



## A thoughtful, engaged, and passionate approach to business and technology consulting

Fresh Gravity is at the cutting edge of digital transformation. We drive digital success for our clients by enabling them to adopt transformative technologies that make them nimble, adaptive, and responsive to the changing needs of their businesses.

Today, the success or failure of a business often depends upon its ability to adopt new and advanced technologies—technologies that are outpacing the ability of most enterprises to implement them effectively and efficiently. These advances affect an entire enterprise—from managing its relationships with its customers to quickly bringing products to markets to scaling up its operations. To stay relevant in this new world of technology-savvy digital customers, digital channels, digital markets, and digital collaboration, executives must rethink their businesses and transform them into digital enterprises.

Fresh Gravity addresses the challenges associated with new and rapidly changing technologies. Our unparalleled expertise in helping clients in digital transformations combines digital business strategy prowess with digital technology know-how.

### Our expertise includes:

- » **Artificial Intelligence** brings together the cognitive “building blocks” of deep learning to develop self-learning systems that drive meaningful enterprise impact
- » **Data Management** that powers business growth, ensures cost control, launches products and services, and penetrates new markets for the organization
- » **API Management and Integration** to expose functionality and data and to enable system integration
- » **Data Science and Analytics** to analyze, predict, and explore patterns using machine learning, plus expert data visualization
- » **Client Success** to ensure successful project delivery with a team of seasoned engagement managers, project managers, business systems analysts and quality assurance professionals

## Gravity Labs

Gravity Labs is at the core of our commitment to innovation. It was established to harness the latest in technology breakthroughs to solve some of the world's most complex and intriguing business problems. And we have deployed our best minds to the job.

Gravity Labs is led by an elite team of computer scientists and experienced business process architects with advanced degrees from the most respected universities who have published papers in international journals. They are that rare combination

of visionaries, dreamers, and hardnosed pragmatists whose passion is to find elegant solutions to multi-dimensional business problems that drive strategic business value. And we put this brain trust to work.

At Gravity Labs, we work closely with our clients to understand their problems—complex challenges that they are unable to address with the generally available enterprise technology solutions. We bring to bear our expertise in a wide range of areas such as Machine Learning, Natural Language Processing, Algorithms, Information

Retrieval, Statistics and Data Science to advanced coding using Java, Python, Spark, and Torch7, to come up with solutions that are game changers for our customers and result in measurable business outcomes.

Work under Gravity Labs includes the 4 Ps: PoCs, Prototypes, Pilots and Products. An example of a product released under Gravity Labs is the Gravity Metadata Management Engine (GraMME). More information can be found on our website.

## Our Capabilities

### Artificial Intelligence

Fresh Gravity's robust and mature AI capability is led by highly-accomplished experts in Machine Learning (ML) and Artificial Intelligence (AI). Our team of data scientists, data engineers, and ML/deep learning researchers includes advanced degree holders from universities such as U.C. Berkeley, Duke, University of Illinois at Urbana-Champaign, and the Indian Institutes of Technology.

#### We have an impressive roster of authorities in key disciplines, including:

- » Natural language processing, chatbots, and virtual agents
- » Probabilistic graphical models (e.g., Markov decision processes)
- » Deep learning (e.g., recurrent neural networks)
- » Decision automation and optimization
- » Computer vision

#### Through our consultative approach, coupled with business acumen, we help our clients understand AI and think in terms of practical applications for their enterprise:

- » **No black box algorithms:** At Fresh Gravity, we've cultivated a highly-disciplined design philosophy. We tailor the analysis to your business needs from the beginning and thoughtfully integrate solutions into your enterprise system landscape. At all points in between, we continuously test assumptions and make sure that the end results will achieve the intended impact.
- » **Trust and certainty are essential:** End users need to understand what they're getting and why they can trust what's under the hood. We are adept at explaining complex concepts in "plain English" using visualizations and analogies to promote certainty in the approach.

### Select Partners

## Data Management

In the digitally transformed enterprise, data is the nucleus of the organization. Well managed data powers business growth, ensures cost control, launches products and services, and penetrates new markets for the organization. Data is an asset; Fresh Gravity helps organizations to manage data effectively and wisely to ensure maximum return on data assets. Today's business models demand that relevant external data from partners, clients and social media is used in conjunction with the organizations internal application data to provide a more complete and insightful view of the business. Fresh Gravity understands that our clients must be equipped to meet regulatory mandates such as BCBS, GDPR, and others.

