KMS SOLUTIONS | A KMS Company

DATA & ANALYTICS
SERVICE

Get innovative data solutions

KMS STORY

A premier global technology consulting firm that provides innovative software services and digital solutions to empower its clients to achieve more

2022
Launched KMS Healthcare to specialize in healthcare services and products and Kaypay - a product of BNPL

2021
Launched BankTech Center to accompany the regional banks' Digital Transformation journey

2019
Established KMS Solutions to help APAC clients with World-class Digital Solutions

2016
Launched Kobiton - an all-in-one mobile test automation platform

2015
Launched Katalon - an award-winning test automation tool

2011
Launched QASymphony – a leading agile test management platform

2009
Established KMS Technology in Atlanta, U.S & Vietnam

KMS STORY

Global Operations
5 Offices across the
US, Australia & Vietnam

Solid Footprint in Vietnam
1,600+ Member

Software Engineering Excellence
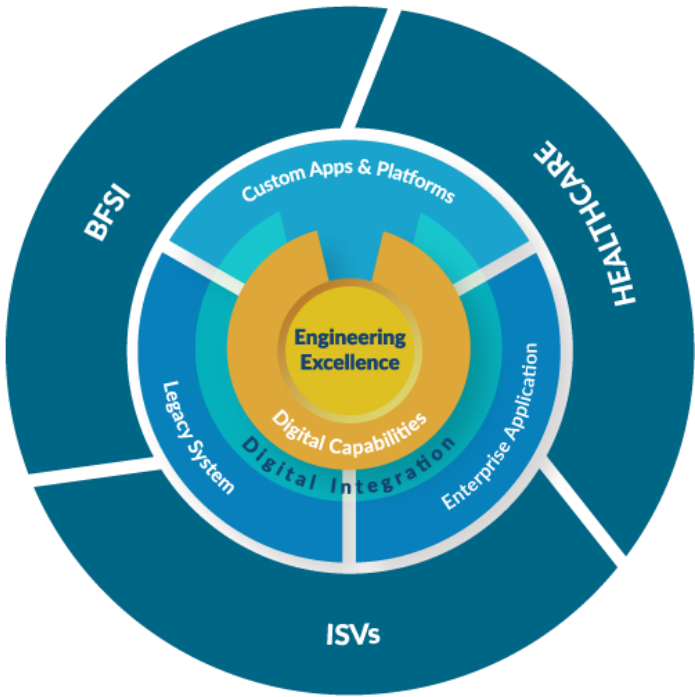130+ Global Clients &
$13.8B in cumulative value generated

Strong Quality Focus
3 Software Quality Products &
Platforms built and launched

KMS SOLUTIONS OVERVIEW

Designated to bring the world's innovative technologies to Asia Pacific. It helps organizations achieve their business goals through world-class digital capabilities and fit-for-purpose solutions

WORLD-CLASS SOLUTIONS

DIGITAL FOCUS

ACCELERATED TIME TO VALUE

PARTNER NETWORK

DATA & ANALYTICS OFFERINGS

DATA WAREHOUSE

Build a unified and scalable data source

Next-gen technologies that enrich your data for a truly 360-degree view of your business without pain

SEAMLESS ANALYTICS INTEGRATION

Integrate BI into all of your applications

Simple and white-labelled BI integration with robust user access data governance

DATA-AS-A-SERVICE

Gain absolute control over your data

Self-service data access solution to empower your business partners to grow within a controlled scalable data ecosystem

