



Unlock X times growth with Artificial Intelligence

www.growexx.com





About us

Your business goals require responsible disruptive solutions to complex challenges. We are a team of veteran technologists who don't just solve problems with you: we want you to DOMINATE the competition!

Your Logistical and Deep-Stack needs are just the starting point toward future-readying your company to face a marketplace rushing into Artificial Intelligence (AI), the Internet of Things (IoT), Blockchain and Augmented Reality (AR). While your competition runs blindly into each new tech fad, we help you to FIRST optimize your current end-to-end development processes with a focus on Return-on-Investment and THEN reach for clear and accomplishable goals.

**We're the
trusted
disruption
partner for
businesses
confidently
facing the
future.**

How Data Solutions helps businesses



Cost reduction

Using data businesses can identify mundane repeatable tasks and automate them. Hence leading to getting things done with less cost.



Revenue generation

Using data businesses can forecast sales, understand customer buying behaviour, & identify market trends hence leading to exponential revenue growth.



Increase profitability

Using data businesses can identify optimization at various levels of inventory, cash flow, process hence leading to reduction in cost and increase in profitability.



Create brand dominance

Using data businesses can be more profitable and hence can acquire more market share leading to dominance in the space as well as room for innovation to be unbeatable.

Transforming data into actionable insights

We help companies use data to improve their business by making informed decisions faster, based on conclusive insights.





**“DATA
IS THE
NEW
OIL**

A hand holding a glowing lightbulb, symbolizing an idea or offering. The image has a strong green tint. The lightbulb is held in the center, with its filament visible and glowing. The hand is positioned below the bulb, supporting it. The background is dark and out of focus, with some bokeh light effects. The overall mood is one of innovation and inspiration.

