

# Case Study



## CUSTOMER

Silverline Dynamics Sdn Bhd, Malaysia

## TITLE

Successful collaboration with SI partner leads to rapid scaling of account.

## CUSTOMER SPEAK

*"Thanks to GrayMatter's collaboration with us, our clients have gained back more than 50% of their time, formerly spent on IT management and related tasks. Streamlined reporting and dashboards have enabled them to understand evolving trends, assess the impact of change, and monitor hardware & software performance issues. This has given us the edge required to position ourselves as a system integrator of choice in our market."*

**Muhamad Abdul Karim Ismail**  
Director, Silverline Dynamics Sdn Bhd

**Company Overview:**

Silverline Dynamics Sdn. Bhd. (SDSB) was incorporated as a private limited company to specialize and focus in Information Communication and Telecommunication (ICT) Solution and Software Development in the area of Telecommunications Value Added Services, Financial Industry System Software, Business Support System Software Development inclusive of Program and Project Management, System Consultancy, System Integration and developing Customized Complex IT Solutions. Their inherent strengths are in the Complex Solution Design, Project Delivery, Project Management, Strategic Alliances, Quality Process and Training that cover the full project lifecycle: Inception, Elaboration, Construction and Implementation.

Silverline Dynamics is a System Integrator specializing in the areas of Telecom Solution Provider, Financial Solution Provider, Facility Environmental Monitoring, Security Management System, System Integration and Developing Customized Solutions.

**Key Challenges:**

GrayMatter has been a strategic Service Partner for Silverline Dynamics for over two years and have had a mutually satisfying relationship in a professionally challenging environment around some Large and Complex projects. Some of the unique and common challenges across a few projects were as under:

- Data extraction logics and database performance with colossal data, uncontrolled data and more number of views used for data extraction.
- Meagre reports/dashboard performance & File management which included file duplication, slow performance, similar reports created multiple times for security reasons and for different periods.
- Dynamic change of UI themes for different agencies based on the user login
- Files were duplicated to manage the file and data security. Also, creating and managing the users for the multiple agencies for the various servers (Reports and Dashboards) was getting difficult and cumbersome.

**GrayMatter Solution:**

- Recommended the use of Infobright database which is a columnar database
- Due vast number of views, we first normalized the data and then populated them by the use of ETL, (legacy, incremental) which accelerated the performance rate subsequently.
- Fine tuning of reports and dashboards were done as the primary resort to the problem.
- Secondly, to overcome the duplication of files, custom parameters were built which gets populated dynamically based on the user login and the rights reserved to the user.
- To overcome the problem of file redundancy caused by periodic filters, parameters of different periods were developed.
- CSS based UI themes were built for each agency, which gets loaded dynamically, based on user login and user agency mapping and the agency theme mapping set by the administrator in the security level.
- A Security/user management plug-in was developed with the relevant functionality built-in ensure role based access and as needed by respective agencies

- Enhance the plug-in to show the logical solution repository structure instead of the physical one based on the logged in user's mapped role
- Audit trails functionality to track all activities on solution repositories including user management activities done by sub admins.
- Report - Parameter Mapping – Based on this mapping reports load with the specified parameter
- SQL Bi-directional Replication was setup between report and dashboard servers to avoid multiple user creations, in which users get replicated automatically in another server, when it is created in any one of the server.

#### **The Results:**

- The solutions were deployed and working perfectly in the production with the less than 2% bug.
- Reports and Dashboard Execution time was less than 30 Seconds
- Smooth and seamless transition to new tools and solutions with negligible disruption to customer services
- Extremely satisfied end-user resulted in incremental scope of work
- The success has brought in few more agencies for the solution deployment in the market

*Our experience in executing BI projects across industries and geographies coupled with Silverline Dynamic team's astute understanding of customer requirements was instrumental in solving unique customer challenges on time every time. The result was an overwhelming 60% plus savings in overall time and effort to the end-Customer's strategic IT initiatives.*

**Lokesh Narasimha – Director, Operations, GrayMatter Software Services**