

Praxis Softek Solutions

Statement Of Qualification

DW & BI



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Solutions Offering – Data Warehousing

- ODWR based Retail Enterprise Data Warehouse Implementation

- Real-Time Sales Analytics for Retail (POS based)
 - IBM 4690 GSA, SA & SurePOS
 - Matra

- Data Migration – Extraction, Transformation & Loading (ETL)
 - OLTP source to Data Warehouse (Star Schema & OLAP Cubes)
 - OLTP source to other OLTP Systems

Solutions Offering – Business Intelligence

- Data Warehouse Development
 - Enterprise DW
 - Subject-Area specific Data Marts

- Business Intelligence & Analytics
 - Enterprise BI Reporting
 - Dashboards & Scorecards

Solutions Offering – ADM

- Application Development & Implementation (End-to-End)
 - Oracle Application Express
 - Oracle Forms & Reports 10g
 - Oracle ADF-based Java EE Applications
- Application Migration and Re-engineering (Client Server to Web)
 - Forms 6i/Report 6i to Oracle Forms 10g/Reports 10g
 - Forms 6i/Report 6i to Oracle ADF-based
- Maintenance Support
- Staff Augmentation

Technology Stack

Technology	Development Tools / Components
RDBMS	Oracle 10g (R1 & R2), Oracle 11g
Data Modeling	Designer 10g, Power Designer, Erwin
BI Reporting & Analytics	OBIEE, Business Objects, MicroStrategy, Oracle Discoverer
ETL	OWB, IBM DataStage, PL/SQL Scripting
OLAP	Oracle OLAP & AWM, Hyperion
Data Mining	Oracle Data Miner
Application Development	Oracle Application Express, Oracle Forms 10g & Reports 10g, Oracle ADF

Project Experiences - Snapshots

- Worked as Co-Development Partner for ODWR (Oracle Data Warehouse for Retail) with Oracle Database group.
 - ODWR is a start-up kit for implementing a retail data warehouse solution
 - It speeds the development of a data warehouse solution by providing a foundation data warehouse and analytic infrastructure for the reporting needs of a retail operation
 - It provides a data architecture and data model along with Reports and Key Performance Indicators to support multiple business areas in retail organizations
 - It covers 10 (ten) Business Areas of interest to retailers ranging from Store Operations to Promotion

Effort – 100 Person Month

Project Experiences – Snapshots (contd.)

- Worked as Co-Development Partner for DSM (Demand Signal Management), a module of Oracle E-Business Suite, with Oracle Applications group.
 - It helps manufacturers collect detailed retailer POS and other demand data, analyze it to identify issues and opportunities, and respond via an SOA-enabled services library
 - Typical retail data sources include daily point-of-sale, on-hand inventory, store orders and receipts, distribution center withdrawals, returns, store promotions and sales/order forecasts.
 - It transforms retailer data into manufacturer terms – including manufacturer item identification, manufacturer hierarchies and calendars. A high-performance data loading facility cleanses the data and allocates it to a uniform set of dimension levels.

Project Experiences – Snapshots (contd.)

- Its data model is based upon ODWR data model, adapted to a manufacturer point of view. Pre-built OBI-EE-based dashboards support category management and trading partner scorecarding.
- Its web services provide complementary applications such as Demantra Demand Management and Siebel Trade Promotion Management with cleansed retail point of sale, on-hand inventory and other data at daily store level, or aggregated to a higher level as needed.

Effort – 30 Person Month

Project Experiences – Snapshots (contd.)

- ODWR Proof-Of-Concept
 - Shoppers Drug, Toronto, Canada
 - Shoemart, Manila
 - Reliance, Mumbai, India
 - Burlington Coat Factory, Burlington, USA

Effort – 10 Person Month

- POS-Parser (IBM 4690 GSA) Development & Implementation at Woolworths, Capetown, South Africa

Effort – 9 Person Month

- Retail Sales Analytics (RSA) Solution Development

Effort – 10 Person Month

Resource Profiles – Samples

Developer

- 4 years of experience in IT industry with experience in Data Modeling, Data Warehouse development using Oracle 10g, Oracle Warehouse Builder, Oracle BI EE, OLTP Applications development using Oracle Forms & Reports.
- Extensive working experience in data modeling tool like Oracle Designer, Oracle SQL Developer and custom PL/SQL scripting
- Specialization in ETL tools such as Oracle Warehouse Builder and BI Reporting tool like Oracle BI EE
- Hands on Experience in Business Objects
- B. Tech from University of Kalyani, India in 2004

Resource Profiles – Samples

Technical Architect

- Around 9 years of experience in IT industry with experience ranging from Strategic Consulting to global implementations on J2EE architecture spanning UK, Netherlands and France
- Specialization on the different aspects of J2EE both in terms of design and development. Worked on the standard frameworks such as Struts, spring, ADF and extensive design and development experience on J2EE design patterns (Façade, Value Object, Dependency Injection. Extensively worked on IBM Websphere, Oracle 10g, SAP WAS, Weblogic6.1 & Orion application server implementing EJB1.1
- Experience in heading Center Of Excellence around SOA and Enterprise Architecture services
- Experience in Product solutioning on J2EE in GRC space
- MCA (Master of Computer Application) from Jadavpur University, India

Resource Profiles – Samples

Senior Project Manager

- Over 18 years of experience in IT industry with specialization in Project Management, Requirement Analysis, Application Architecture Design & Validation, System Design & Modeling, J2EE Application Servers, Oracle Database & E-Business Applications and Java, J2EE & XML-related technologies for Enterprise Application development & integration
- In-depth experience in system analysis, design, implementation and maintenance of OLTP applications, software estimation, and SSAD & OOAD methodology, UML & Modeling
- Strength includes Oracle database (till the latest version of 11g) & related tools / technologies including Oracle Application Server and also Java/J2EE & XML technologies including J2EE design patterns and frameworks like Struts, Oracle ADF, etc. plus hands-on exposure to Oracle DBA and Performance Tuning
- M Tech in Computer Engineering from Indian Institute of Technology, Kharagpur, India

Why Praxis

- Team comprising of senior project managers/architects with in depth knowledge of Oracle Database, Oracle Fusion Middleware stack and wide national & international experience
- OPN partner since Nov 2005 , abreast on latest developments around Oracle Fusion Middleware , ADF framework etc.
- Strong focus on knowledge management with a dedicated “Learning and Professional Development” wing which conducts Knowledge sharing sessions, Technology focused workshops

Thank You

