BIRD
BI & AI Platform

SINGLE PLATFORM WITH MANY SOLUTIONS

CASE STUDY – MASTER DATA MANAGEMENT

About BIRD

- ✓ A modern & agile full-stack data management platform that provides real-time access on any of your data

- ✓ Allows users to analyze the data using powerful KPI driven dashboards or through standard ANSI SQL or through augmented ML insights

- ✓ With BIRD, enterprises can build instant data pipelines with transformations, design data warehouses with logical data models

- ✓ With BIRD's in-built source connectors, all your sources like databases, ERPs, flat files, third-party cloud services, bigdata sources, streaming/IoT devices are covered

- ✓ BIRD helps in reducing BI team's efforts by 70%, with its universal data model framework & accelerators to standard sources sources

- ✓ With BIRD's augmented analytics, enterprises can now shorten the time to insights by 75%

- ✓ BIRD's cloud native architecture, now enables implementation to be 90% faster

Master Data Management

A US based technology product company, offered its highly rated MDM/PIM software to about 200+ customers spread across USA, Canada and Europe. Featured by Gartner and with significant presence in the Retail, Manufacturing, Energy and Healthcare sectors, the company rode a growth wave for about 10 years.

Problem

The company needed a way to quickly offer analytics to on top of their product offerings. They are looking for the following -
a) needed to have flexibility in features to cater to its varied client base
b) needed to deliver high performance especially since some of its customers handled large volume, real-time data
c) be very easy to support and maintain. Importantly, the economics had to work out, both for the tech company and its customers.

Solution

The Company decided to embed BIRD Analytics into its tech solution. With its strong Big Data architecture, full-stack platform capabilities and ability to process thousands of columns of data, BIRD Analytics made it easy for the company to transition to a new solution stack in a matter of weeks. The integrated solution - retaining the tech company's brand - catered to every customer's needs: from data preparation to visualization to real-time advanced analytics using advanced ML models.

Result

With the combined offering, customer was able to add immediate value to its existing customers. Customer was able to sign-up new deals. The integration was seamless for the customer, because of BIRD's scalable and cloud native architecture. Customer also felt that BIRD team was very accommodative in adapting to their requirements/customizations.

THANK YOU

FOR MORE INFORMATION

Contact us at sales@birdanalytics.ai