



# Our Story – What Who How

**Striatum Technologies Private Limited**

Accelerate your digital journey with our consulting services, outcome based analytics services, cutting edge tools and platforms

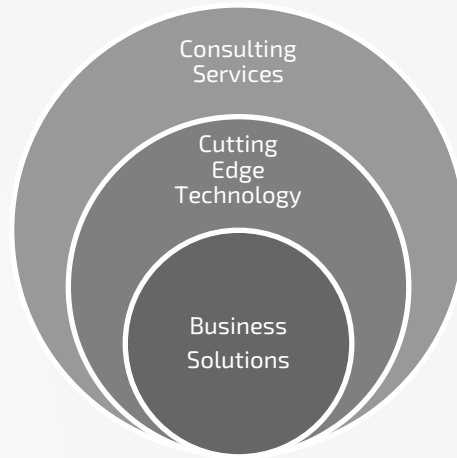


# About Striatum

(Contact us at : [indiasales@striatumtech.com](mailto:indiasales@striatumtech.com))

- Striatum Technologies ([www.striatumtech.com](http://www.striatumtech.com)) : a boutique Outcome-Driven Consulting Company.
- Powered by an experienced founding team with several decades of corporate executive as well as startup experience.
- The team brings forth the best of corporate process and scale experience as well as on the feet thinking and agility of startups.

**Striatum uses expertise of its team and cutting edge technologies to provide business solutions**



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# Our team



**Rajiv Khemka**  
CTO



**Sharmila Hiranandani**  
Solution and Customer Delivery



**Ruchika Khemka**  
Consulting and Business  
Development



**Satyaki Dasgupta**  
Sr Consultant



**Anupriya Agarwal**  
Business Analyst

# Striatum Team

## **Rajiv Khemka**

([linkedin.com/in/rajivkhemka](https://www.linkedin.com/in/rajivkhemka))

- Computer Science Engineer from IIT Kharagpur
- More than 30 years experience in the technology space
- Worked in leadership roles in technology at Reliance, OfficeTiger and Digital Equipment
- Extensive experience in Telecom, BFSI and Technology
- Member of IEEE, TIE, CCICI and BMA
- Interested in using technology to create business value for customers



# Striatum Team

- **Sharmila Hiranandani**

([linkedin.com/in/sharmila-hiranandani-487a511](https://www.linkedin.com/in/sharmila-hiranandani-487a511))

- Has 25+ years of experience in the IT industry with experience across multiple domains like Telecom and financial services.
- Presales and delivery leadership positions at Tech Mahindra and Convergys Information Management Ltd
- Extensive experience in Telecom, BFSI and Technology
- Worked for global as well as Indian clients for delivering large scale solutions



# Striatum Team

## **Ruchika Khemka**

(<https://www.linkedin.com/in/ruchika-khemka-b041a67b/>)

- Chartered Accountant
- MBA from the Indian School of Business (ISB)
- Worked at corporates such as the Aditya Birla Group and PwC
- Extensive experience in Finance, Marketing, Customer Experience and Business Development
- Believes in the power of effective communication at the right time



# Striatum Team

- **Satyaki Dasgupta**

(<https://www.linkedin.com/in/satyaki-dasgupta-59543a7/>)

- 33+ years of diversified experience in information technology
- Has executed numerous projects both in India and overseas in domains like Retail, BFSI, Hospitality and Media
- Extensive experience in data analytics solutions using new age tools and technology.



# Striatum Team

## **Anupriya Agarwal**

([www.linkedin.com/in/anupriya-agarwal-1873a0165](https://www.linkedin.com/in/anupriya-agarwal-1873a0165))

- MBA from ICFAI Business School, Hyderabad
- Has 5+ years of experience in the IT and banking industry across domains like logistics, pharmaceutical, trade finance
- Worked with global teams at Cognizant as RPA and Process Modeling consultant

