



Data Management Capability

In today's world, data fuels the Information Driven Enterprise. It powers business growth, ensures cost control, launches products and services, and penetrates new markets for the organization. Effective data management helps to achieve the goal of Customer Centricity for organizations of any size. When it comes to making the most of data, organizations must get their information in order if they want to turn insights into action and deliver better business outcomes. With data increasing in velocity, variety, and volume, organizations are finding it increasingly difficult to gather, store, and effectively use data to fuel their analytics and decision support systems.

Fresh Gravity supports a wide spectrum of your data management needs, offering end-to-end services for your organization.

Our data management focus areas are:

- » Big Data
- » Cloud Services
- » Data Architecture
- » Data Governance
- » Metadata Management
- » Master Data Management
- » Data Warehouse Modernization
- » Data Integration

Core Capabilities

Big Data

- » Big Data Strategy
- » Big Data Architecture
- » Data Lake Implementation Services
- » Advanced Analytics

Cloud Services

- » Cloud Strategy and Architecture
- » On-boarding, Migration and Cloud Management Services
- » Public, Private, Hybrid and Multi-cloud Setup, including Amazon Web Services (AWS), Microsoft Azure, and Google Cloud Platform (GCP)
- » SaaS Application Development Services

Data Architecture

- » Enterprise Data Model
- » Database Architecture
- » Data Integration Architecture
- » DW/BI Architecture
- » Master Data (MDM) Architecture
- » Metadata Architecture

Data Quality & Governance

- » Data Quality Health Check – Profile, Analyze and Assess
- » Data Remediation Services
- » Data Quality Tools Implementation
- » Operational Data Quality Management Procedures
- » Standards, Policies, and Best Practices
- » Data Lifecycle Management
- » Data Compliance Services & Solutions for EU General Data Protection Regulation (GDPR), and Risk Data Aggregation BCBS 239

Metadata Management

- » Metadata Standards
- » Create and Maintain Metadata and Data Lineage
- » Metadata Repositories and Data Catalog
- » Query, Report and Analyze Metadata
- » Data Dictionaries
- » Enterprise Taxonomies and Business Glossaries

Master Data Management

- » Master Data Integration
- » Match and Merge Rules
- » Establish Golden Record
- » Master Data Syndication
- » Reference Data
- » Hierarchies and Affiliations

Data Warehousing & Business Intelligence

- » Data Warehouses and Data Marts
- » BI Tools and User Interfaces
- » Predictive Analytics
- » Tune Data Warehouse Processes
- » BI Activity and Performance

Data Integration

- » Real-time and Batch Integration
- » ETL/ELT Techniques
- » Messaging
- » SOAP/REST
- » Data Replication
- » Data Transfers

Partnerships

At Fresh Gravity, we understand the importance of strong alliances with technology vendors to support our client engagements. We are official partners with Oracle, Informatica, and Reltio, allowing us exclusive access to their resources and support. We also have teaming arrangements with Amazon Web Services, K2View, and Collibra, all of which allows us to deliver high quality and cost-effective solutions to our clients.



Accelerators and Solutions

Informatica MDM Upgrade Accelerator

Fresh Gravity's Informatica MDM upgrade accelerator delivers automated migration of database customization (userExit) to standard Java (userExit) programs. It generates code that is easily maintainable and portable without requiring any third-party tools or plug-ins.

Informatica ETL Accelerator(s)

Fresh Gravity's Informatica ETL accelerator(s) diagnose configuration issues, redundant data movements, performance bottlenecks, and data comparisons for quick and reliable implementations and upgrades.

Cloud Data Migration – Transfer Accelerator

Fresh Gravity's "Cloud Data Migration – Transfer Accelerator" integrates disparate data sources into a high performing consolidated data layer for migration and ongoing synchronization of data to AWS, Salesforce, Azure, and other cloud platforms. The accelerator framework significantly reduces the duration of migration projects while still ensuring a low risk and deterministic outcome.

GraMME – Gravity Metadata Management Engine

GraMME is Fresh Gravity's ingenious Metadata and Data Lineage Engine. GraMME offers end-to-end data lineage and metadata management for the Cloud, Big Data Stack, and traditional on-premise IT systems. This platform overcomes the gaps other metadata products have in harvesting the metadata for big data implementations, while also providing a simpler approach to manage and visualize complex entity relations.

File Integration & Orchestration

Even in the world of highly integrated real-time interfaces, there are many instances where organizations are required to handle file based data sets received from vendor systems or industry reference data. Fresh Gravity's "File Integration & Orchestration" platform provides an automated system that can be configured to receive files on ftp servers and obtain data from external databases or web feeds. The platform has capabilities to support a push or pull method, can be scheduled or made to poll continuously, can handle cumulative or incremental data sets, and can perform data checks and validation. The platform also offers monitoring, triggers, and alerts. Triggers are useful for firing dependent workflows when a data set is received, while alerts are used to raise an alarm when files are not received at the set frequency, or when data checks find fatal errors.

Service Offerings

Fresh Gravity offers a comprehensive set of Data Management services. Listed below are some services from recent engagements.

Data Warehouse Modernization

Fresh Gravity understands the significance of our clients' data warehouse and business intelligence investments and helps clients modernize their environments to optimize the business value of those investments. Fresh Gravity assists with assessing current state and developing a target state and roadmap that will encompass process, people, and technology aspects required to meet business goals. Fresh Gravity also assists with the efficient development, implementation, and operations of data integration, data warehousing, and analytics solutions.

Cloud Data Migration

One of the most challenging steps in cloud-based data warehousing is moving data into and out of the cloud. There are many ways to lift and shift data to the cloud – one time large batches, streaming data, using data files, cloud transfer services, etc. There is no one approach that works for all cases. Every organization will have to formulate a strategy based on specifics of their environment and needs. Fresh Gravity cloud data migration service offers migration expertise and transfer accelerators to help plan, validate, and migrate databases and applications to the cloud platform quickly and effectively.

Data Governance Strategy and Roadmap

Organizations today recognize the strategic importance of data assets to achieve business results. To realize the full benefits of data assets, organizations need to create, manage, share, and leverage these assets in their daily processes as part of a data governance program. Data governance combines people, processes, and information technology to create seamless management of an organization's data. Fresh Gravity offers a wide suite of data governance services including developing strategy and roadmap, performing data quality health checks, implementation of data quality tools, process definition/re-engineering and change management, and defining standards and best practices.

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