MARTECH SUITE

Design hyper-personalized customer experience

Bring Product Management Analytics, CDP And engagement platform to interact and to give the best user experience.
Increase retention, optimize your acquisition and improve your ROI
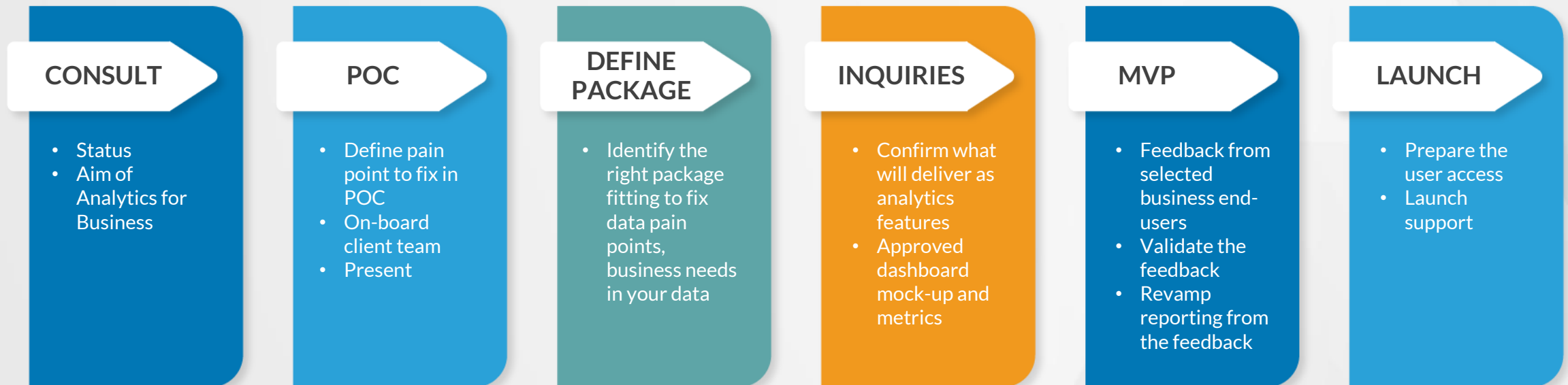
BENEFITS

- Ability to fit your business strategy and your data journey at any stage to achieve the best ROI

- Scalable solution for a reduced total cost of ownership
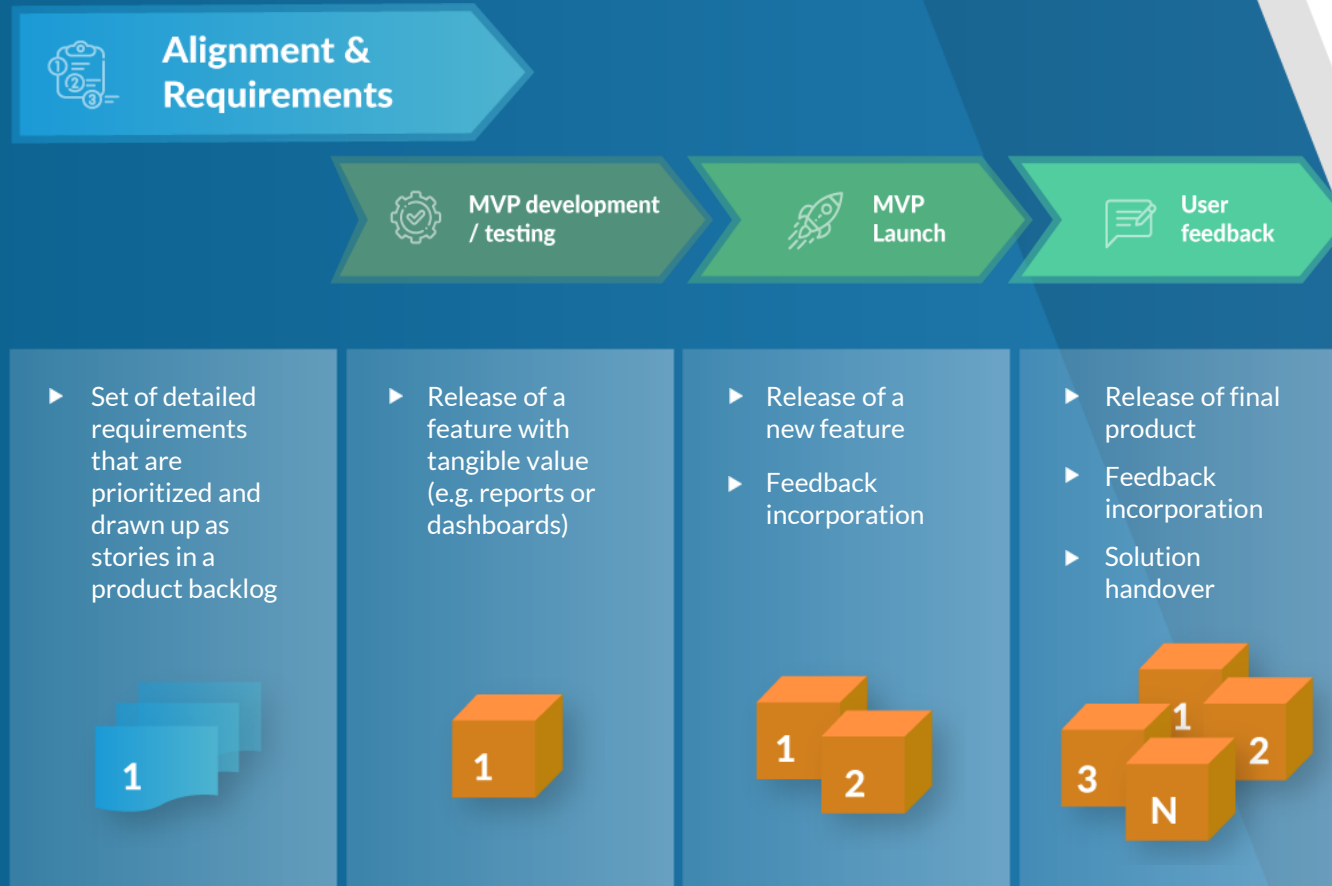
- Fast and Seamless Integration

