Gray Matter
Empowering Intuition

CORPORATE PROFILE

BIG DATA, ANALYTICS & DATA SCIENCE SPECIALIST

BIG DATA | BUSINESS INTELLIGENCE | ANALYTICS | ARTIFICIAL INTELLIGENCE | IOT DATA INTEGRATION | DATA SCIENCE SPECIALIST

GrayMatter Snapshot

Company

- Founded 2006
- HQ in Bangalore, India
- Global offices
  - US (Dallas)
  - UK (London)
  - Finland (Helsinki)
  - Malaysia (KL)
  - Singapore
- Global R & D centre in Finland
- ~150+ Associates @ work

Achievements

- 200+ BI & Analytics implementations worldwide
- Tekes multi-million funding for product R&D in Finland
- Winner of NASSCOM Emerge Top 50 Companies in India
- Awarded Most Innovative Analytics Company at Asia Leadership Awards

Differentiators

- Mature Delivery Process
- Technology Expertise – BI, Data Sciences, Java & multiple platforms
- Zero Delivery failure across 200+ BI and Analytics projects
- Lowest TCO and visible ROI within 3 months

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Vision & Mission

Vision

"To be amongst the most admired companies; known for its innovative industry-specific analytics products and best in class solutions in bi services, using state-of-the-art technologies, guaranteeing significantly higher returns to clients

