc reporting and insight perceptions.

Comment: adding new retail outlet is not a frequent or a data intense operation, so does not justify big data. Ad-hoc reporting is already well established, so is not novel enough for a strategy showcase. Data visualization has always been a challenge as not everyone is a statistician.

Our Strategy and Technology Consulting practice conducted an analysis to quantify the problems faced by the business users and the data managers. They then applied their knowledge of current best practices in data visualization and big data to identify the right approach to solve these problems. In a seamless transition to the next practice area, the approach was implemented using our rapid iteration methodology. We built a custom application that made the business managers less dependent on canned reports and external assistance.

Comment: removed the actual stack details to appeal to a broader audience. Added data visualization challenge as it is seen as a big deterrent in understanding insights.

The new solution allowed for data integration with minimal effort. Insights and trends were presented to business users in their domain vocabulary, with visualizations that conveyed them effectively. The new access to information enables our client to better respond to changing market dynamics and use business data to capture new market opportunities quickly.

**EPS:**

A long time customer of ours was facing a dilemma, they had a desktop application, but meeting the evolving business needs was becoming more and more challenging. A cloud solution was the obvious choice, but some of their important clients, did not want their data to leave their secure premises. The CIO was leading the charge, but the in-house expertise in cloud and data security was limited.

Comment: edited the section trailing the CIO part as it sounded a bit too strong.

We offered help in choosing the right cloud solution. Our wide exposure to multiple cloud platforms and partnerships with some of the leading providers meant that we could foresee some of their implementation challenges. Once the solution was agreed on and the challenges identified, the transition to the next phase was seamless. We implemented the solution and deployed it to Amazon Web Services. Though the solution ran on AWS, it was cloud agnostic and could be easily deployed to a private cloud as the need arised. We also leveraged some of our multi-tenancy libraries that have yielded great results on other solutions.

Comment: added the partnership information to showcase our long-standing relationship with the cloud providers. Added the section about it being cloud agnostic and the multi-tenancy part to showcase our deeper understanding of the platforms.

Our customer is now able to ensure customer satisfaction and strengthen his client relationships.

**PLS:**

An on-demand sales solution startup was planning to break into the next league. They had prepared the road map; they knew what their clients were asking for. In short the business was sure about its model. The need of the hour was a long-term engineering partner who could share the development effort with the same quality standards. This was five years ago, today they are the global leader in their segment.

Our involvement over these last years has diversified from development to all other parts of the software lifecycle. We have assisted them on prototyping, design, architecture, documentation and quality assurance. We are also helping them on the customer and domain specific implementations for some of the big names in the fortune 500 list. Our technical publication team has helped them develop context-sensitive Online Help, Training Manuals, User Guides, and collaterals in numerous formats. Our team chipped in to cover many areas, including preparation of demos, prototypes for their first ever user conference that was held with great success.

Comment: a different story (Vijay, BigMachines client), as mobile app development is too short term to effectively showcase the challenges in PLS. The mobile app story also lacks the actual stats about downloads and userbase stats, which would make it impressive. There is a huge variation in these stats between business and consumer apps, even within the segments, there are huge variations depending on which audience it appeals to, so mobile is not the best show case for PLS.