Our Offerings

01

Strategical Data Engineering



02

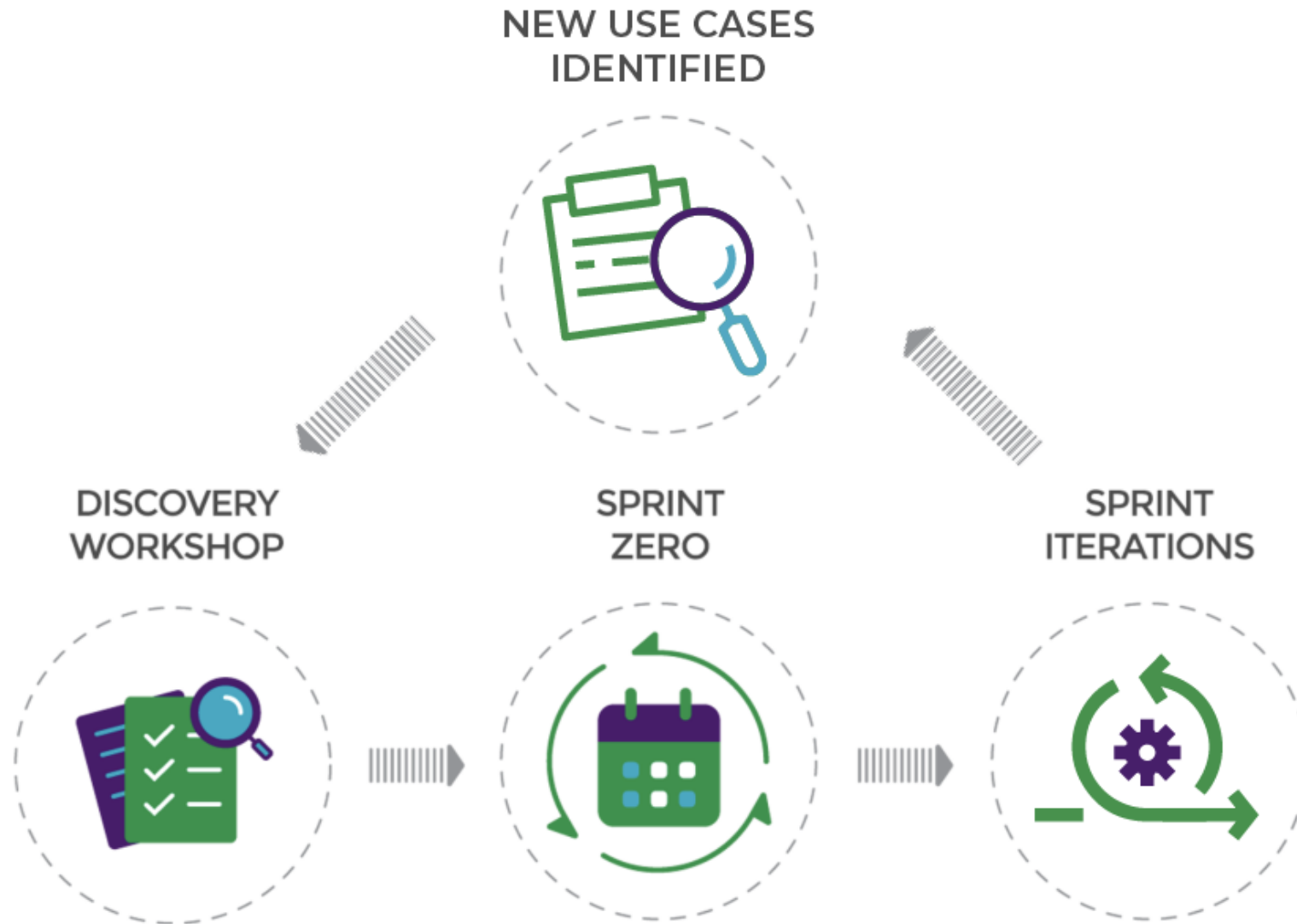
Business Intelligence



A close-up of a person's open palm, facing the viewer. On the palm, there is a small, circular, metallic-looking sticker with the word "YES!" in a stylized font. The hand is positioned on the left side of the frame. The background is a solid purple color. Overlaid on the right side of the image is a large, bold, white text quote. The quote starts with a green double quotation mark. The text is in all caps and reads: "WITHOUT DATA YOU'RE JUST ANOTHER PERSON WITH AN OPINION".

**“WITHOUT
DATA YOU'RE
JUST ANOTHER
PERSON WITH
AN OPINION**

Data Engineering Process

