



# DataMagnus

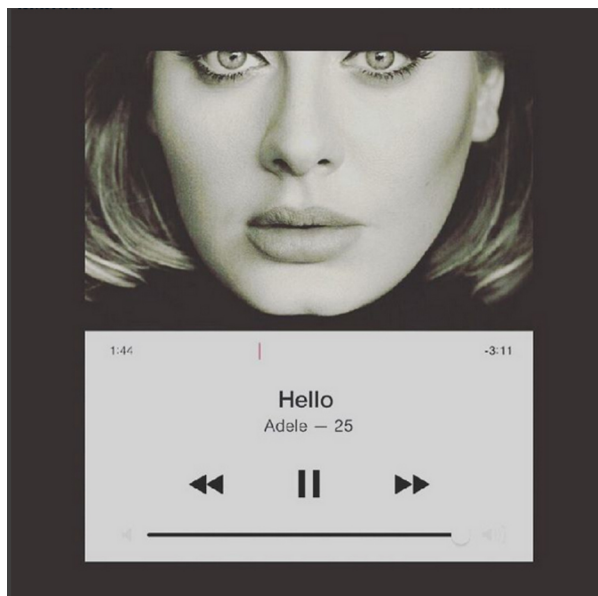
Your Data • Our Insight • Great Results

## DATA @ WORK

The Newsletter of DataMagnus  
2015 Holiday Edition

4 ( Quarters , Clients , Industries ) | Holiday Wishes | Success Stories

This winter we are writing to you all to let you know what kept us busy since the last time we said “Hello” to you all.



We sincerely hope that our updates are worthy enough for you to push that pause button on your own “Hello” tunes and see how far we made it, so far. All we can say is it's been a wonderful year where we got to work with and work for some awesome customers.

In our last newsletter to you all here <http://datamagnus.co/first-newsletter/> , we stated how and why we named our newsletter “DATA @ WORK”. In our success

stories that we are sharing below, you will see how we worked with customers over the past year to put that everyday DATA to WORK and delivered some remarkable solutions to our end customers.


This past year, our work for our clients took us from places in our city's own backyard in Astoria, NYC to 5th Ave in Pittsburg,PA to Wall St, NYC to the outskirts of Princeton,NJ and to the not so long trip to Long Island,NY and to the sunny beaches of the Caribbean.



4 quarters, 4 clients , 4 industries and that's our summary for the year.

Now the details.

This was the year when we served and continue to serve clients in Utilities , Healthcare, Banking and Fund Management industries. While one client we continue to serve is a member of the global systemically important banks



(G-SIBs) (they are only 7 such banks in U.S.A) with multi-billion dollars revenues, the other client we are working for is an upcoming global fund management company. You see, our service to our clients don't bucket them as big and small clients, but our solutions them-self are tailored to suite to what these organizations need to succeed.

We continue to stay lean in operational spend and agile in service delivery. Also, we are deeply grounded in our thoughts and are focusing on the work on hand as we progressively taste success and continue to explore some of the finest technologies in the marketplace.

Though our gross margins are on par with industries best for Tier 1 technology consulting services, we continue to be challenged in maintaining net positive earnings though we have a healthy EBITDA. We attribute this to debt obligations and our limited capacity to serve multiple clients in parallel which is impacting our cash flows. We plan to overcome this challenge in the coming year by on-boarding new projects , organic hiring and reducing our debt obligations. We are also expecting that our strategy to productize some of our service offerings will net us with a steady and a recurring stream of cash flows in the coming year.

Our focus will continue to be around IT consulting in niche areas of Data, Databases, Analytics and Big Data. We have established partnerships with some excellent market players and continue to reach out to new ones as we work

with our customers and find new opportunities for collaboration.

Before we share some of our representative success stories with you all, we want to take a moment to wish you all the best of Holiday's and New Year's.

We hope the winter will soon whistle it's gentle chillness into the air just in time for the New Year's, as you cuddle your loved ones, warm and whole heartedly as you celebrate the finest of memories, experiences and success that you have been through in this past year.

We thank our customers, partners and friends who continue to support and facilitate our success stories in our emerging and growing years. We wish you all a memorable season of fun, caring, giving and sharing. Off course some fine wine and dining.



Oh, and if you are in New York City this Holidays, don't be shy to pick up a hot glass of Praline Chestnut Latte or just a handful of some awesome tasting warm Chestnuts from a corner cart. They are equally heart warming and soul pleasing. Our own team members have tried them and enjoyed.



Please keep in touch and follow us on LinkedIn and Twitter. Go ahead, click.

[twitter.com/godatamagnus](https://twitter.com/godatamagnus)

[linkedin.com/company/datamagnus](https://linkedin.com/company/datamagnus)

And one more thing, whatever "Hello" tunes that you have playing and were warming up to as you get ready to the New Year's bash, take them off the pause and ENJOY.

Team DataMagnus NYC, NY : Dec 30th 2015

If you are not in a rush or would like to come back and catch up on our success stories, you can find them here.



