

Competency Mapping Of EBIW

COMPANY PROFILE

- eBIW's deep understanding of Oracle technology, combined with their vast range of services, enables clients to achieve significant returns on their investment
- Established in California, USA in 2008, EBIW is a global product development and consulting organization.
- We innovate and deliver Data Warehouse, Business Intelligence, Big Data Analytics, Predictive Intelligence and IoT based solutions to our customers on-premises and in the cloud of their choice.
- We are consecutive two times Development Partner Leader in Oracle implementation & partner to Oracle in architecting, developing, testing and releasing special analytics products.
- We are also specialized partners in SAP, Netsuite, HarperDB and Amazon Web services (AWS)
- 14+ years of teaming with Oracle with 50 + Certified implementation specialists



Location

- USA
- México
- India
- Bangladesh
- Canada
- Costa Rica

OVERVIEW

Analytics and data management are crucial components of any business that deals with large amounts of data. Data warehouses and data lakes are two common ways to store and manage data, each with its own strengths and weaknesses. Industry data models are pre-designed data structures that are tailored to specific industries, providing a standardized way to store and analyze data. Understanding these concepts is essential for businesses to make informed decisions based on their data.

At EBIW we work on predictive/real-time analytics which is also a key aspect of Industrial IoT 4.0, which involves the use of advanced analytics and machine learning algorithms to analyze real-time data from connected industrial devices and systems. This allows organizations to make informed decisions and take proactive measures to optimize operations, improve efficiency, and reduce downtime.

We have implementation expertise of Oracle CX and Fusion SaaS, as it requires a deep understanding of the software's capabilities and how it can be tailored to meet the unique needs of each organization. Our Implementation experts work closely with our clients' to assess their requirements, design and configure the software, and ensure a smooth and successful deployment. This expertise can help organizations fully leverage the power of Oracle CX and Fusion SaaS to improve customer experience, streamline operations, and drive business growth. At EBIW we have expert teams of Full-stack development which involves the development of both the front-end and back-end components of a web application, as well as the database.

Oracle Cloud, SAAS Migration & Administration

- Step-wise data migration from Oracle EBS to Fusion Cloud Platform
- Application Integration
- ElasticSearch Kibana Log Stash, Services for Oracle Fusion
- On-Premise Apps to OCI Migration
- Tools Migration (Informatica-2-OCI DI , Business Objects-2-OAC, Power BI-2-OAC, Tableau-2-OAC)
- Database Migration (Teradata-2-Oracle , Amazon RDS-2-Oracle, Azure SQL Server-2-Oracle, MongoDB-2-MySQL,)
- Business Intelligence and Advanced Analytics Using AI/ML

We have expertise in more than 10 industries across North America, Latin America and Asia



- | | | | |
|----------------------|-------------------------|------------------|------------------------|
| ● HIGH TECH | ● MANUFACTURING | ● RETAIL | ● UTILITY & ENERGY |
| ● COMMUNICATIONS | ● AIRLINES & AIRPORT | ● HOSPITALITY | ● HEALTH CARE PROVIDER |
| ● FINANCIAL SERVICES | ● MEDIA & ENTERTAINMENT | ● CONSUMER GOODS | ● INDUSTRY 4.0 |