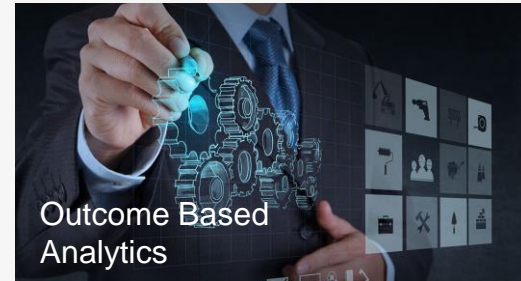




# Our Consulting offerings

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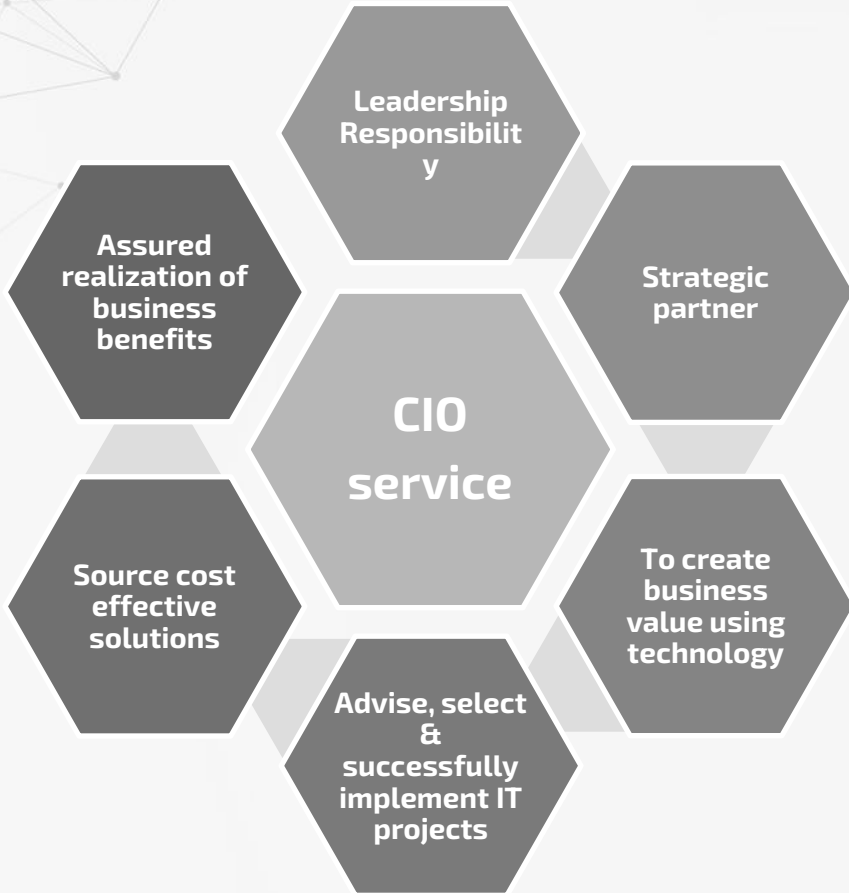
# Consulting offerings



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# Fractional CIO/CDO services

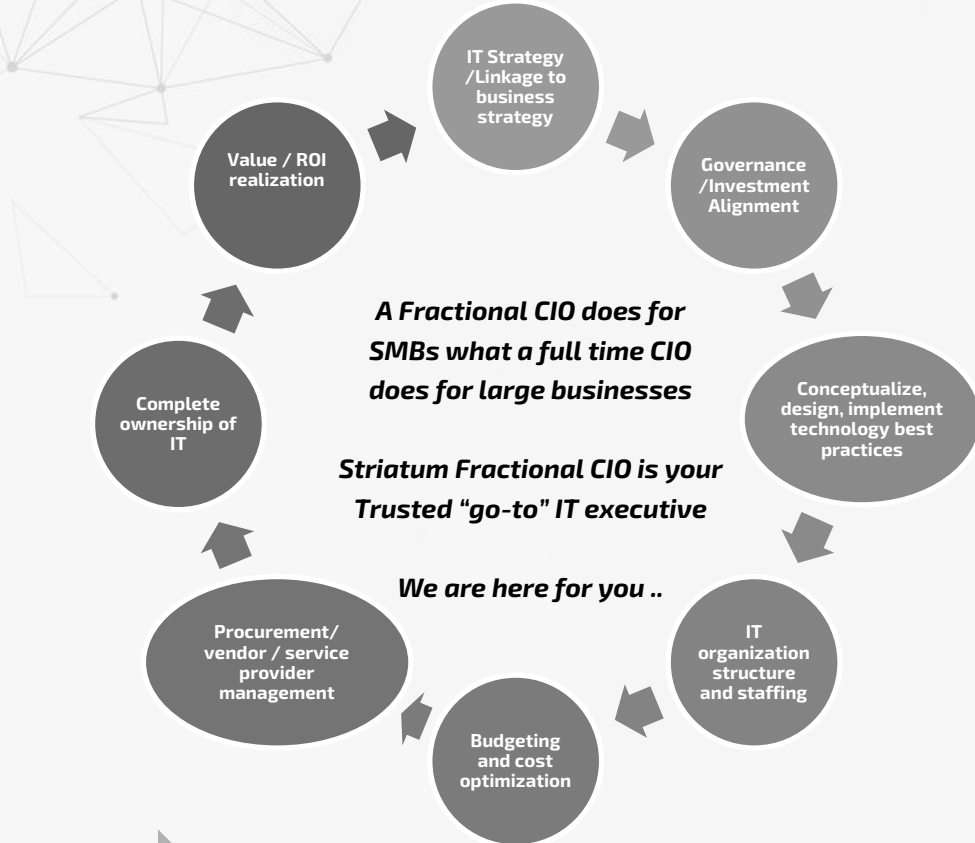
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# SMB Bottom Line – Need of the hour..