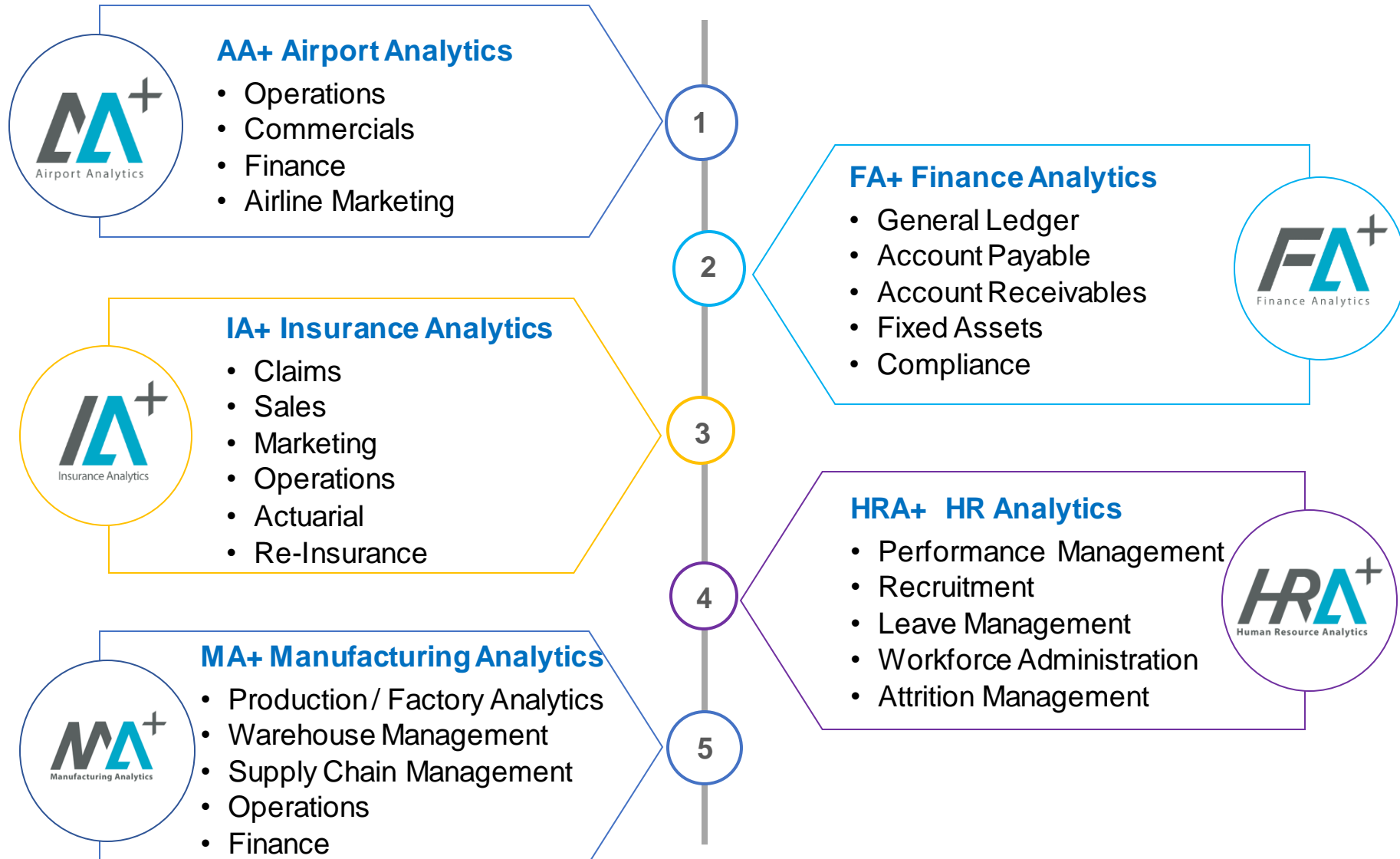### Mission

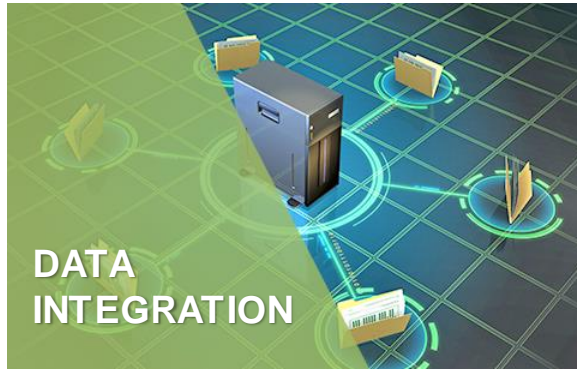**Own**: Create ownership at all levels, "Do what you Say (Deliver), Own what you do (Be Responsible)"

S^3: Think Simple, Structured and Scalable Solutions

Fix: Instead of complaining, find a fix

Industry Specific-Analytics Solutions

AA+ Airport Analytics

- Operations
- Commercials
- Finance
- Airline Marketing

1

FA+ Finance Analytics

- General Ledger
- Account Payable
- Account Receivables
- Fixed Assets
- Compliance

2

IA+ Insurance Analytics

- Claims
- Sales
- Marketing
- Operations
- Actuarial
- Re-Insurance

3

HRA+ HR Analytics

- Performance Management
- Recruitment
- Leave Management
- Workforce Administration
- Attrition Management

4

MA+ Manufacturing Analytics

- Production / Factory Analytics
- Warehouse Management
- Supply Chain Management
- Operations
- Finance

5

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Services Portfolio

DATA INTEGRATION

DATA WAREHOUSING

DATA GOVERNANCE & MDM

DASHBOARDS

BIG DATA

DATA SCIENCE

REAL-TIME ANALYTICS

MOBILE BI

CLOUD BI

MIGRATION

SUPPORT

TRAINING

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Technology Stacks

Competency Centers

GrayMatter has structured competency centers for the following industry leading technology stacks. The competency centers ensure outstanding value-add to customer business and also drive enhancement of in-house competencies

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Use case based pre-built solutions