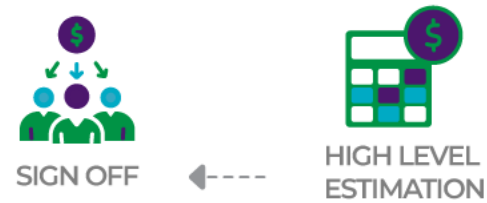


Discovery

Focused on understanding business, value preposition and providing high level mapping on technology front for respective business epics.

BUSINESS

BUSINESS OWNER
CTO
POTENTIAL CONSUMER



ON-SITE

INNOVATION DIRECTOR

OFF-SITE

PRODUCT OWNER
DELIVERY MANAGER
UX EXPERT
SOLUTION ARCHITECT



DEFINE

- REPORTS
- DASHBOARD
- CHARTS
- API
- RECOMMENDATION

DEFINE

- INFRA PROVISIONING
- CD/CI PIPELINES
- STORAGE PROVISIONING

DEFINE

- ELT/ETL
- PIPELINES & TOOL SELECTION



RESEARCH EXISTING
SYSTEM & DATA



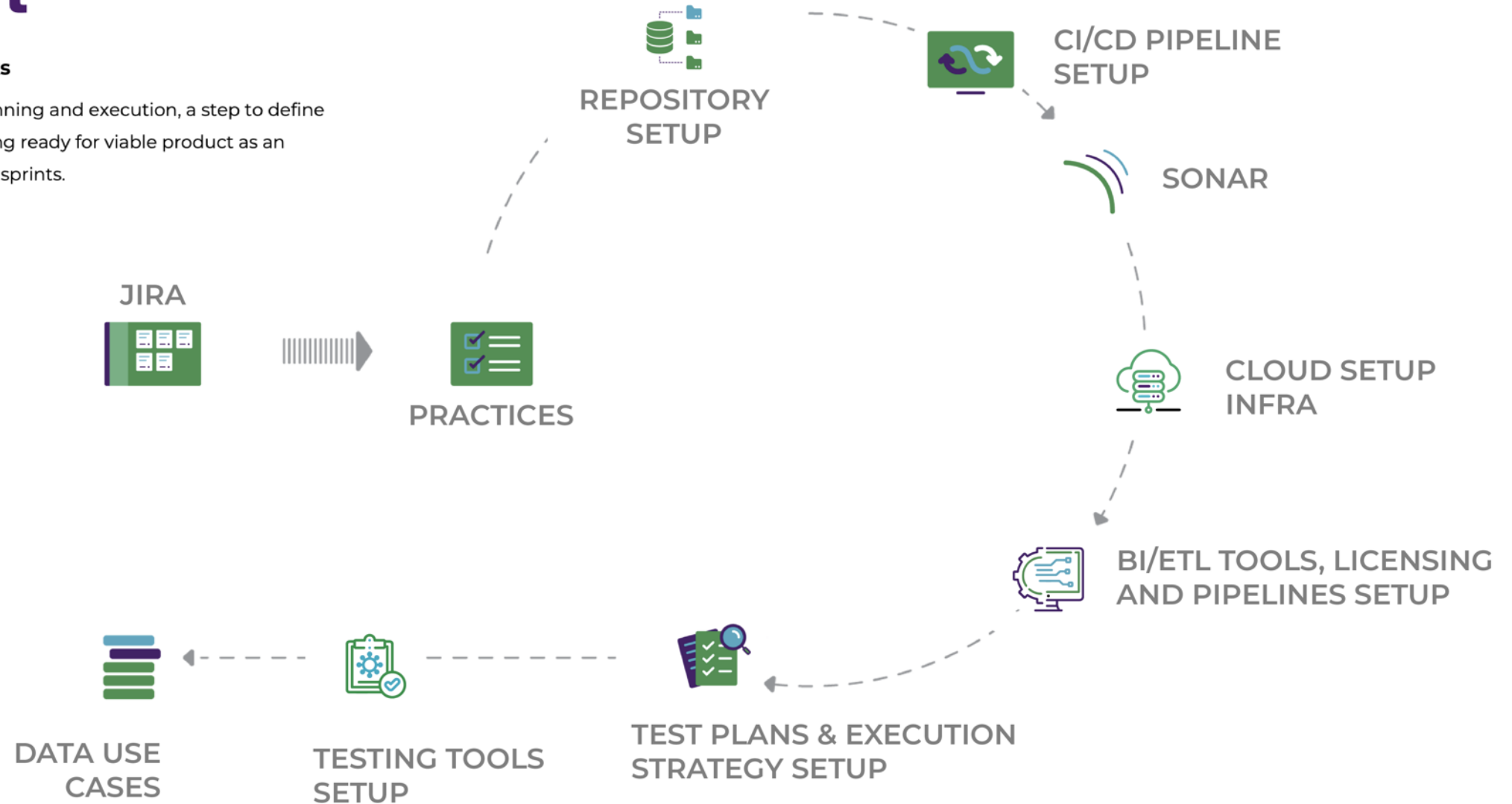
- 3rd PARTY / EXTERNAL DATA
- SYSTEM CHANGES
- OTHER APPROACH



