

CASE STUDY

Digital transformation through extending core business applications with modern cloud innovations

How truData engaged with a market-leading Consumer Product company for their Digital Strategy program

As part of our client's digital strategy for its product and customer experience, truData provided the talent and technology capabilities to operate a new digital department, the Digital Product Group.

The client needed to quickly establish a new Azure DevOps/IaaS/PaaS/API group to support the modernization and innovation platform to achieve business objectives. The truData team provided an extended service model approach for taking on the B2B, B2C commerce, web apps, Customer Data Platform, Data Lake, and ML/AI digital product and customer strategy.

truDelivery

With the client focused on its strategic objectives, truData provided the talent and capabilities tailored towards the need for a modern product and customer-oriented technology group.

The client's ability to quickly innovate and release integrated solutions and experiences for their partners, customers and retailers was made possible through a close relationship in building the right workstreams around their core digital objectives.

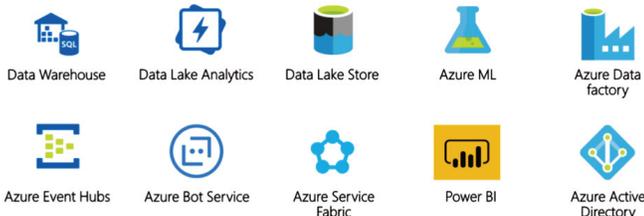
truValue

Our approach to partnership is to invest in the client's business and provide the talent and modern cloud capabilities to build speed and agility for cloud innovation through a flexible workforce model.

Engagement Highlights

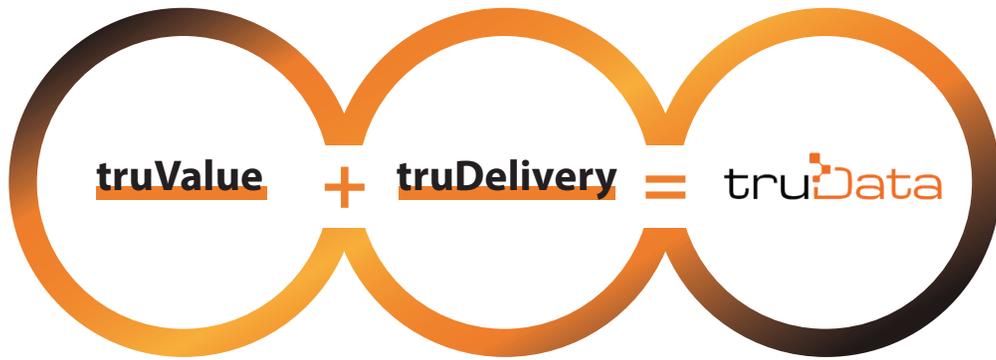
- Full Azure stack extended team dedicated for the client's modern enterprise objectives
- Co-invested in building an offshore commerce team, both taking on existing (SAP Hybris) and rollout of new digital commerce solutions
- Took ownership the client main customer/product web application and invested in Sitecore talent
- Invested in a new digital product experience team supporting the digital roadmap for customer experience (AI/ML, Mobile/WebApps development, API's, DataLake, EDW and Cognitive Services)
- Dedicated Performance and Regression QA team operated 100% offshore
- Account and client management for excellency in delivery and talent

truData Azure Capabilities



truData Supplemental Technology Capabilities





The Digital Transformation Ecosystem

The Digital Transformation Journey can be defined as an ecosystem of artifacts that interact with each other to create the modern enterprise. By augmenting an existing business application portfolio with new cloud serverless and consumption-based products, innovation and expansion of the enterprise's capabilities can be achieved in a more rapid and agile way, versus further complicating purpose-built transactional operational business applications.



Unparalleled Thought Leadership

25+

Years of SAP Experience

20+

Years of Analytics &
Data Warehousing Experience

150+

Data Scientists and Engineers

Headquartered in San Diego, CA, **truData Solutions** is a technology services provider with an extensive practices across ERP, data warehousing, advanced analytics and cloud services. We partner with midsize to Fortune 10 clients, in their Digital Transformation journey, driving the modernization of capabilities delivered through **truData's** engagement framework.

truData's leadership team comprises former Fortune 100 Executives, as well as industry thought leaders and SME's from the Big Four consulting firms. Our practices bring value in ensuring both the IT and business objectives are met and aligned with the future market needs.

For further information and support of your cloud strategy, data engineering and advanced analytics please contact **truData's** senior partners:

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