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# Striatum solution Fractional CIO/CDO Services



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# Our Approach

## Diagnosis

- Understand key business drivers, pain points
- Study end to end business process flow
- Identify technology and manual touchpoints
- Study key technology platforms across all channels
- Intermediate report summarizing the discussions
- Final report – articulation of current business needs and expectations over the next 3 years or so

## Prognosis

- Recommendations and actions to be taken for applying state of the art technologies for business outcomes

## CIO Services

- Striatum offers its Fractional CIO services to meet the end to end technology needs
- Technology strategy and roadmap
- Budgeting, planning, architecture, design
- Ownership of implementation
- Ongoing governance of technology operations
- Governance of technology contracts, agreements and vendors
- Vendor scope of work, RFP, evaluation, selection, governance, operations

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# Advisory services – Digital Transformation

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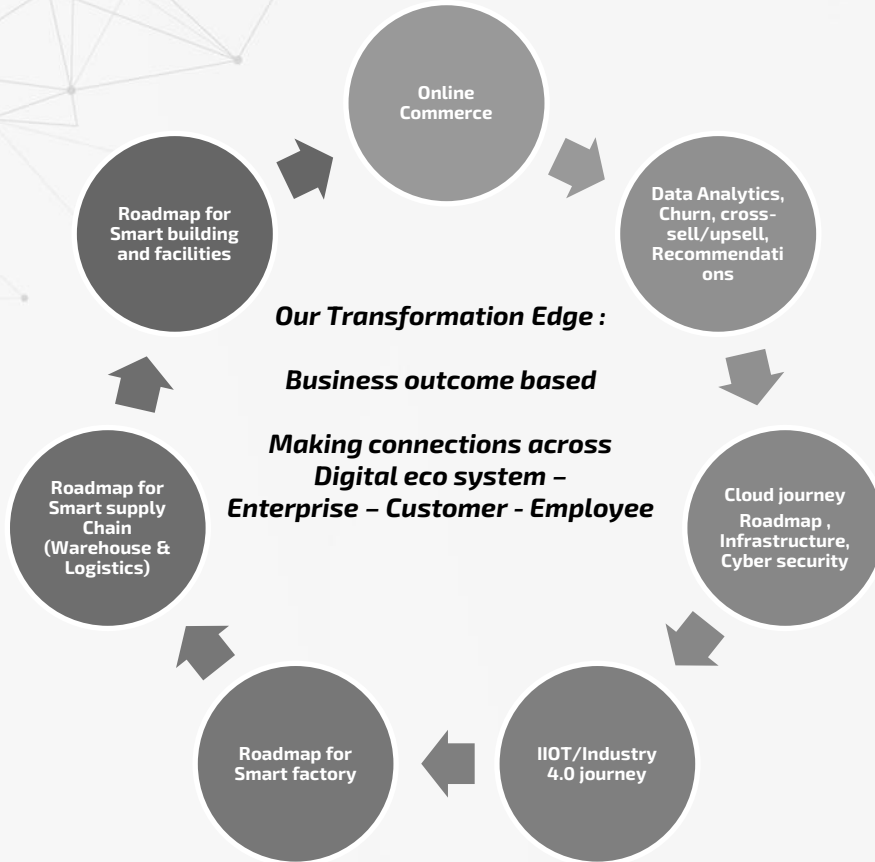
# Digital Journey- Complexities, challenges



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# Striatum solution Advisory services - Accelerate digital transformation



[Case Studies](#)