COMPETENCY MATRIX

Communication	Manufacturing	Retail	Airline
<ul style="list-style-type: none"> ● Prediction and Outcome for pre-paid ● 30% increase in agent productivity ● Live in 4 months (Phase 1) ● Standardization, simplification of customer care and elimination of all silos ● Full traceability of all customer interactions ● Best-Fit Offers for Postpaid Customers ● Compute the Euclidean distance of those cluster members from the nearest offerings ● its being currently in implementation phase. ● Personalized Service for Customers ● Oracle CX Application (Service & Commerce) integrated with BSS and OSS ● Enables Self Service Portal, & personalized online shopping experiences for order management, ● Churn Propensity ● Enabled random Forest method to compute the churn propensity . ● The ROCR curve enables us to select the best model out of multiple iterations determined by the Area under the curve- the larger the area the better the model performance on new data. ● Segmentation of Customer Recharging Pattern ● Enabled Dynamic Time Warping Technique ● The outcome of this exercise was an emerging pattern of each subscriber who may be segmented into one of the clusters with a certain likelihood (33%, 67% or 75%) 	<ul style="list-style-type: none"> ● Revenue Impact ● 26% increase in influence on revenue ● 4% uplift in email conversion rates ● 90% growth of social media in 18 months ● 58% increase in web traffic in 2 years ● Product Innovation ● R&D DISCOVERY: Identify innovation insights and new product ideas by analyzing all available internal and external sources. ● PRE LAUNCH: Improve the probability of new product success by performing in market, A/B testing on product and promotional attributes prior to launch. Understand the right mix of factors, including probable demand, prior to committing to full market launch. ● POST LAUNCH: Adapt the in-market levers affecting new product introductions such as supply and distribution, promotion, pricing, messaging and marketing mix. Read the market based on not just panel and syndicated data, but more real time indicators such as POS and social. ● Sales ● Enables effective Lead and opportunity management, Account and contact management, Collaborative selling and Sales forecasting and reporting ● Supply Chain ● AGILE OSA / OOS: Maximizing On Shelf Availability and minimizing Out of Stock cases through the use of all demand signals and distribution channels; orders, shipping, sensors/RFID, sell through/POS, online direct channels, syndicated, social channels, weather, economic indicators, promotions, NPI.. 	<ul style="list-style-type: none"> ● Market Basket ● The problem is to find out the product categories that are frequently bought together by customers. The model is used to understand the Categories purchased by a Customer in a typical transaction in terms of the components like the Categories in the Basket, Target Category in a Basket. ● Customer Segmentation (K-Means & PCA): Customer segmentation is the process of dividing customers into homogeneous groups based on customer demographics, usage pattern and customer purchase history. ● Customer Sentiment across Omni Channel (Random Forest) The business problem is to measure customer sentiment regarding the products and service quality according to any text message received from the customer. ● Shrinkage (Random Forest) The problem is to build a profile of a store for Shrinkage, Theft, and to predict store KPIs. This analysis identifies which key attributes of a store influence Shrinkage and theft at that store. This model mines the various attributes of stores 	<ul style="list-style-type: none"> ● Customer Experience ● 360°customer profiling and reporting (blogging, network, Wi-Fi Radio Signature, services, social) to create the ultimate “no seat left unfilled” yield management system. <p>Pulling data on weather, wind and traffic reports to predict delays and fuel needs, reroute passengers or alter routes</p> <ul style="list-style-type: none"> ● IATA Compliant Baggage Tracking <p>Provide end-to-end visibility of bags to the airline, as it is checked-in, dropped and travels via the baggage carousel, bag trolley, aircraft, connecting airport to the destination bag-pickup.</p> <ul style="list-style-type: none"> ● Enable airlines to provide near-real-time view of their bag status to the customers. <p>Data Monetization Ancillary Revenue opportunities : provide personalized value add service and charge based on various customer touch points</p> <ul style="list-style-type: none"> ● Up-selling and Cross Selling : (personalized email offer , pre-booking for upgraded seating, discounts on partner hotel, an ad for weekend city tours) <p>Heat maps to visualize the connection between retail sales and departure gates to tweak floor layouts to increase foot traffic to these stores.</p>