Production Quality and Efficiency Improvement

Video Analytics

Content provisioning & Promotion on iPTV channels

Insurance Persistency Analytics

Human Resource Analytics

Insurance Sales & Distribution Analytics

Utilities Consumption Analytics

Capex Analytics

Car Park Revenue Management

Survey Data Analytics

Security Screening Analytics

Energy Management Analytics

Finance Analytics

Procurement Analytics

Social Media Analytics
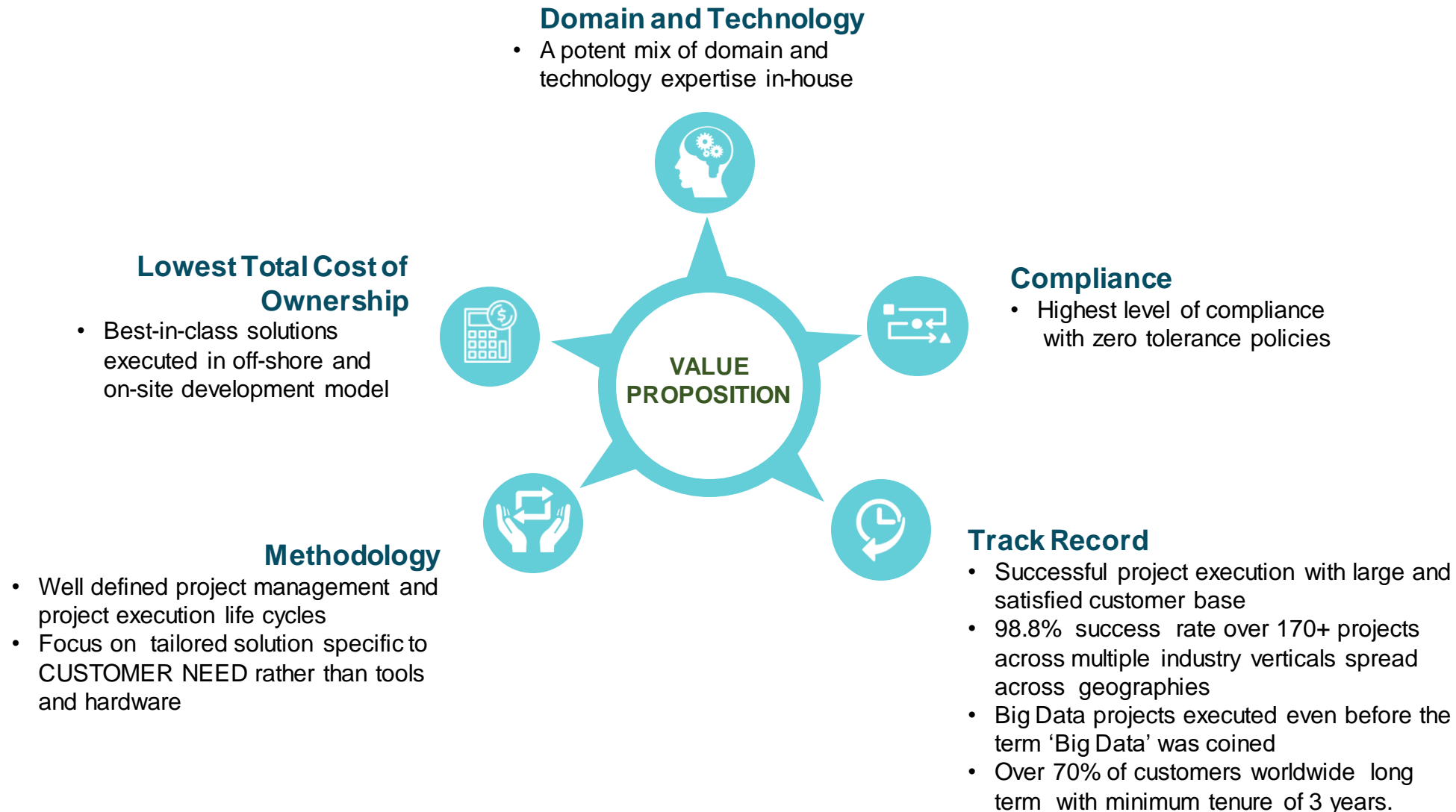
Magic Triangle - Productivity, Profitability & Quality

Call Detail Record (CDR) Analytics

IT Infrastructure Performance Monitoring

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Why GrayMatter?

Domain and Technology
- A potent mix of domain and technology expertise in-house

Compliance
- Highest level of compliance with zero tolerance policies

Lowest Total Cost of Ownership
- Best-in-class solutions executed in off-shore and on-site development model

VALUE PROPOSITION

Methodology
- Well defined project management and project execution life cycles
- Focus on tailored solution specific to CUSTOMER NEED rather than tools and hardware

Track Record
- Successful project execution with large and satisfied customer base
- 98.8% success rate over 170+ projects across multiple industry verticals spread across geographies
- Big Data projects executed even before the term 'Big Data' was coined
- Over 70% of customers worldwide long term with minimum tenure of 3 years.

Global Customer List - Partial

Customers By Region (partial)

USA and Canada

Europe and UK

APAC and India

Middle – East

Customers By Industry (partial)

Retail
LuLu GROUP INTERNATIONAL · Specsavers · REDTAG · my dollarstore The original American bargain store · goldilocks

Transport & Logistics
WINNIPEG RICHARDSON INTERNATIONAL AIRPORT · HYDERABAD RAJIV GANDHI INTERNATIONAL AIRPORT · AÉROPORTS DE MONTRÉAL · Flughafen Stuttgart · Bengaluru INTERNATIONAL AIRPORT · Swedavia Airports · DELHI INDIRA GANDHI INTERNATIONAL AIRPORT

Governments
UIDAI Unique Identification Authority of India Planning Commission, Government of India · Camden · Govt of Orissa · TM

Communications
TM · InterCall · Telkom Indonesia the world in your hand · comviva · viom NETWORKS

Manufacturing
Schneider Electric · Clarks ENGLAND · FOXCONN · Panasonic · Synthite Gold Sponsor · BMI

E-commerce
MYNTRA.com · JABONG.COM · INMOBI The Largest Independent Mobile Ad Network · transverse

Other Key Customers
McDonald's · AIA · Trimble · JPMorganChase · SLNG Singapore LNG Corporation · ABInBev · ATL Amãna Takaful

Multi-entity Groups
AL GHURAIR GROUP · GMR Creating tomorrow today · LuLu GROUP INTERNATIONAL · GAlfar · NATHALIN GROUP