# DataMagnus

Your Data • Our Insight • Great Results

## RESULTS FROM OUR CLIENTS

Detailed below are success stories from this past year that showcase the kind of value we delivered to our customers and the way we translated our core belief on data and our company's theme, "Your Data. Our Insight. Great Results", into results for our clients.

---

Utilities | Healthcare | Banking | Fund Management

---



**Industry:**

Utilities

**Client:**

US Power Generating Company |  
[uspowergen.com](http://uspowergen.com)

**State:**

New York

**Duration:**

Started in Sep , 2014 (Ongoing)

**Customer Feedback:**

<https://youtu.be/l6l7Zs1xjzk>

**Category:**

Product Strategy, Re-engineering, Innovative Design, Analytics, Big Data

**Project Description:**

Data is a key element in any industry. For this utility client of ours, it's the heart of their enterprise operations. The company has amassed huge volumes of data over the years and is now faced with challenges around system scalability and usability. Our team has been engaged to improve the data quality and scalability of existing system. Also, our team is working with the client to design a brand new data storage and analytics package using latest analytics and big data technologies from our partner network.

---



**Industry:**  
Healthcare

**Client:**  
Mobile Health One | [mdchat.com](http://mdchat.com) | [mdview.com](http://mdview.com)

**State:**  
New York

**Duration:**  
6 Months

**CEO's Feedback:** "Good Job."

**Category:**

Interim CTO, Product Strategy, Re-engineering, Product Management, Technology Platform Analysis, Infrastructure Op-Ex Analysis

**Project Description:**

The CEO of a national healthcare communications technology company gave

us an opportunity to perform duties in the capacity of an Interim CTO and help the company with challenges around one of the key product offerings and technology platform in large. In 6 months, we worked with multiple global development teams and IT teams at a major hospital system and got a product delivery back on track. We understood the market dynamics and set the product and platform strategy to better align with the operating expense goals of the business and CEO. We laid out the technology migration strategy from one cloud provider to another for better ROI. We worked with global SME's and brought them to the table to validate product roadmap and overcome platform and product hurdles.

---



**Industry:**  
Banking

**Client:**  
World's largest custody bank and a member of systemically important banks (G-SIBs)

**State:**  
New York | Pennsylvania

**Duration:**  
On-going

**Category:**

BCBS, Enterprise Data On-Boarding, Data Analysis, Program Management, Data Stores, Data Governance, Master Data Management(MDM), Data



Lineage, Enterprise Catalogue, Risk , SR-14, Finance, Depository Receipts, Corporate Trust, Broker Dealer Service, Workflow Analysis, Data Dictionary.

**Project Description:**

How many times do you think the word 'risk' was mentioned in the document "Principles for effective risk data aggregation and risk reporting" that was published by Basel Committee on Banking Supervision (BCBS) ? Any guesses ? 335. Yes 335 times in a 21 page document. Have time to read ? Here it is <http://www.bis.org/publ/bcbs239.pdf>. (Need help with the program, ask us)

You now see how important and imminent it is for a member bank of G-SIBs to have a well established enterprise program in place that can deliver to achieve a sound risk management system that has appropriate management information systems at the business and bank-wide level.

We have been given an opportunity to work with an excellent team of leaders to contribute to the success of this strategic enterprise global program.

If you ask what's in scope ? What about the depth and breadth of the program ? How about over 130 plus applications , few hundred data feeds, tens of applications teams, equal number of consumer teams , a wide variety of off the shelf and in house tools. And that is just the beginning. For us, all we see is a great opportunity to help our customer succeed through our partners and supporting leaders.



**Industry:**

Fund Management

**Client:**

Global Private Equity & Management

**Client:**

Pennsylvania | Caribbean

**Duration:**

On-going

**Category:**

Go to market technology strategy, On-line presence ideation/production, technology consulting.

**Project Description:**

Can a pixel based medium convey and instill confidence for investors and potential investees and showcase the strength in capabilities of an emerging private equity emerging global fund ? Even with the short attention span cycles of the digital centric consumers of today, we think , it can.

We were engaged by this firm to design, create and deliver a platform that would emote and reflects the strength in partnership, security and soundness of the business while appealing to a wide variety of audience. We are working hard to be considered as a full lifecycle technology consulting partner to the firm at large.

---

That's all for now.

We are confident that our focus towards work, service towards customers and value in relationships will enable us to relay similar success stories to you all in the near future.



# DataMagnus

Your Data • Our Insight • Great Results

## GET IN TOUCH

Give us an opportunity. We will show you how you can put your data to work.

### Address:

244 5th Ave, K203  
New York, NY 10001  
USA.  
[www.datamagnus.co](http://www.datamagnus.co)

### Business Enquiry:

Call: 646-787-5257  
eMail: [info@datamagnusinc.com](mailto:info@datamagnusinc.com)  
Fax: 646-453-7978  
[@godatamagnus](#)