FORTUNE 500   GDPR READY   HIPAA COMPLIANT   AICPA SOC 2

ROADMAP OF A SUCCESSFUL DATA ANALYTICS

Data Acquisition
- Data Source
- Extraction
- Data Lake

Data Unification
- Data Loading
- Data Cleansing
- Data Transformation
- Data Warehousing

Analytics Integration
- Data Modeling
- Data Mart
- Dashboard

Advanced Analytics
- Self-servicing
- User Access Management
- ML/AI

CONSULT
- Status
- Aim of Analytics for Business

POC
- Define pain point to fix in POC
- On-board client team
- Present

DEFINE PACKAGE
- Identify the right package fitting to fix data pain points, business needs in your data

INQUIRIES
- Confirm what will deliver as analytics features
- Approved dashboard mock-up and metrics

MVP
- Feedback from selected business end-users
- Validate the feedback
- Revamp reporting from the feedback

LAUNCH
- Prepare the user access
- Launch support

DATA & ANALYTICS PROJECT APPROACH

Agile development to achieve rapid time to value & customer feedback

Alignment & Requirements

MVP development / testing

MVP Launch

User feedback

▸ Set of detailed requirements that are prioritized and drawn up as stories in a product backlog

▸ Release of a feature with tangible value (e.g. reports or dashboards)

▸ Release of a new feature

▸ Feedback incorporation

▸ Release of final product

▸ Feedback incorporation

▸ Solution handover

Implementation

QA / Testing

Analysis & Design

Evaluation/ Prioritization

Requirements

Deployment

Minimum Viable Product

User Feedback

DATA & ANALYTICS SERVICES OVERVIEW

End-to-end ownership of service delivery from Consulting, Implementation, Migration, Architecture scalability and provisioning to complete platform support.

Data Processing, Management
- Scalable data warehouse
- ETL Architecture
- Data pipeline orchestration

Provisioning & Automation
- Automation of data pipeline
- Automation of user data access management

Data Quality
- Metrics calculation consistency
- Semantic consistency
- Aggregated data validation

Training & Support
- Technical team training
- Business end users training on BI tool
- User and technical guide.
- Post implementation services

Security
- Fit regulatory Compliance of your company or country regulation

Data Processing, Management
- Business of model Analysis
- Data gap analysis
- Audit of the data journey
- Data strategy roadmap

Architecture
- Design data architecture of DWH
- Data flow solutions to support your business growth

Development
- ETL development
- DataMart to extract business insight
- Data visualization for insightful data story
- POC, Demo to your business end users

Operation

Consulting

YOUR DATA PLATFORM

Solution made simple for data management from end-to-end.