Industry expertise is a critical component that helps us drive your data management strategy and implementation. Our team of data management experts have a thorough understanding of multiple domains, including Life Sciences, Healthcare, Clinical Research, Retail, High Technology, Financial Services, and Media & Entertainment. We bring accelerators and go-to-market solutions for each of these industries that will expedite your data management ROI. Our comprehensive approach which includes people, process and technology will ensure that you have implemented the solution that is most suited for you, rather than a generic, cookie cutter solution. We work with you to ensure that the immediate goals of the organization, as well as the long-term business objectives are taken into consideration in planning your data management roadmap.

### **Our Data Management services address a wide spectrum of offerings that include:**

- » Data strategy and architecture
- » Data governance
- » Metadata management
- » Master data management
- » Data warehouse modernization
- » Data integration
- » Big data
- » Cloud services
- » Compliance management enablement

### **We offer expertise in:**

- » Reltio
- » Informatica
- » K2View
- » Collibra
- » Oracle
- » Amazon Webservices

## API Management & Integration

APIs are essential components of the digital economy. We believe in the "API first" mindset. Exposing applications to the outside world via APIs offers tremendous benefits. APIs can provide increased functionality and data for end users while offering agility and increased business potential for enterprises. Research suggests that the use of APIs continues to grow and will grow exponentially over the next decade. In an increasingly complex ecosystem of APIs, it is imperative that companies manage their APIs systematically.

Fresh Gravity provides end-to-end services, that include defining a winning API strategy, building and testing core APIs, building proxies to secure your API and finally, managing various aspects of your API use. And with API First, we will help ensure scalability and design consistency of your API ecosystem. We will help you use API's to go mobile, discover new revenue streams, and innovate.

We also understand the value of your SOA backbone. We can help you leverage and extend your SOA for use in the IoT, API and big data world. We can help you enhance your SOA environment, build and expose business services as APIs, and develop applications that use these services and APIs while using best practices.

We have expertise in Integration Platform as a Service (iPaaS). iPaaS is rapidly becoming the norm in the integration space. Our specialization ranges from helping our clients with iPaaS strategy, selecting the right iPaaS tool and full lifecycle implementation.

### **Our partners in API and integration include:**

- » Apigee
- » SnapLogic
- » Oracle

## Data Science & Analytics

Our data scientists and related specialists enable forward-looking, data-driven, real-time decision making for our clients. Fresh Gravity's highly-accomplished teams of data science and analytics experts are comprised of computer scientists, data scientists, business strategists, and business process architects; together they have delivered successful projects to global leaders in a range of industries. In partnership with Gravity Labs, our R&D arm, we produce winning analytic models for clients worldwide.

### We help clients scale applied analytics by delivering:

- » Tailored proofs-of-concept
- » World-class machine learning expertise
- » Deep B2B and B2C industry experience
- » Cloud- and client-side analytics systems
- » Accurate, cutting-edge predictive models
- » Partnerships with leading tech vendors

### Our data science and analytics offerings include:

- » Intelligent automation for manufacturing
- » Emergency service provider dashboards
- » Healthcare analytics
- » Pricing optimization
- » Internet of Things (IoT)

## Client Success

Client Success is at the heart of our commitment to a delivering a successful engagement. Each project incorporates elements from our client success capability, including engagement management, project management, business systems analysis and quality assurance. Client Success is the foundation for referenceable project delivery that exceeds our clients' expectations.

Our engagement managers and project managers have decades of enterprise systems implementation experience. Their primary goal is to help you plan your engagement and manage it for success, leveraging our hybrid methodology that blends the best of waterfall and agile techniques. Our business systems analysts have experience across many industries and are skilled in the technical capabilities offered by Fresh Gravity; they will help you gather and evaluate business requirements and make sure functional and technical designs meet business needs. They can also assist with coordination and light project management. Our quality assurance team will participate through the entire project lifecycle and ensure that the final product is delivered per specifications.

While we actively ensure your success on every project with appropriate oversight and business skills, Fresh Gravity also provides clients with these skills on a standalone basis. Whether it's program management, process improvement, business process reengineering, or a separate testing and quality assurance engagement, Fresh Gravity has talented and experienced professionals to help you.

We are thoughtful. We are engaged.  
We are passionate.

### Corporate HQ — San Francisco Bay Area

2901 Tasman Drive, Suite 222,  
Santa Clara, CA 95054, USA

[www.freshgravity.com](http://www.freshgravity.com)

### Washington DC

1100 Wilson Blvd., Suite 1005  
Arlington, VA 22209, USA

### Sydney

L3, 100 Harris St, Pyrmont,  
NSW 2009, Australia

### Melbourne

L4, 152 Elizabeth St.,  
VIC 3000, Australia

### Pune

C-408, Teerth Technospace,  
Baner, Pune – 411045, India