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# Outcome based analytics

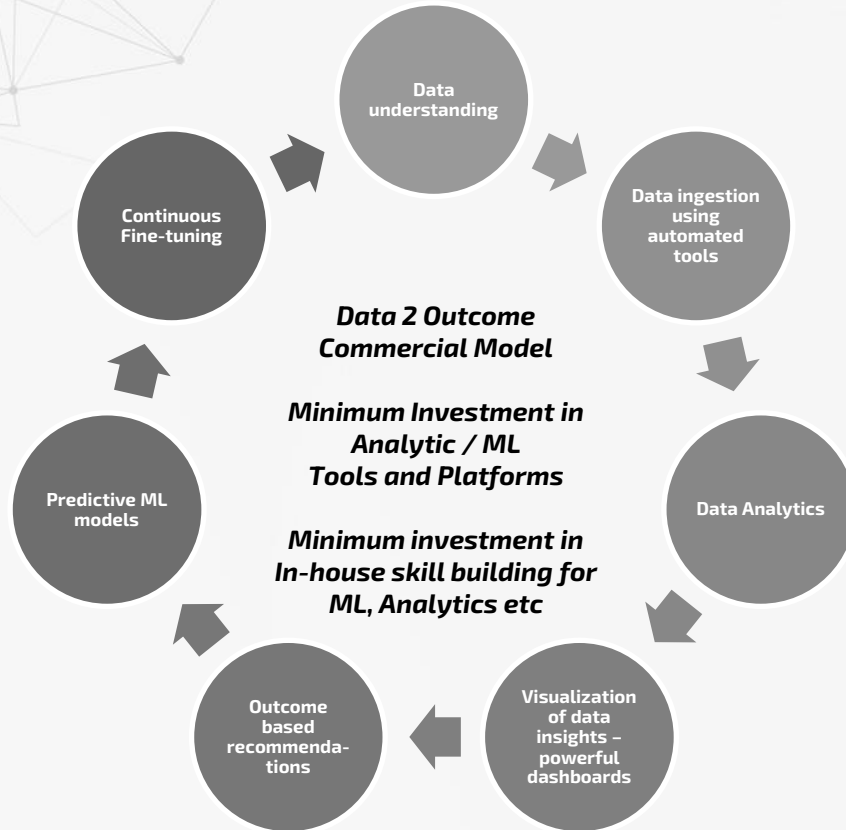
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# Data driven decisions - Challenges



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# Striatum solution Outcome based analytics



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# Our Approach

## Analysis

- Hypothesis : Initial assumptions to start analysis
- Data ingestion from various sources
- Feature engineering to narrow down the features required for the analysis
- Analysis of data to validate it against the Hypothesis

## Insights & Investigations

- Present insights on the data patterns
- Visualization thru powerful dashboards
- Investigate reasons for the various insights emerging from the data patterns

## Recommendations & Outcome measurement

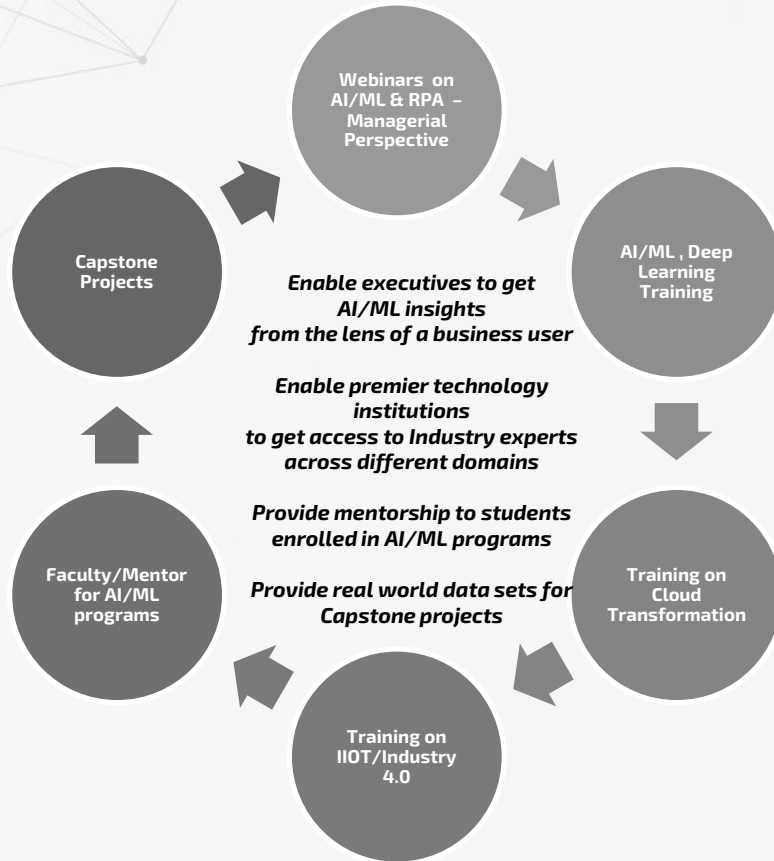
- Recommend initiatives and actions to be taken to meet the objectives of the problem statement
- Measure the outcomes of the recommended initiatives
- Build Machine Learning models for further predictive analysis
- Enable customer to take near real-time data driven decisions
- Continuously feed the data to the ML models for further fine tuning