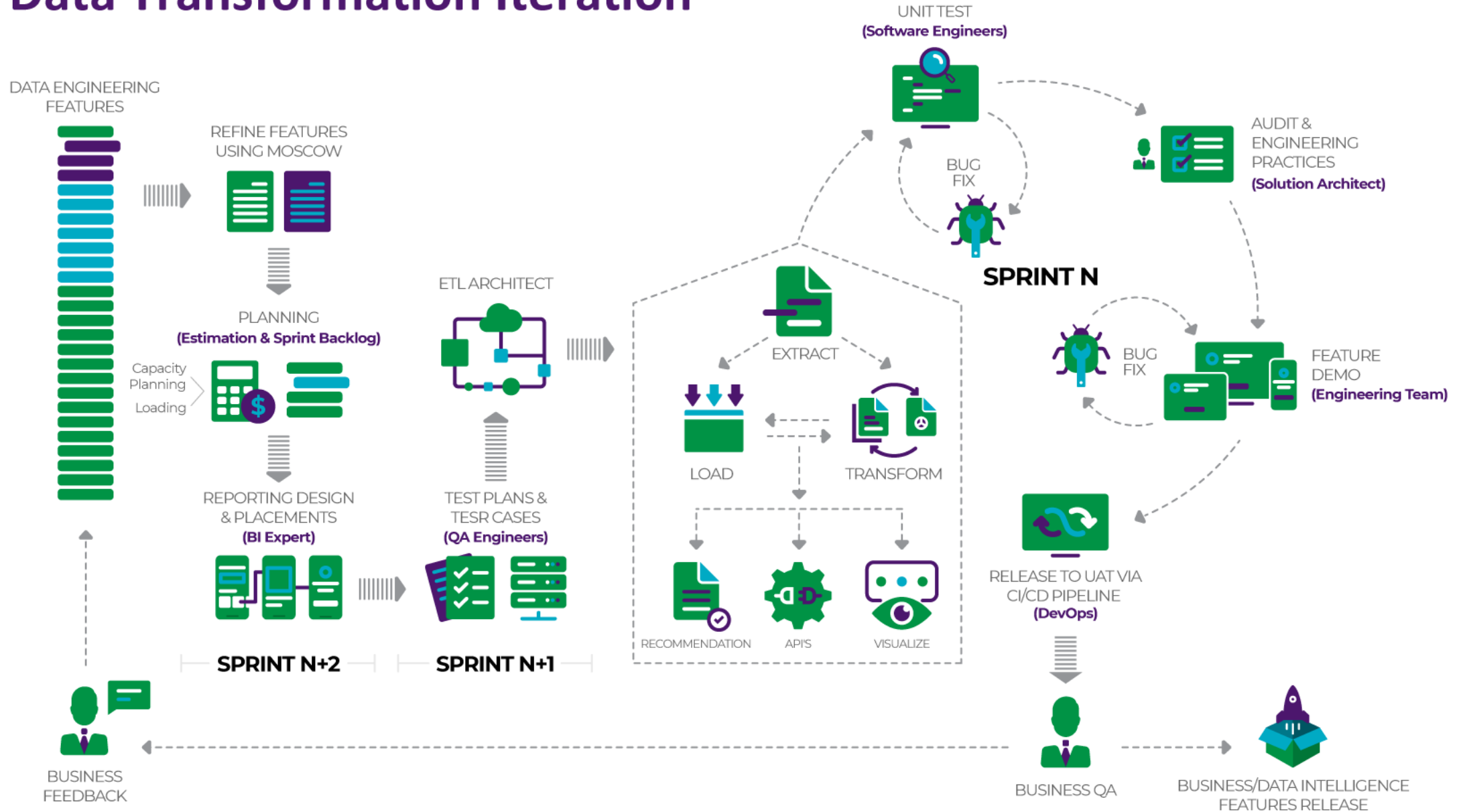
Pipeline Setup Sprint

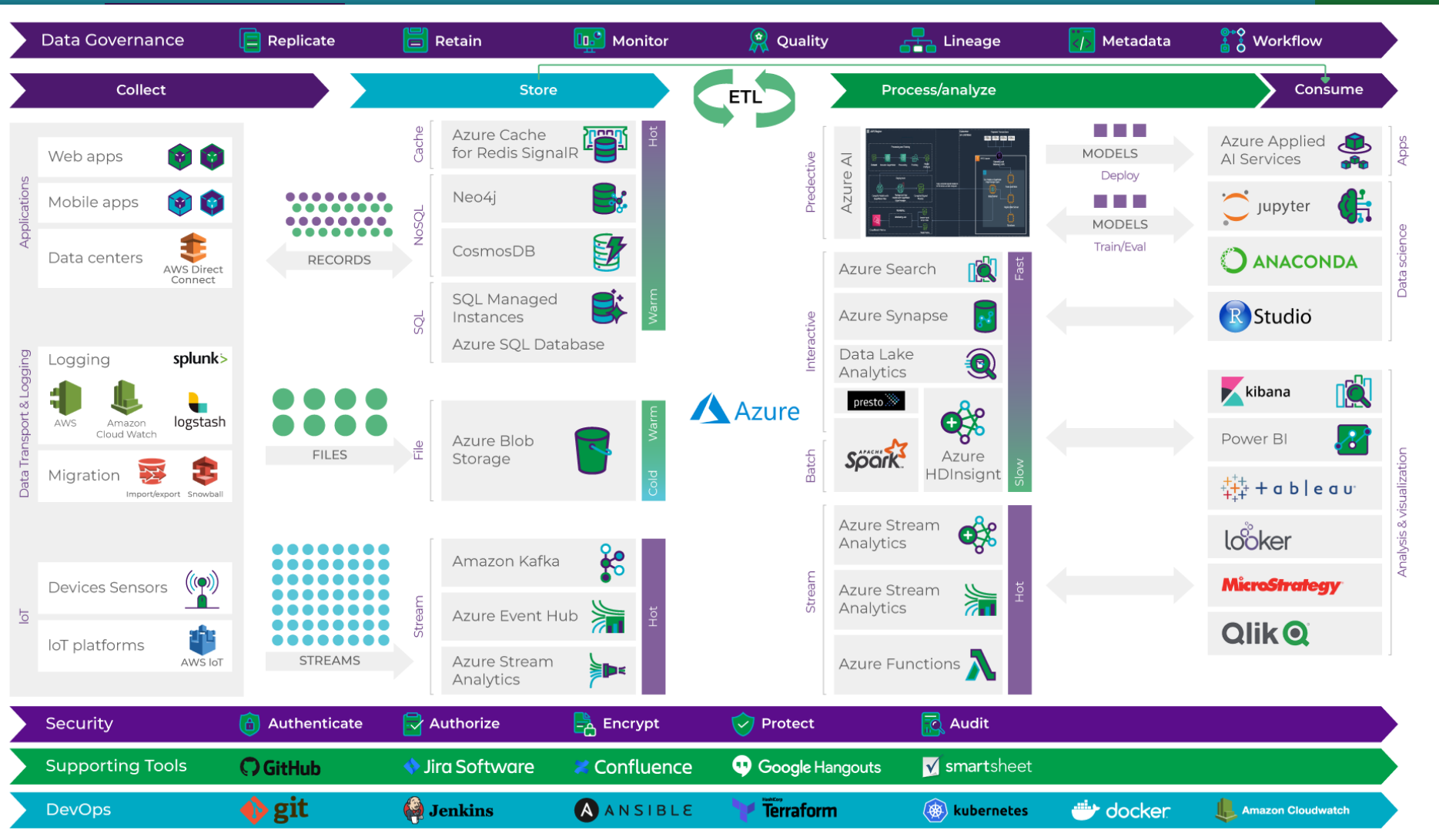
Duration - 4 Weeks

Bridge between planning and execution, a step to define objectives and getting ready for viable product as an output in upcoming sprints.



Data Transformation Iteration





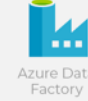
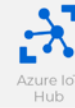
Architecture Practices

Define architecture that are scalable, reliable and secure to serve your long term goals.

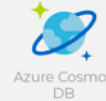
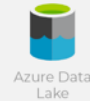
Cloud based architecture practices for AI application development using AWS, AZURE and Google clouds

Defined in discovery and evolve throughout delivery.