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Partners By Region (partial)
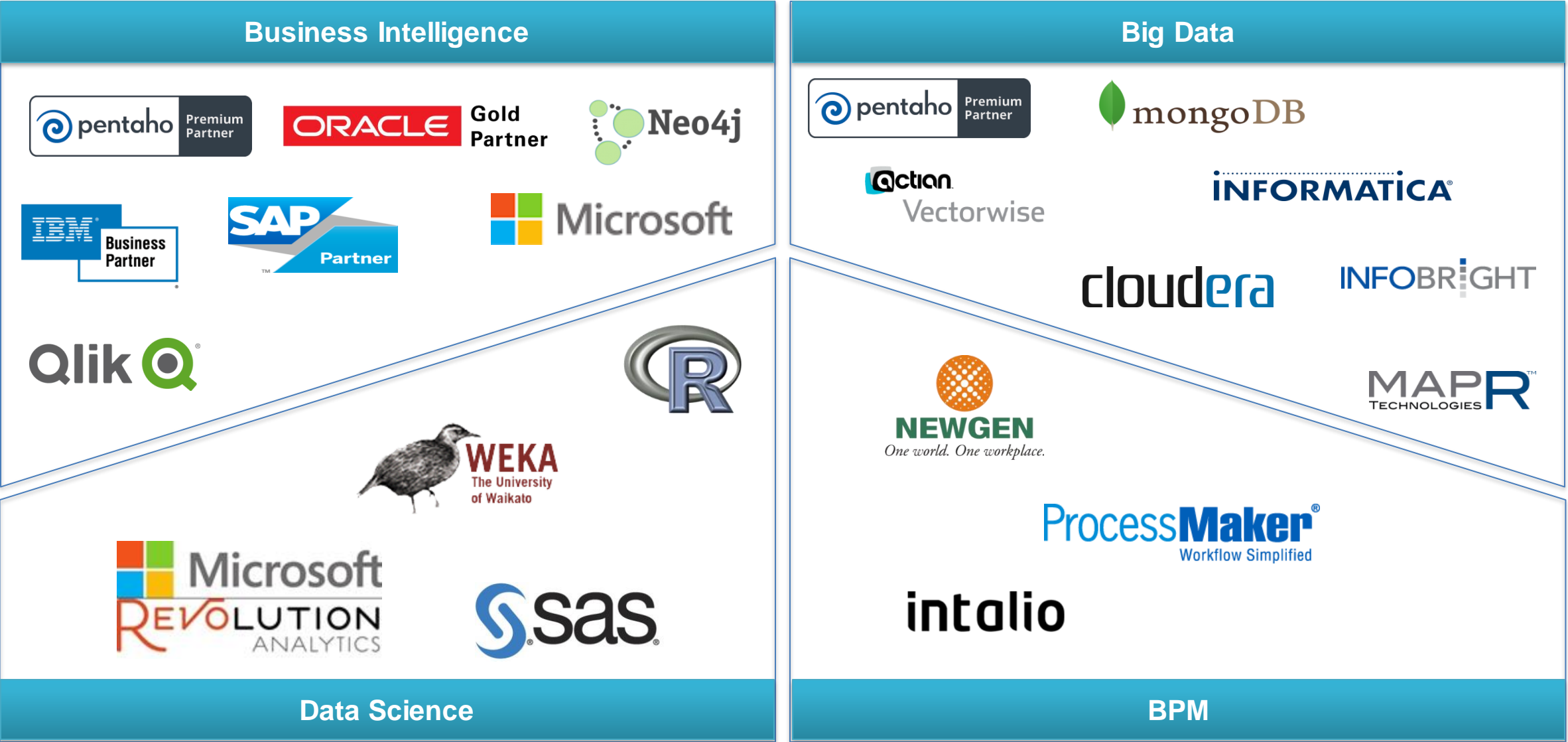
Customer Speak

> "The GMR group strongly believes in harnessing the 'Power of Information' across all its businesses. By deploying Airport Analytics solution AA+ on SAP BO platform, GMR Airports has taken a quantum leap forward. The analytic solution enables GMR's Airport Management team to take quick, timely and informed decisions on various aspects of the airport business across all GMR Airports"

P S Nair – CEO, Corporate Airport Sector, GMR Airports

> I've had the opportunity to work closely with GrayMatter on a number of enterprise implementations of Pentaho. Their technical expertise, attention to detail and commitment to customer satisfaction puts them an elite group of Pentaho systems integrators who can tackle complex projects of any size

Dave Henry, Sr. VP (Services) - Pentaho

> "I am glad that we have embarked on this engagement with GrayMatter. I am expecting that the CPRM system would enable much more accurate pricing in response to dynamic changes in factors affecting car park occupancy".

Ms. Vita Andrews, Head of Parking, Parking & Entry, Swedavia AB

> "In our Retail SBU – In & Out stores business thrives on the software, services and maintenance support provided by GrayMatter. We are also glad that we implemented the suggested dashboards and reporting tools based on GrayMatter's expertise in Pentaho, which has resulted in capabilities like drill-down, slice and dice enabling a comprehensive analysis on the latest Enterprise "

***Dr. U.V. Girish Kumar,* GM –IT&BI, BPCL**

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