Solution integration

Migrating
- Migration from on-prem legacy platform to cloud scalable data solutions.
- Technology migration (database, BI) to tackle technical and cost challenges

Analytics Customizing
- Customizing analytics solutions to you business model
- Data visualization to fit you branding
- Data monetization to support client/partner business

Optimizing
- Data and insight fast readiness
- Optimizing data architecture
- Optimizing data orchestration
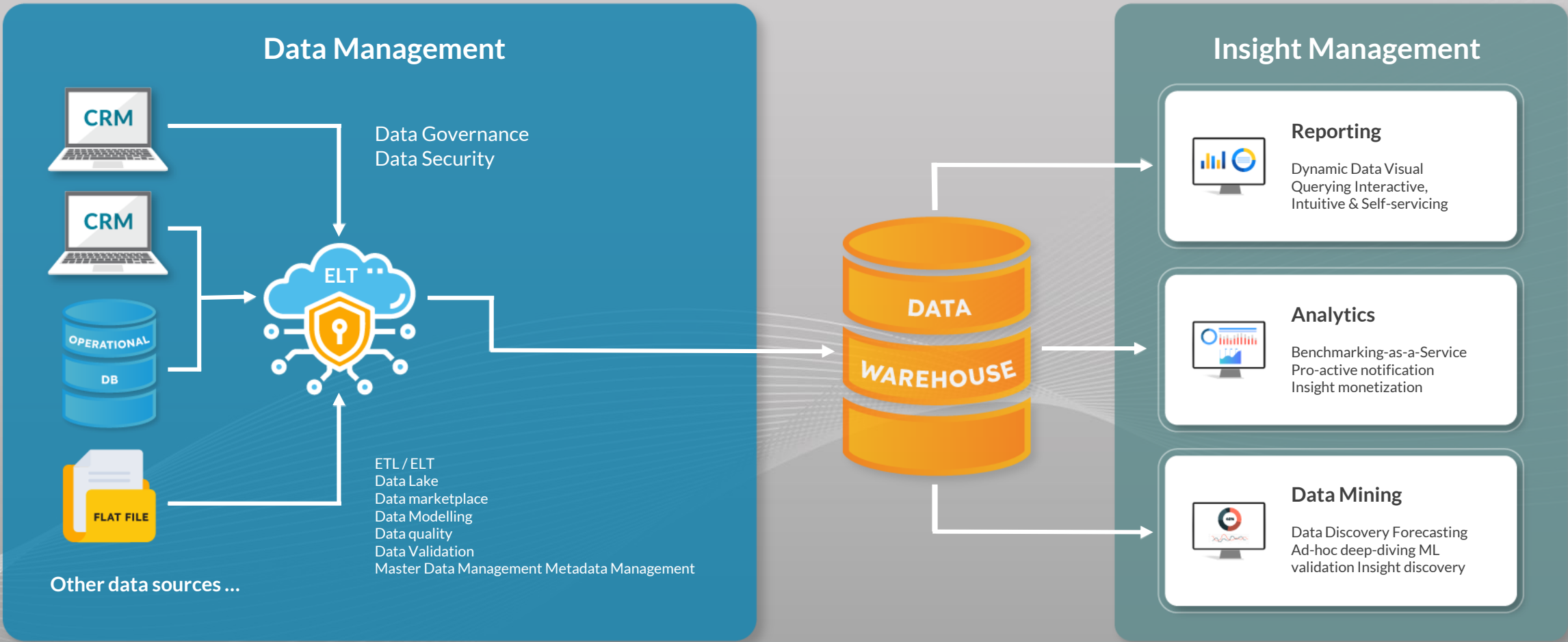- Optimizing transformation

Service as a package or as individual service
All services offerings are Technology agnost

DATA & ANALYTICS COVERAGE

Our experts assess your needs for descriptive, diagnostic, predictive, or prescriptive analytics, and deliver them through cost effective architectures built around flexible technology.