Data Governance & Analytics



Data Deployment & Orchestrations



Data Collaboration & Development



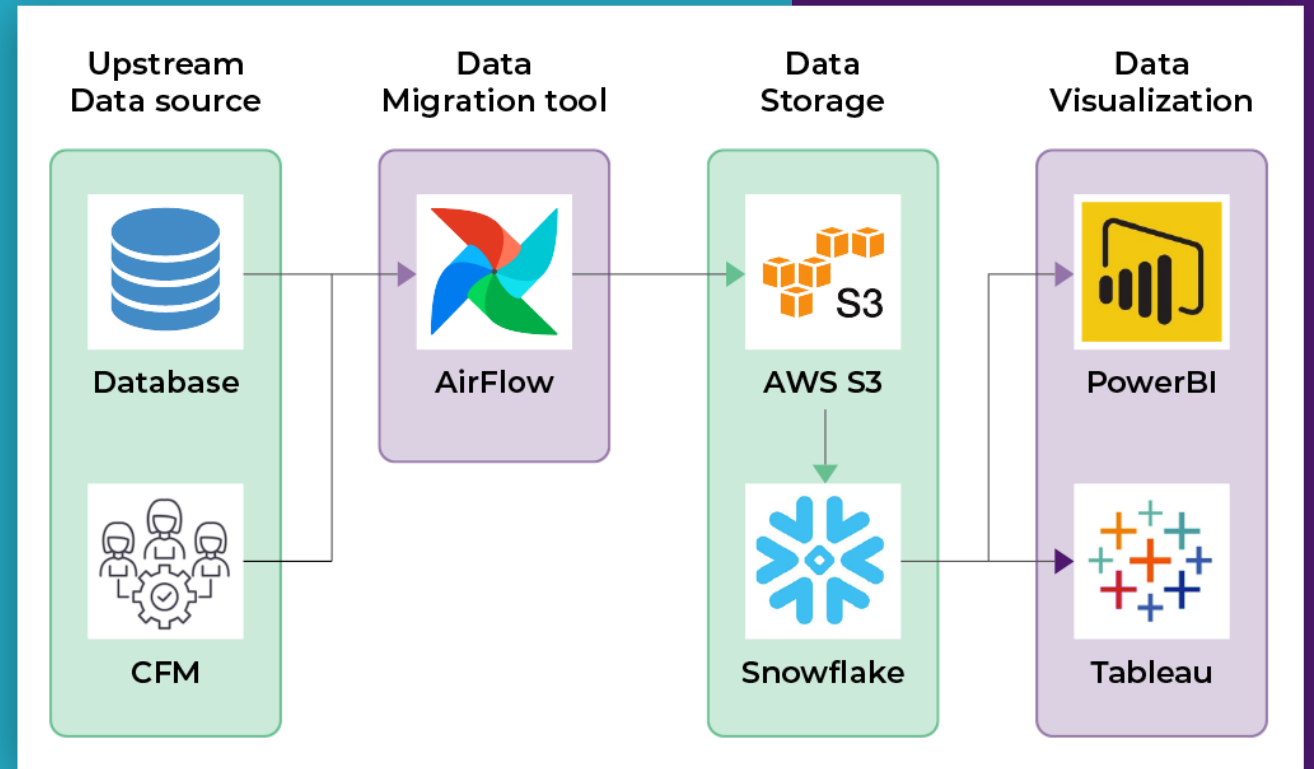
Data Analytics Implementation for Manufacturing Giant

Brief Architecture and Process

The business data was extracted from different sources like SAP Hana, Pipedrive and consolidated in snowflake. Using snowflake as 'single source of truth', Data visualizations were created in Power BI and Tableau. The entire data pipeline is automated using apache airflow which is deployed on AWS cloud for better availability,

Technical Aspect

Airflow code is written in SQL and python language to fetch data from upstream on daily basis. Airflow code is optimized in such way that it fetches latest data only. We have maintained the security by using AWS secret manager for all credentials. The Airflow is deployed on AWS EC2, which is switched on and off using AWS Lambda functions at determined time