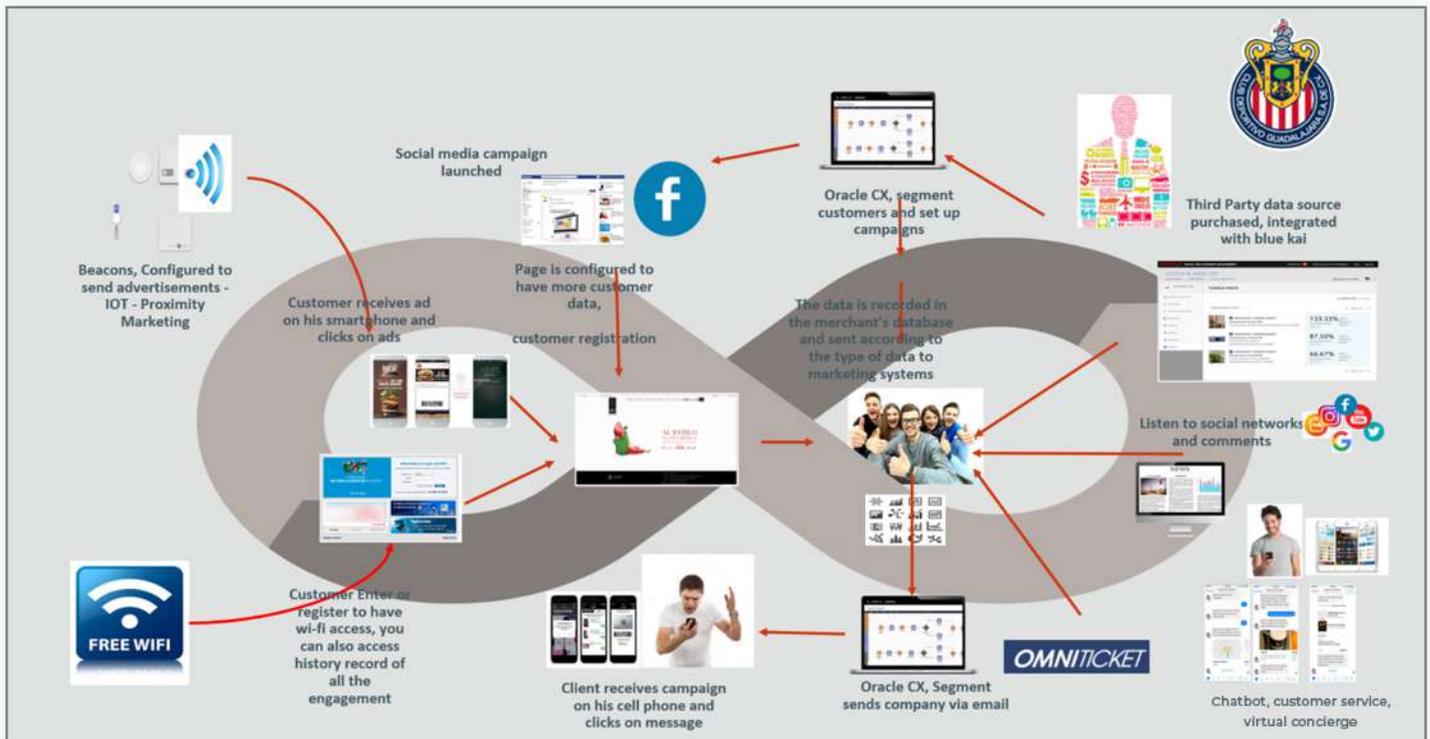
OUR EXPERTISE

Provides businesses with a comprehensive suite of solutions and services to create exceptional customer experiences. Enables organizations to focus on customer experience, drive business results, and foster innovation.

Offers personalized, engaging, and secure services and solutions that help businesses understand customer needs, build relationships, and enhance customer loyalty and engagement.

Sales Cloud	Service Cloud	Commerce Cloud
<ul style="list-style-type: none"> ● Lead and opportunity management ● Account and contact management ● Mobile sales enablement ● Collaborative selling ● Sales forecasting and reporting 	<ul style="list-style-type: none"> ● Case management and routing ● Knowledge management ● Customer self-service portals ● Multi-channel support ● Service analytics and reporting 	<ul style="list-style-type: none"> ● Personalized shopping experiences ● Seamless omnichannel shopping ● Mobile commerce ● Order management and fulfillment ● Advanced analytics and reporting

Proposed Solution(A Case Study)



COMPETENCY MATRIX

How we approach the Business Challenges

To step-change our performance, we need to flip our approach and put our customers and their consumers first



How we approach the Business Challenges

Our new "Customer First" protein strategy focuses on 5 critical "Cs"



	CUSTOMERS Deliver the best value for our customers to grow their protein business					
	<table border="1"> <tr> <td>Strengthen our Footprint with Current Key Customers</td> <td>Grow Share of Underpenetrated Customers</td> <td>Enter New Channels / Customers</td> </tr> </table>	Strengthen our Footprint with Current Key Customers	Grow Share of Underpenetrated Customers	Enter New Channels / Customers		
Strengthen our Footprint with Current Key Customers	Grow Share of Underpenetrated Customers	Enter New Channels / Customers				
	CATEGORIES Win with customers through 3 main growth platforms					
	<table border="1"> <tr> <td>Shift to Value-Added</td> <td>Build "Food with a Story"</td> <td>Expand and Diversify Portfolio</td> </tr> </table>	Shift to Value-Added	Build "Food with a Story"	Expand and Diversify Portfolio		
Shift to Value-Added	Build "Food with a Story"	Expand and Diversify Portfolio				
	CAPABILITIES Build industry leading capabilities in 5 areas					
	<table border="1"> <tr> <td>Deep Consumer Understanding</td> <td>Customer Management</td> <td>Product Management</td> <td>Exceptional Pricing</td> <td>Best Advance Analytics</td> </tr> </table>	Deep Consumer Understanding	Customer Management	Product Management	Exceptional Pricing	Best Advance Analytics
Deep Consumer Understanding	Customer Management	Product Management	Exceptional Pricing	Best Advance Analytics		
	CONFIGURATION Align around one Protein P&L and a customer-driven operating model					
	<table border="1"> <tr> <td>Customer-Driven Businesses</td> <td>Segmented Supply Chains</td> <td>Centers of Excellence</td> <td>Shared Services</td> </tr> </table>	Customer-Driven Businesses	Segmented Supply Chains	Centers of Excellence	Shared Services	
Customer-Driven Businesses	Segmented Supply Chains	Centers of Excellence	Shared Services			
	CULTURE Build a culture that reinforces the strategy and attracts top talent					
	<table border="1"> <tr> <td>Focused Talent Development</td> <td>New Incentives</td> <td>Location and Environment</td> <td>Collaboration</td> </tr> </table>	Focused Talent Development	New Incentives	Location and Environment	Collaboration	
Focused Talent Development	New Incentives	Location and Environment	Collaboration			

