



An exciting new 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 technologies know-how.

Our expertise includes:

- » **Digital customer experience** to attract, retain, and engage digital customers
- » **Data management** to ensure accurate, complete, secure, and accessible data
- » **Data science and analytics** to analyze and predict patterns based on historical data by using machine learning
- » **API management and service-oriented architecture (SOA)** to enable integration of systems and exchange of data
- » **Internet of Things** to connect, talk to, collect and process data from remote devices in multiple business areas

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.

Our Capabilities

Digital Customer Experience

In today's digital economy, traditional technologies and approaches to customer experiences are no longer sufficient. Enterprises need to rethink their business and quickly transform it to react to markets increasingly dominated by digital customers. Instead of simply storing customer information and customer interactions, enterprises must aggressively use this data in multiple digital channels to drive marketing, sales, and service.

Fresh Gravity offers a full suite of services for on-premise and cloud-based sales, marketing, and service programs. Combining deep technology expertise with savvy business acumen, we are your partners – from business analysis to technology selection, and from design to implementation, maintenance, and support.

We provide technologies and best practices that address your customers' changing needs and expectations.

We offer expertise in these technologies:

» Salesforce » Oracle Cloud Applications » SteelBrick

Data Management

Our data management and data quality expertise helps organizations standardize, clean, transform, consolidate, and govern their data to meet their specific needs. Fresh Gravity customizes a solution for your organization to embed data management into the DNA of your enterprise.

To achieve a positive data management ROI, Fresh Gravity will help you to:

Define the roadmap: Fresh Gravity works with you to develop the optimal data management strategy for your company.

Implement: Fresh Gravity partners with you to master domain data, establish data governance, ensure data quality, and develop tools for managing both hierarchical and unstructured data. Data management implementation can include multi-vendor technology solutions, integration, and third-party data enrichment.

Operate: After the initial implementation, data management must continue to be an active discipline throughout your organization. Fresh Gravity optimizes the effectiveness of your data management operations by helping you to establish on-going data governance processes and data stewardship resources.

We offer expertise in these technologies:

» Oracle » Informatica » Reltio » Denodo

Data Science and Analytics

Our data scientists and related experts enable forward-looking, real-time, data-driven decision making throughout an organization by harnessing the power of data science, machine learning, and real-time predictive analysis. Our extensive domain knowledge in all phases of customer lifecycles from marketing to service, combined with our deep expertise in statistics and machine learning, makes us an essential partner in your understanding and use of your data. In addition, our data visualization techniques add a new dimension to data analysis by making it approachable, appealing, and actionable.

Our offerings include:

- » Apache Spark
- » R, Python
- » AWS Machine Learning
- » Microsoft Azure Machine Learning

We offer analytics and visualization expertise in these technologies:

- » Pricing analytics
- » Consumer behavior driven market micro-segmentation
- » Uplift modeling for campaign effectiveness

API Management & SOA

APIs are an essential component of the digital economy. Exposing APIs to the outside world via applications 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 will grow exponentially over the next decade. In an increasingly complex eco-system of APIs, it is imperative that companies manage their APIs systematically.

Fresh Gravity brings deep expertise in API management. We provide end-to-end services from defining a winning API strategy to building and testing core APIs to building proxies to secure your API to managing various aspects of your API use. We also understand the value of your SOA backbone. We can help you leverage and extend 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.

Our partners in API and SOA include:

- » Apigee
- » Oracle

Select Partners

The logo for Denodo, featuring the word "denodo" in a bold, lowercase sans-serif font, followed by a red icon consisting of a cluster of small squares.The logo for Apigee, featuring the word "apigee" in a lowercase sans-serif font, with the "a" and "i" in red and the rest in black.The logo for Informatica, featuring the word "INFORMATICA" in a bold, uppercase sans-serif font, with "The Data Integration Company™" in a smaller font below it.The logo for ThingWorx, featuring the word "ThingWorx" in a blue sans-serif font, with "A PTC Business" in a smaller font below it.The logo for Salesforce, featuring the word "salesforce" in a lowercase sans-serif font, with the "s" in blue and the rest in black, all contained within a blue cloud shape.The logo for Reltio, featuring a stylized icon of three interlocking loops in red, green, and blue, followed by the word "Reltio" in a blue sans-serif font.The logo for Oracle, featuring the word "ORACLE" in a bold, uppercase sans-serif font, with a registered trademark symbol.

"Fresh Gravity is intent on changing the world one engagement at a time. We are whip smart and agile. We are a big picture company that sweats the details."

Internet of Things (IoT)

The number of connected devices is constantly growing and will continue to expand over the next decade, spanning many verticals. Management consulting firm McKinsey estimates that by the year 2020, 28 billion devices will be connected to the Internet. These connected devices or “things” include vehicles, homes, household devices like refrigerators, healthcare equipment, all sorts of machines, even cities and infrastructure for transportation and logistics.

Fresh Gravity is your partner to determine your IoT driven business strategy. We can help you identify your future state use cases in the IoT and build a feasible roadmap to get there — all with the goal of keeping you ahead of your competition. We can help you rapidly deploy end-to-end pilots — from the IoT device with a sensor to the code that collects the data and transmits it to a data repository. And then we can help you expand the pilot to the implementation of real IoT use cases.

Fresh Gravity has extensive experience developing APIs on both sides of the chain — from APIs on IoT devices that collect data to APIs that process that data. We can help you build, manage, and test the APIs on IoT devices.

Our established partnerships with IoT vendors include:

» PTC ThingWorx

Additional Services

Fresh Gravity offers a variety of other services to help your enterprise improve its bottom line, including cloud infrastructure deployment, devOps and core development.

We can migrate applications and data to public and private cloud environments, develop cloud-native applications, and architect, build, and manage cloud infrastructures employing full lifecycle waterfall and agile development using Java and .Net. We can develop your private cloud as well as SaaS-enabled services and IaaS/PaaS products.

With our experienced team, we ensure that we provide you with optimal performance, agility, security, risk mitigation, and low operational costs.

We offer expertise in these technologies:

» Amazon Web Services » Datameer » Microsoft.NET » Puppet Labs » Spark
» Chef » Java » Microsoft Azure » Python » Urban{Code}

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

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