



# CAPABILITY STATEMENT



# OUR CLIENTS

L'ORÉAL  
AUSTRALIA

IAAG  
Insurance Australia Group



# ABOUT POWERDATA GROUP

Powerdata Group Consulting (PDG) is regarded as a trusted data analytics, Digital, Cyber security consultancy and IT advisor. Major organisations have come to rely on our thought leadership across a wide range of projects including; data warehousing, business intelligence, reporting, analytics, data management, data migration, applications development, and marketing analytics. We are uniquely positioned as a consultancy that can provide end to end digital capability, backed up by market leading technology practices. This allows us to provide services to our clients from design and build, deployment, and testing.

PDG is also preferred consultancy and staff augmentation provider to a range of government agencies <https://www.powerdatagroup.com/panel-membership/>

Cyber Security MSP provider for Australia and New Zealand. Our services now extend to security awareness, compliance, cyber user training and anti phishing (ransomware). We are DISP Accredited supplier.



# WHY POWERDATA GROUP?



Over 15 years' commercial knowledge and experience



A track record of delivering successful projects



Extensive production/operational support experience



100% Australian owned



Fit-for-purpose solutions for our clients.



Extensive database of industry experts

# OUR CLIENTS COME TO US TO SOLVE THE FOLLOWING PROBLEMS

## Data Analytics & AI

Transforming raw numbers into targeted solutions by collecting and analysing the day-to-day data from within your company.

## Cyber Security

Requiring security consulting services in areas of planning, architecture and risk management.

We offer Cyber Prevention MSP

<https://www.powerdatagroup.com/human-cyber-risk/>



## Digital Transformation

Adapting existing business practices to new digital methods to increase efficiency and keep up with rapidly-changing market demands.

## Staff Augmentation

Requiring industry specialists that are experienced in delivering superior business outcomes for your business (onshore / Offshore model).

# WE ENGAGE AND ASSIST BY:

## Data Analytics & AI

Uncovering hidden correlations by segmenting your market and customizing your products with the help of predictive analytics.

## Cyber Security

Our cyber security solutions are tailored for both enterprises, government agencies and providers of network infrastructure and services. (SOC, 1<sup>st</sup> endpoint security using Deep Learning, Security Awareness Training, Endpoint Data Protection)



## Digital Transformation

We provide best user experience design services and build digital ecosystems that eliminate the gap between users and technology.

## Staff Augmentation

Our consultants are available for both short-term assignments or long-term engagement, talk to us today about our various engagement models.





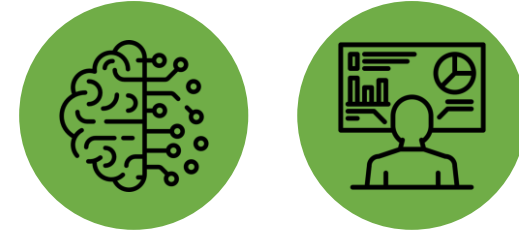
# TRANSFORM BUSINESS DECISION-MAKING WITH POWERFUL OPTIMIZATION SOLUTIONS

- We combine Optimization, Machine Learning and Artificial Intelligence techniques to create customizable decision support solutions that drive operational efficiency and deliver significant ROI.
- Our main expertise cover: Manufacturing and Supply Chain, Logistics, Workforce and Maintenance.
- We focus on sizing, planning, scheduling and dispatching optimization across several industries, from Field Services and Pharma Salesforce to Automotive, Transportation, Semiconductors and Textile manufacturers.
- Our solutions span from real-time to operational, tactical and strategic planning horizons

These are some examples listed below.

<https://www.powerdatagroup.com/optimisation-decision-support-solutions/>

## Optimization/ML/AI



## Industries



## High ROI and Operational Efficiency



# CASE STUDY: NATIONAL AUSTRALIA BANK



## THE CHALLENGE

The NDH initiative is NAB effort to populate the Data Lake so that the data sciences community can build meaningful insight using data.

## OUR WORK

We developed Informatica BDM dynamic mapping jobs and moved the build complexity to a small group of platform developers. Templates were created so that ingestion squads with basic Unix and Excel experience could build data assets by defining the metadata in a csv file and uploading it to the NDH container. Once the metadata is in the container, a schedule was configured to invoke the pipelines at a predefined interval, shifting the build complexity to a small group of platform developers.

## THE OUTCOME

A dynamic mapping template was built and configured through Informatica BDM. Enabling those with only basic Unix and Excel experience to load meaningful data from various sources into the data lake.





# CASE STUDY: L'OREAL AUSTRALIA

L'ORÉAL  
AUSTRALIA

## THE CHALLENGE

L'Oreal Australia's operational system was experiencing data quality issues which were impacting customer relations and regulatory compliance. The existing data quality detection and resolution practices were complex, unclear and unable to keep up with the volume of errors. The challenge was to reduce the number of data quality errors and increase business confidence in the data.

## OUR WORK

Our consultants liaised with the client to assist with architectural decisions and supported the ETL Design, Development and Testing of the reporting solution. We provided support to L'Oréal Australia from initial contact through to extracting data from the legacy systems (SAP R3/Mars/SFA/FM); loading the data to the staging area using SAP Data Services; and providing reporting and analysis from the central information hub.

## THE OUTCOME

Our team provided cost effective data quality solutions that vastly reduced the number of errors. As a result, the business can ensure regulatory compliance and operational and transactional reporting with accurate, trustworthy data.



# CASE STUDY:

## DEPARTMENT OF INDUSTRY, INNOVATION AND SCIENCE



### THE CHALLENGE

The ICT branch of the department was operating in an agile fashion within teams, but not necessarily around the teams nor through their hierarchy. Transformation efforts needed to be synchronised between the branch and larger scale changes being made across the department.

### OUR WORK

Working closely with the leadership of the branch, our experts were able to reach a common understanding of the functions required to support the branch. We were able to identify silos of agile, lean and change coaching happening at individual branch levels. We proposed that an enhanced and standardised implementation of New Ways of Working. We advised that the creation of a Lean Agile Centre of Excellence (LACE) would be beneficial to synchronising the branches and enacting change across the department.

### THE OUTCOME

We established a Lean Agile Centre of Excellence to coordinate coaching and training across the department, preventing the siloing of new initiatives.





501 Dandenong Road  
Armadale, VIC. 3143  
+61 3 9507 2052  
info@powerdatagroup.com