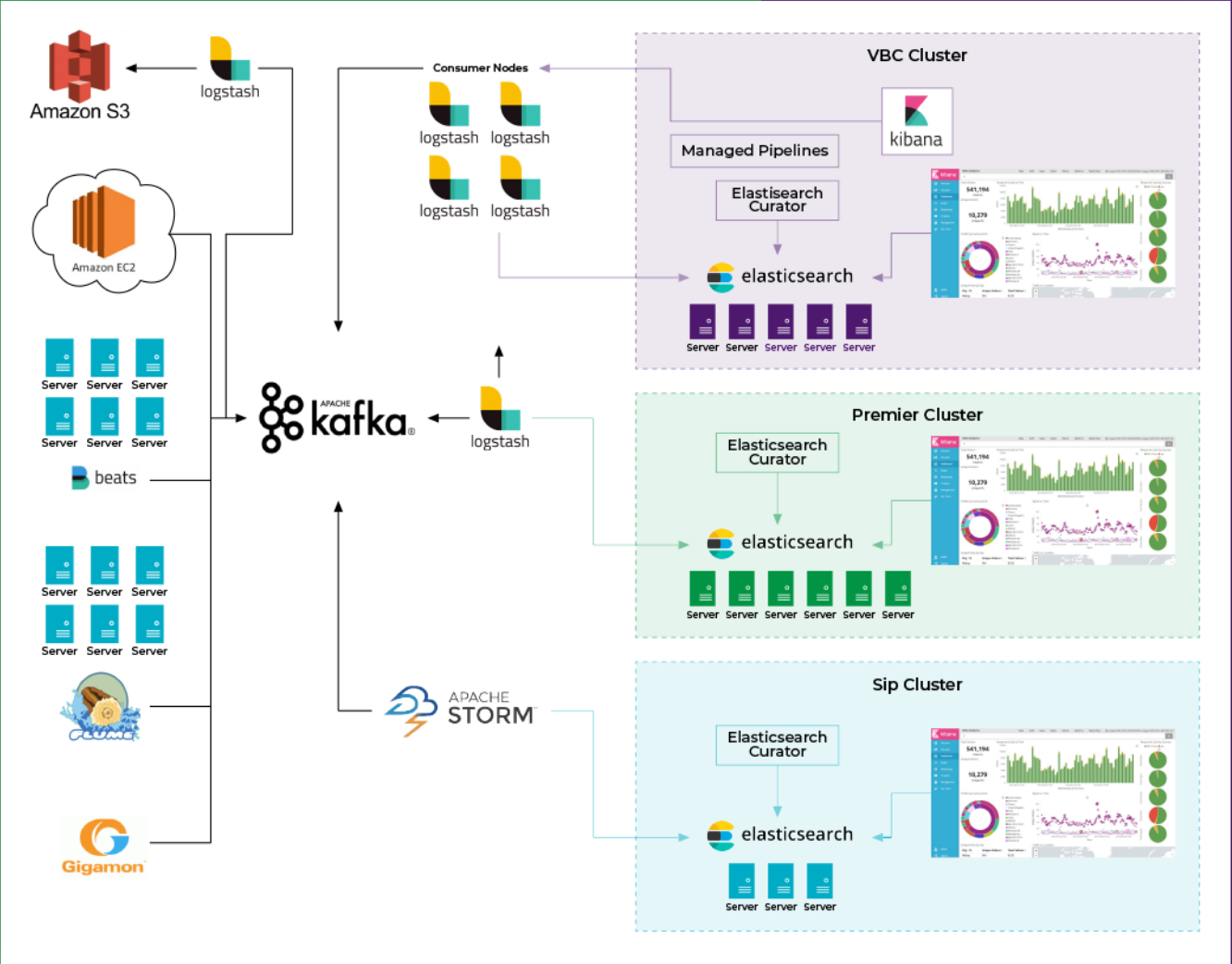


CASE STUDIES

Data Analytics for Telecom Giant

Hundreds of Gigabytes of data is generated daily on servers hosted on AWS. Data from these servers and other sources like Amazon S3, Flume is sent over message broker - Apache Kafka for Batch and Real Time ETL processing on Logstash and Apache Storm. The processed data is stored in Elasticsearch, Snowflake or Amazon S3.

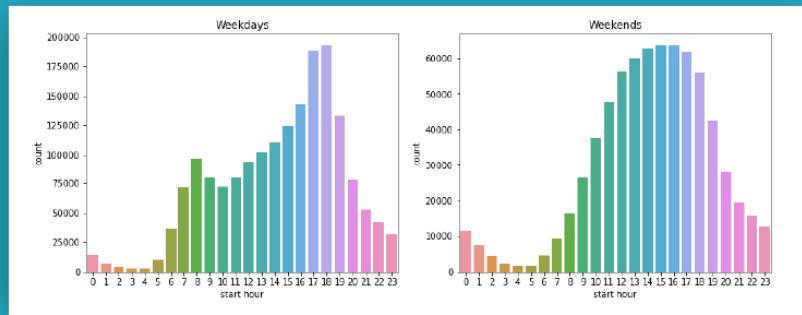
Elasticsearch is used for its rapid text search and high available storage. The data from Elasticsearch is analyzed in Kibana.