Data Management

CRM
CRM
OPERATIONAL DB
FLAT FILE

ELT

Data Governance
Data Security

ETL / ELT
Data Lake
Data marketplace
Data Modelling
Data quality
Data Validation
Master Data Management Metadata Management

Other data sources ...

DATA WAREHOUSE

Insight Management

Reporting
Dynamic Data Visual Querying Interactive, Intuitive & Self-servicing

Analytics
Benchmarking-as-a-Service
Pro-active notification
Insight monetization

Data Mining
Data Discovery Forecasting Ad-hoc deep-diving ML validation Insight discovery

CUSTOMER INSIGHT PLATFORM

Customer 360 degree – get a holistic view of your customers including behavioral and cognitive insights for powerful top funnel engagement
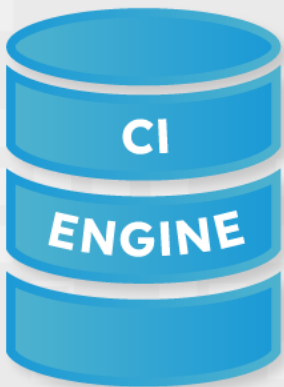
Operational Data

CRM
CRM
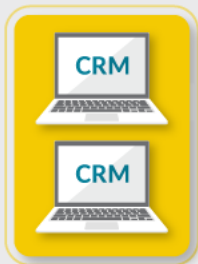
User behavioral Data

Marketing and Enriched Data

Micro Segmentation and Targeting

Cluster and leverage look-alike modeling for segment enrichment and expansion utilizing 2nd party and 3rdparty data

CI ENGINE

ML

Dynamic segmented top funnel messaging system

Analytics

Benchmarking-as-a-Service
Pro-active notification
Insight monetization

Data Mining

Data Discovery Forecasting Ad-hoc deep-diving ML validation Insight discovery

Insight as service

Share your insight as service to your partner or premium customers without compromising your governance

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HIGHLY SKILLED DATA EXPERT
TO YOUR DATA PROJECT

Data Architect
Design data architecture
Audit to optimize the data flow
Review solution before delivery
Data governance design

Data Business Analyst
Build data mart
Mock up dashboard
Create data visualization
Consult on data story
Bridge Business to Technology

Data Engineer
ETL/ELT execution
Data migration execution
Data Quality testing

Data Product owner
Ensure the delivery Timeline
Gather requirements & approval
Manage the resource for tasks
Build client relationship

Data Solutions Engineer
Data process orchestration
Customize data processing
Implement Database , BI tool
Data governance design
Point of contact with IT

Highly skilled engineers, data scientists, analysts supporting you to deliver on key KPI's and make real-time decisions.

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DATA OFFERINGS | SERVICE PACKAGES

Analytics Packages

Fitted Package to support to answer business questions with analytics in innovative friendly way

Full Implementation Packages

Build end-to-end analytics solution to solve business questions or to support a new data oriented business model

Data Management Packages

Improve the data quality and to ensure an optimized data pipeline as outcome

Data PSS Packages

Have your scalable PSS team to support your GTM for business growth by servicing your client in emerging new markets

Project Packages

Scalable to team offering along your project life cycle

Migration Service Packages

Modernization of data solutions towards high scalability and agile platform

ANALYTICS PACKAGES

VISUALIZATION SERVICE PACKAGE

160 hours – 2 Months

- Mockup Visualization with your SMEs
- Build reports
- Build Dashboard
- Support for Ad-hoc reporting

STANDARD PACKAGE

300 hours – 3 Months

- Analytics Solution Design
- Mockup Visualization with your SMEs
- Create Data Marts
- Create Logical data model
- Create Metrics
- Build reports
- Build Dashboard
- Consultancy Data access Governance

PREMIUM ANALYTICS PACKAGE

Customizable hours – 4 Months

- Analytics Solution Design
- Mockup Visualization with your SMEs
- Create Data Marts
- Create logical data model
- Create Metrics
- Build reports
- Build Dashboard
- Consultancy Data access Governance

Add-ons
- BI app embedding
- Training (Business users – technical users)
- Large amount of dashboards