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# AI/ML Training services

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# Training Offerings



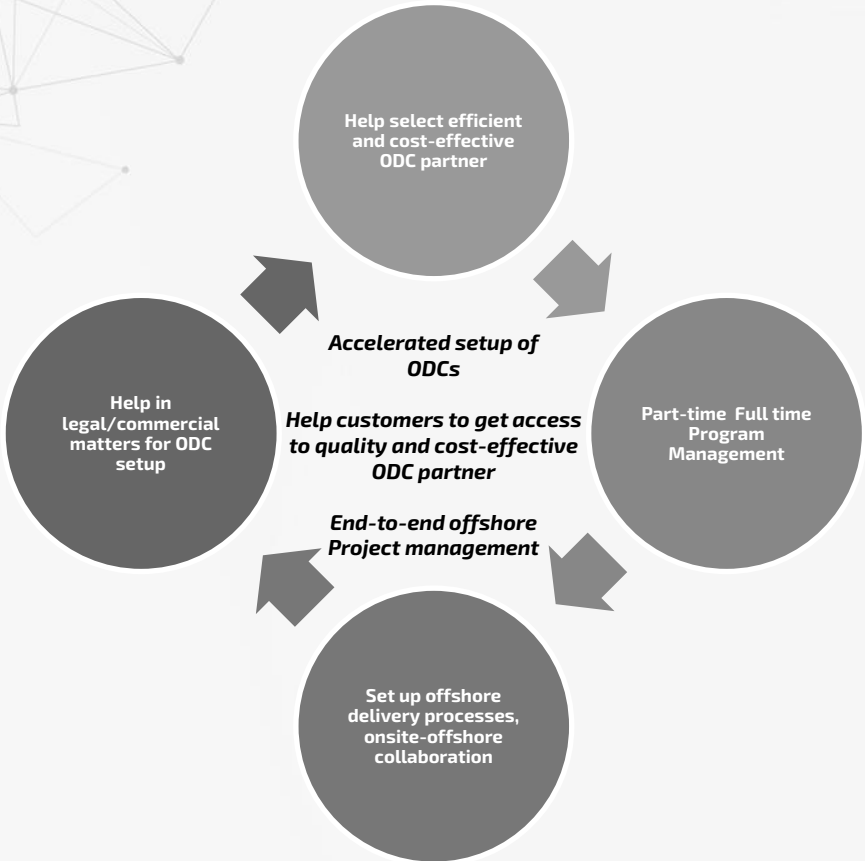
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# Offshore development services

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# ODC setup services



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# Case Studies

# Digital Transformations



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# Customer – A Mumbai Based, Private Sector Bank

## Business

- One of India's fastest growing private sector bank; offering specialized services under five business verticals namely: Corporate & Institutional Banking, Commercial Banking, Branch & Business Banking, Retail Assets and Treasury and Financial Markets Operations
- As a strategic business decision the bank decided to outsource IT Operations and Development work to a leading global IT Services Company
- As part of the contract, more than 200+ applications had been outsourced.

## Challenge

- Outcomes from the outsourcing exercise were not in line with the expectations
- Business deliverables and the ability to serve existing customers as well as onboard new customers were getting impacted
- Process challenges as well as differences of understanding and opinion on the contractual terms as well as mutual expectations were impacting service delivery
- Bank management was wondering whether outsourcing was a mistake and whether they should insource the technology operations again

## Deliverables

- Understood issues faced by IT heads and the team on ground and the actual practices adopted. Recommended actions to be taken and path for implementation
- Understood the viewpoint of partner leadership team and reasons why they were failing to deliver on this engagement while they were delivering successfully with global clients
- Studied the trend analysis of increasing trend of operational tickets and customer issues
- Made an Improvement plan to reduce operational tickets and improvise overall support process
- The bank was able to implement the recommendations which led to improvement in business deliverables in a cost effective manner