Modern Technology Stack

REST Endpoint Design & API Platform

- Kafka
- Flow Design & Full Stack Engineering Development
- React Js, Node Js, Angular, Java Spring Boot, Hibernate Development
- Native Script, React Native, Ionic Mobile Engineer
- Microservices, Serverless
- Oracle, MongoDB, Elastic search, MySQL,
- Data Engineering & Analysis (R, Python)
- OCI Cloud DevOps Engineering
- Docker, Kubernetes, Jenkins, Git, Cron, Lambda, CloudFront, Route53, Cognito,
- J2EE, WebLogic, Glassfish, .Net, Ruby on Rails
- Python development (Django)
- PHP, PLSQL, DW/ BI Development
- MuleSoft, Oracle Integration Cloud & SOA Cloud
- Software Testing & RPA, QA & Testing



ORACLE TOOLS, TECHNOLOGY & SERVICE STACK FOR DEVELOPMENT

Application Development Tool	<ul style="list-style-type: none">● OCI APEX Service● Oracle VB Studio
Data Ingestion & Capture	<ul style="list-style-type: none">● Oracle IoT Cloud Service● OCI Fusion REST Service● OCI Media Service
Data Integration	<ul style="list-style-type: none">● OCI Streaming Service● OCI Integration Cloud Service
Data Transformation	<ul style="list-style-type: none">● OCI Data Integration Service● OCI Data Flow Service
Data Storage & Governance	<ul style="list-style-type: none">● OCI Object Storage Service● OCI Query Service● OCI Autonomous DW Service● Oracle Database in-memory● OCI Data Catalog Service● OCI Big Data Service
Data Analysis & Visualization	<ul style="list-style-type: none">● OCI Analytic Cloud Service● OCI Data Science Service MSET2, Vision, Sentiment, Language, ADS● OCI Goldengate Stream Analyzer

AWS & AZURE TOOLS, TECHNOLOGY & SERVICE STACK FOR DEVELOPMENT

ORACLE	AWS	AZURE
OCI APEX Service	AWS Elastic Beanstalk	Microsoft Azure App Service
Oracle VB Studio	AWS Cloud9	Microsoft visual studio
Oracle IoT Cloud Service	AWS IoT Core	Azure IOT central
OCI Fusion REST Service	AWS API Gateway	Azure sentinel
OCI Media Service	AWS Elemental Media Services	Azure Media Services
OCI Streaming Service	Amazon Kinesis Data Streams	Azure Stream Analytics
OCI Integration Cloud Service	AWS App Integrations	Azure Data Factory
OCI Data Integration Service	AWS Glue	Azure Data Factory
OCI Data Flow Service	AWS Glue DataBrew	Azure Data Lake Analytics
OCI Object Storage Service	Amazon S3	Microsoft Azure Object Storage
OCI Query Service	Amazon Athena	Microsoft Power Query
OCI Autonomous DW Service	Amazon Redshift.	Microsoft Azure Synapse Analytics
Oracle Database in-memory	Amazon RDS for Oracle	Azure Database for MySQL
OCI Data Catalog Service	AWS Glue Data Catalog	Azure Data Catalog
OCI Big Data Service	Amazon EMR	Azure Data Lake
OCI Analytic Cloud Service	Amazon QuickSight.	Microsoft PowerBI
OCI Data Science Service	Amazon SageMaker	Microsoft Azure Machine Learning Studio
OCI Goldengate Stream Analyzer	Amazon Kinesis Data Analytics	Azure Data Explorer

Embedded Software & Service: The Heart of the IIoT

TOOLS USED

Eagle CAD, Easy EDA, Proteus, AutoCAD
Soldering station, CRO, Power source
Embedded C, C++
MP LAB X, Arduino, ARM Keil
Mosquitto mqtt server

SKILL SET

Hardware Design, Circuit Design, PCB Design, & Simulation
Prototype Development, PCB Etching, Hardware Development
Programming Language for Firmware Coding
Firmware Programming IDE
MQTT Data Publish and Subscribe