FULL IMPLEMENTATION PACKAGES

STANDARD PACKAGE

700 hours – 6 Months

- Analytics Solution Design
- Mockup Visualization with your SMEs
- Design and execute ELT
- Create Data Marts
- Create Metrics / Dashboard
- Consultancy Data access Governance

PREMIUM IMPLEMENTATION PACKAGE

Customize hours – 7 Months

- Analytics Solution Design
- Mockup Visualization with your SMEs
- Design and execute ELT
- Create Data Marts
- Create Metrics / Dashboard
- Consultancy Data access Governance

Add-ons
- BI app embedding
- Training (Business users – technical users)
- Large amount of data source and dashboard

CUSTOMIZATION PACKAGE

Customizable hours – 1 Year

- Update data pipeline
- Update Data Marts
- Update / Add Metrics, Dashboard
- Ad-hoc Analytics request
- Consultancy Data access Governance
- Support Embedding BI (no implementation)
- Audit & optimization of data pipeline

DATA MANAGEMENT PACKAGES

DATA MANAGEMENT PACKAGE

- Analytics Solution Design
- Data Extraction
- Data Lake provisioning
- Data Cleansing
- Master data
- Design and execute ELT
- Data Warehouse
- Consultancy Data access Governance

Customizable hours
4 Months

DATA SERVICES PACKAGE

- Update data pipeline
- Add new data sources
- Alter Data warehouse
- Audit and optimize the data pipeline
- Consultancy Data access Governance

Customizable hours
1 Year

DATA PSS PACKAGES

YOUR PRODUCT YOUR FOCUS

- Focus on your product development
- Focus on you customer needs
- Sales & marketing focus on expansion

WE ARE PROVIDING

- Scalable data team
- Integrate your data solutions to your client
- Manage project on your behalf
- Support your client on your data solution
- Global Geo support
- GTM leads conversion support

PROJECT PACKAGES

KMS is recognized as leading Tech firm in Vietnam, we attract, develop and engage **top talents** to serve the global market.

YOUR DATA PROJECT

- You have the solutions & requirement
- In-house project management & consulting
- Gap of data execution expertise
- Gap of data architecture & orchestration
- Extra Data Talent in your project team for success

BUILD YOUR SPECIAL DATA TASK FORCE

- Provide data expert to your project
- Fitting the data knowledge gap into your data project
- Specialized in ELT and Data Migration.
- Pricing based on headcount against KMS Solutions rate card offer

WE HAVE DATA EXPERTS

- Technology agnostic skilled talent
- Data Architect
- Data engineer (ETL)
- Data engineer (data migration)
- Data analyst
- Data UI/UX specialist
- Data Product manager

MIGRATION PACKAGES

CONSULT

- Audit of data eco-system
- Cloud readiness assessment

PLAN

- Develop a strategy, data road map
- Migration Plan

EXECUTE

- Deploy framework
- Migrate data
- Migrate App data process
- Test and Document

RUN & OPTIMIZE

- Continuous improvement
- Continuous scale-up control
- Optimization for cost control

Legacy non scalable solutions to cloud solution
Technology migration cloud to cloud
Data architecture migration

CASE STUDY

mastercard

Fraud Platform + Benchmarking

Goals:

▶ Enable MasterCard partner banks with a comprehensive fraud platform with detailed, custom benchmarking

Solution:

▶ A highly scalable data platform where it can ingest huge amount of data and where insight and benchmark can be shared to external partner without compromising data security and confidentiality
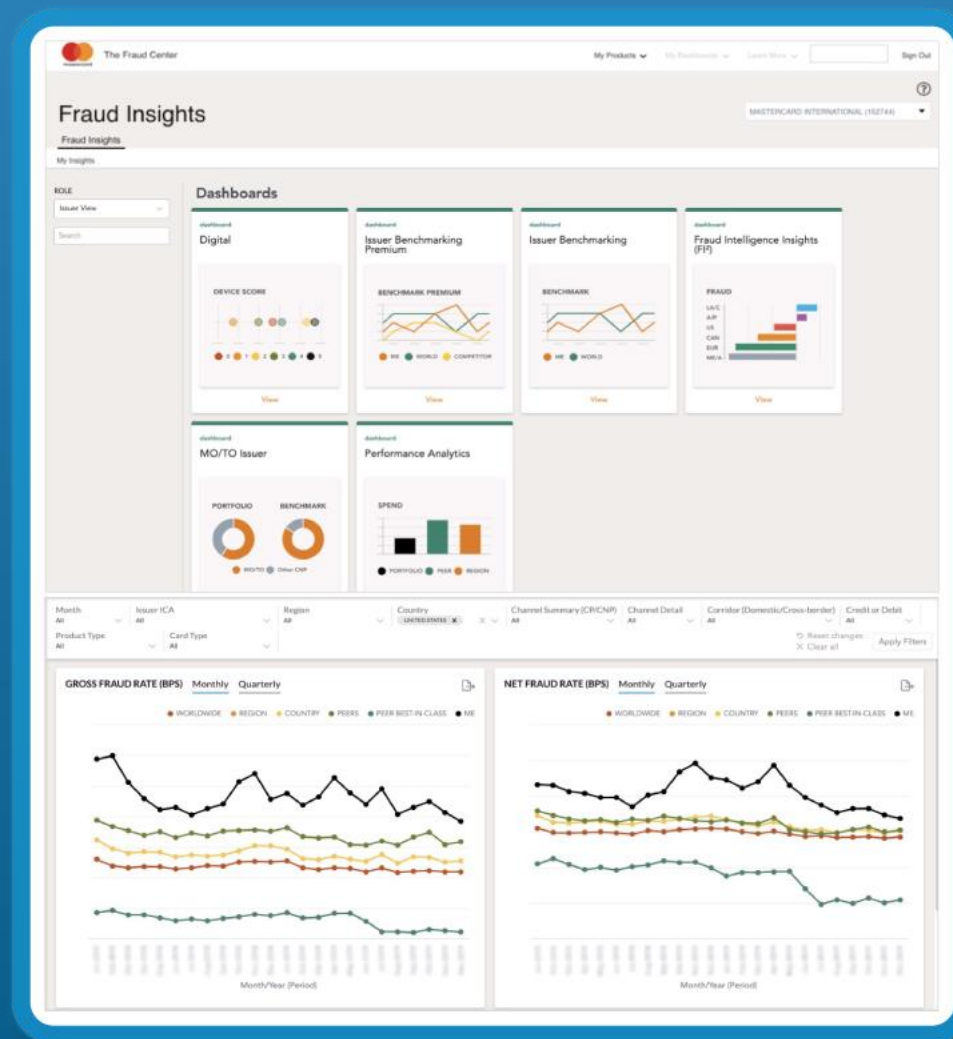
Use Cases:

▶ **Benchmarking:** Generate benchmark data in real-time based on user profile and interaction from global to small peer groups

▶ **Fraud & Risk:** Enable Acquirers, Issuers and Merchants to identify sources of fraud and trends to take preventative action

▶ **Banks & Merchants Experience:** Seamless integration between existing portal and entire suite of fraud products

10M	**2,500+**	**74B**	**17+**
Merchants	Acquiring & Issuing Banks	Transactions/Year	Data Products

FINANCE CASE STUDY

Broadridge®

Goals:

▶ Consolidate scattered sales data so the wholesale customers have a single pane of glass of the fund info
Identify investment models used within brokerage firm in order to inform wholesale investors on sales strategy

Solution:

▶ Analytics platform can suggest self-service and confidential benchmarking

Use Cases:

▶ **Improved product adoption:** The value-add insights helped increase product adoption

▶ **Improved customer retention:** With better visualization and context-rich insights

▶ **Increased revenue:** New products empowered with selected data solutions

23K	30B	60M	25B
Funds	Positions	Investors	Records

E-COMMERCE CASE STUDY

zalando

Challenge:

▶ Enable 2,500+ brand partners to better understand their customer's journey to achieve significant growth

Solution:

▶ Selected end-to-end solutions as the analytics partner to scale customer insights to thousands of brands