CASE STUDIES

AI/ML Based Bike Sharing Demand Forecasting

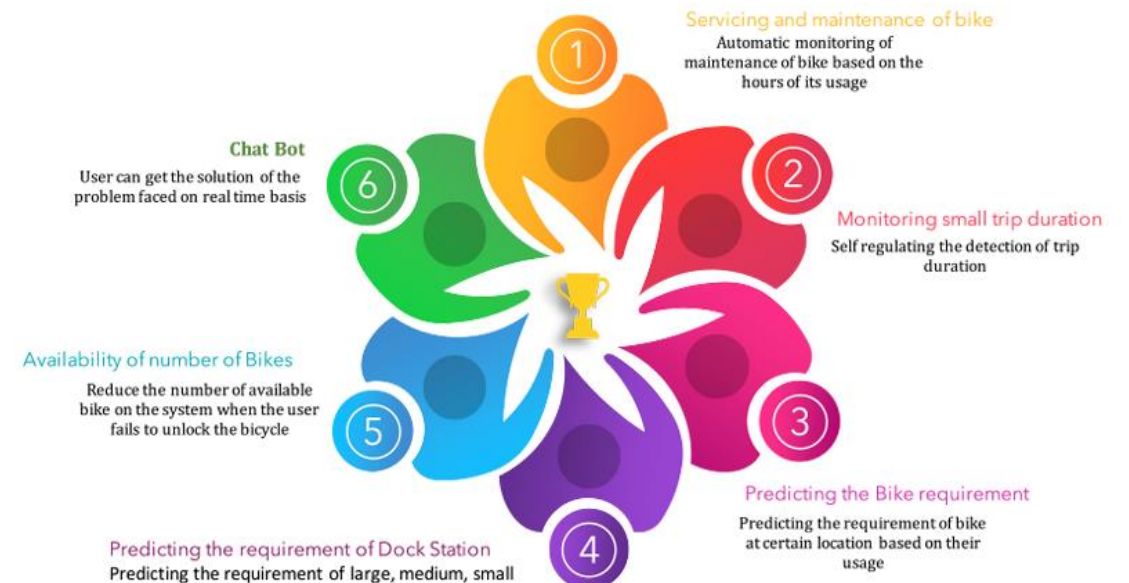
The Chartered Bike Market is Segmented by Propulsion Type (Pedal-assisted and Throttle-assisted (Power-on-demand)), Application (City/Urban), Battery Type (Lithium-ion Battery), Power (Less than and Equal to 250 W, and Geography (Gujarat, Uttar Pradesh, Madhya Pradesh and Maharashtra). It is a service in which users can rent/use bicycles available for shared use on a short-term basis in order to reduce congestion, noise and air-pollution for short distance trip.



The chartered bike-sharing management system arises the requirement of offering the customers the accessibility of the bikes in different bike-stations concerning the potential demands in every time slice.

The prediction of needs is critical to the distribution of the limited resources (bikes and empty slots to place the bikes) and the management of the system. We propose addressing this problem by using the Deep Learning (LSTM and RNN) algorithm as a prediction model. The model is trained and forecast the quantities of rentals and returns of bikes, number of dock-station(s) where and when need to be installed using the available information about that time/day.