Use Cases:

▶ **Improve Sales with Deeper Customer Insights:** Capture clickstream data across the platform to understand how to drive more sales

▶ **Better Targeting:** Provide brand partners with key customer demographic and purchase history to better target customers

▶ **Benchmarking:** Enable each brand to compare itself to its peers to identify areas for improvement

160M	~10K	2,500+
Customers	User	Brand Partners
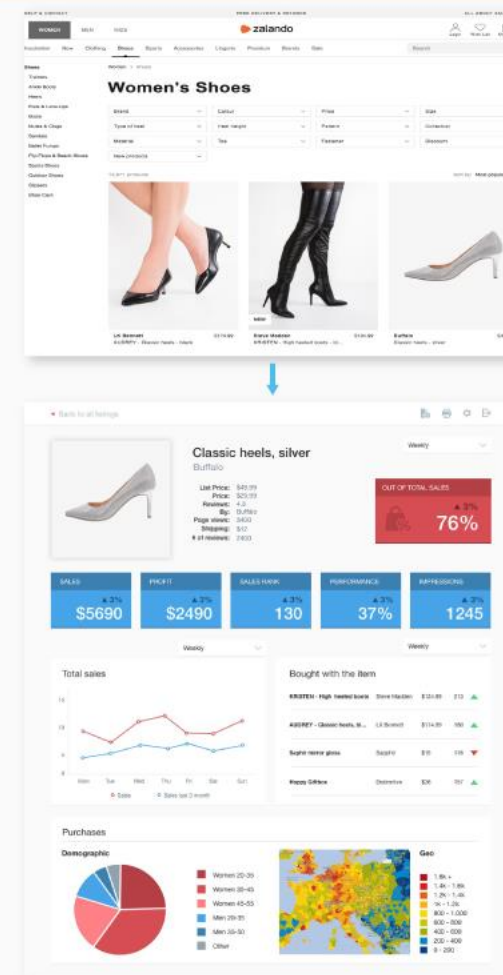
CUSTOMER SERVICE CASE STUDY

Zendesk

Challenge:

▶ Develop best-in-class analytics offerings to drive growth of mid-market & enterprise customers

Solution:

▶ An end-to-end solution that handle data and offer customizable self-service solutions & easy to scale

Use Cases:

▶ **Customer Visibility:** Provide insights on which customers are satisfied with your products and which need more support

▶ **Planning:** Enable support managers to measure team performance and monitor their workload capacity

▶ **Customization:** Empower end customers to tailor their analytics experience to answer questions specific to their business
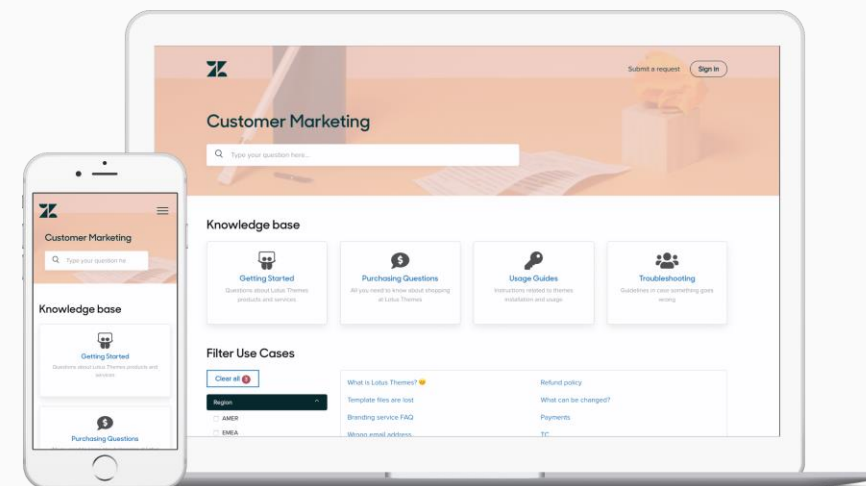
688k	28k	320
Analytics Users	Customers	New Customers/Week

THESE BRANDS TRUST KMS

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