Use Cases on Bike Sharing System

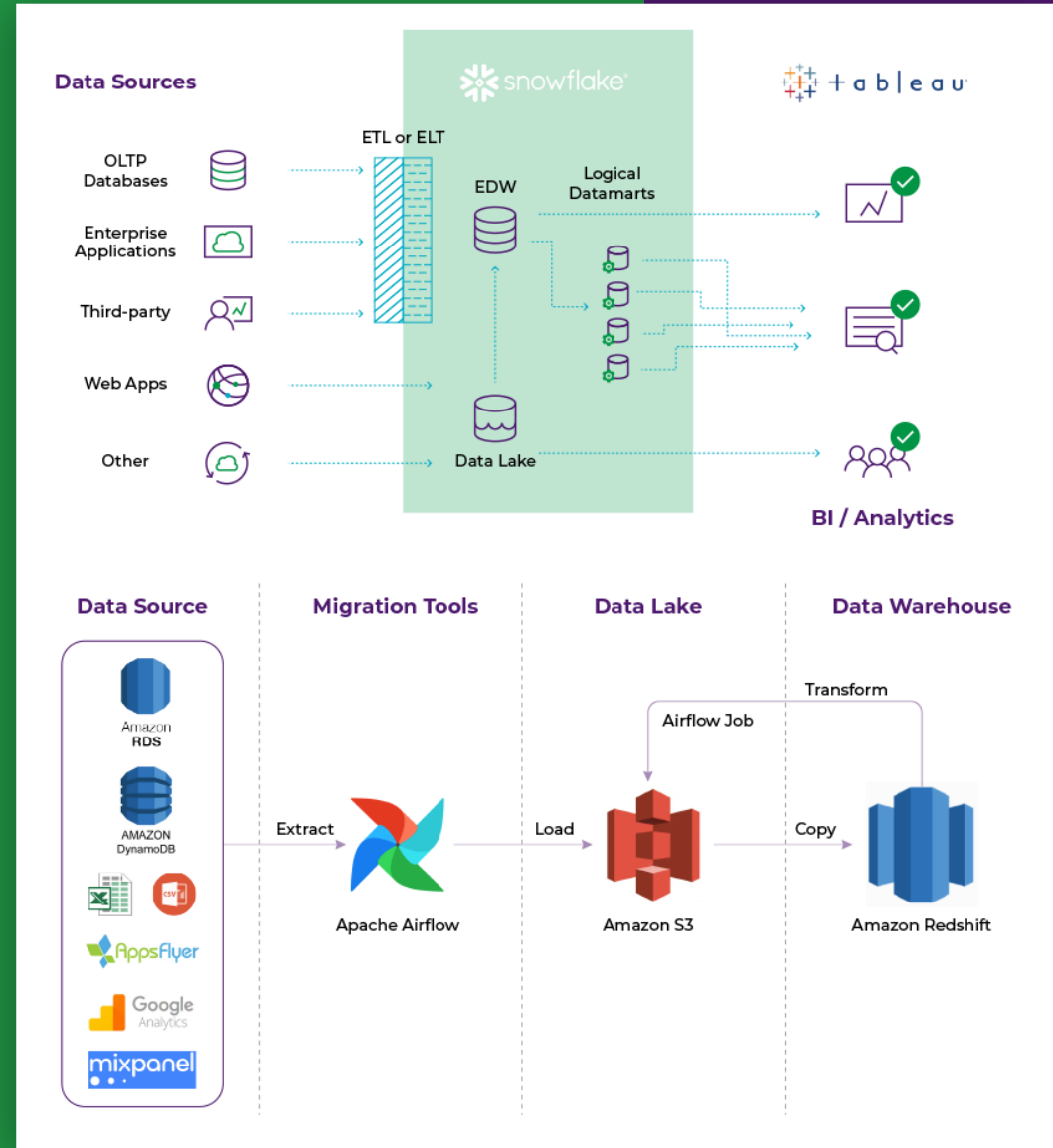


CASE STUDIES

Data Warehousing for Telcom Giant

Snowflake is a cloud data warehouse, it enables data storage, processing, and analytic solutions that are faster, easier to use, and far more flexible than traditional offerings. Data from snowflake is integrated with Tableau for creating Business reports.

For managing data pipelines, to extract data from various sources and load in various sinks, Airflow is used. Apache Airflow is designed to programmatically author, schedule, orchestrate, and monitor data pipelines and workflows.



A person is shown in a starting crouch on a track, with their hands on the ground and feet in starting blocks. The image is overlaid with a teal color filter. The quote "THINK BIG AND ACT FAST" is written in large, bold, purple capital letters in the lower-left area. A solid purple bar is at the bottom left, and a solid green bar is at the bottom right.

**“THINK
BIG AND
ACT FAST**

Growexx – Why should you rely on us?

Experienced managers know that working with Offshore resources can be challenging and risky. The promise of a larger team of educated and experienced resources is tempered with a fear of operating in the blind, language barriers and missed deadlines. We think it is our responsibility to prove otherwise.

How we make it easy for you to trust us:

- Scrum ensures Hyper-Transparency into our teams and day-to-day management.
- Quality built in with an Unflinching commitment to Continuous Integration / Continuous Development (CI/CD) standards implementation.
- Rigorous Sprint planning, project documentation and daily accountability and updates.



Self managed
high-performing
engineering teams

Remote Collaboration dilemma? No Way

Communication is difficult even when face-to-face in a boardroom or across the hall. While we don't have the pleasure of chatting with you at the water tank each day, we do make it easy for both teams to experience real accountability through clear daily engagement.

We are fluent in all project management platforms and provide rapid uptake and integration of process mapping and document sharing.

Our team has been specifically trained in "PRO-ACTIVE" problem solving. We confidently communicate questions, problems and observations to our clients. SCRUM ensures that we stay on top of being self-managed.



Core Values

We make partners rather than clients and when partners grow, we grow, simple!



Agility

Our agile principles mean that we're quick to react and able to adapt plans, processes or strategies accordingly.



Passion for Growth

Great people build great products. We house an incredibly talented team of growth focused passionate product managers, software engineers, growth hackers, UX/UI crafters etc.



Entrepreneurial Mindset

Despite our size, we still act like start-up in many ways. We encourage and foster our employees' entrepreneurial spirit and in doing so, we treat every project as if it's our own company.



Courage & Wisdom

Fail fast, Learn fast. We've helped our clients build a wide range of award-winning digital products including mobile apps, web platforms and more.



Self Managed

Our collaborative-led approach has been a key factor in our success. Through closely working together, we better understand each other and ultimately, the end vision of the business.



Commercial Innovation

We are not just value-driven, but we're value-creator. We look at areas where we can deliver commercial value across the whole product lifecycle in an efficient way that it will generate profit.

Contact us



Vikas Agarwal

Founder | Product Evangelist

+91-99255 66622 | vikas@growexx.com



GROW BY EXX SERVICES PRIVATE LIMITED

1105, Shivalik Abaise, Prahlad Nagar, Amdavad, Gujarat 380015 INDIA
info@growexx.com | www.growexx.com