# Customer – A Mumbai Based, BSE Listed NBFC

## Business

- A mid size listed NBFC company wanted to take their business to an end to end digital journey in order to grow fast and efficiently in a competitive market
- The client provides easy and quick access to finance to micro enterprises in tier 2 and tier 3 cities of India

## Challenge

- Enable the best use of mobile, cloud and networking technologies for Business application – loan origination, credit appraisal, disbursement, collection, regulatory filings and other related functions
- Integrate business application with 3rd party data sources like Bank (for disbursement and Collection) , Credit bureau, Insurance (premium calculation and Certificate generation) , Digital channels - SMS & WhatsApp in a seamless manner to digitize the journey.
- Needed an IT strategy and execution partner who will help them conceptualize, architect, design, develop, implement, operationalize and manage the ongoing operations

## Deliverables

- Planning of the complete digital strategy
- Executing the PHYGITAL (Physical + Digital) Model for delivering services to customers in Tier 2 and 3 cities.
- Technology enablement for end to end 'Sourcing to Collection' processes.
- Leveraging digital channels to acquire and serve customers.
- Integration of applications with 3<sup>rd</sup> party data sources
- Applications (LOS, LMS etc.) chosen were keeping in mind the digital strategy
- Leveraging data for optimum utilization of human, time and money resources



# Customer – A Mumbai Based Wealth Management Company

## Business

- One of the oldest wealth management companies having multiple business lines:
  - Stock broking + DMAT services
  - Advisory services
  - Portfolio Management Services
  - NBFC

## Challenge

- Because of legacy, most of the business happens through personal relationships, f2f meetings and phone.
- Because of the pandemic, their reach to the customer got impacted significantly. This impacted their existing clients as well acquisition of new clients.
- They were not able to give the new age experience to the new generation

## Deliverables

- Planning of the complete digital strategy involving customer acquisition and customer serving with a focus on Enhanced Customer Experience.
- Helped them deploy their online trading platform, involving creation of BRD, engaging with chosen platform vendor, program managing the whole deployment, giving regular updates to the top management, coordinating with multiple stakeholders.
- Working with them to deploy their digital property for their wealth management system, which will provide a single screen to their customers for all their engagements.
- Helped them move onto Cloud
- Helping them not only building the technology backbone involving infrastructure, applications processes and policies but also in marketing their digital properties through offline and digital marketing initiatives.



# Case Studies Others



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# SD-WAN Implementation Case Study

## Business

- A mid-sized NBFC in India wanted to setup Enterprise networking to improve their digital presence in order to grow fast and efficiently in a competitive market

## Challenge

- Client had Head Offices in Metro cities and branches in Tier2/3 cities of India
- Frequent network issues by local ISPs was hampering smooth operations of the business
- No visibility to monitor link status, usage or connected end points
- Peak business hours outages had a direct impact on business targets
- Wanted consultants to help plan, architect, implement and operationalize superior yet cost effective solution considering business and branches growth for next 3 years

## Solution

- Striatum successfully implemented Enterprise networking using cost effective SD-WAN over a period of 3 months
- Migrated existing networking to superior SD-WAN based enterprise networking
- Implemented Real time Web based dashboard displaying - network availability, link utilization, application usage, connected devices, traffic patterns
- Centralized Network policy enforcement across organization
- Quick deployment of network devices addition, removal or configuration changes from central console
- Enhanced overall customer experience

# Bank API Integration Case Study

## Business

- A mid-sized NBFC in India wanted to replace existing manual banking processes of disbursement and collection
- Customer wanted an automated processing via Banking API integration to make their Loan disbursement and collections quicker and efficient

## Challenge

- Manual banking transactions for processing of loans leading to errors
- Loan disbursement failures due to incomplete bank transaction process leading to customer dissatisfaction
- Collection failures were impacting the revenues
- Required expertise to conceptualize, architect, design and integrate their business application with Banking APIs for faster and secure transactions

## Solution

- Striatum Technologies was selected as the partner of choice by the NBFC
- Successfully implemented integration of Loan Management applications with Banking APIs over H2H and XML interfaces within 6 months
- Established Connectivity with Banking system from DC-DR setup over secure and redundant paths
- Customer could achieve Online verification of customer bank account details
- Automated process of mandate file generation for presentment and loan account adjustment
- Time reduced with improved accuracy resulting into optimal cash management and revenue enhancement



# Techno Economic Viability Case Study

## Business

- Global MNC information provider

## Challenge

- Client had a mandate to do a techno commercial viability analysis of a telecom company
- Required senior telecom professionals with relevant industry expertise
- Knowledge of state of the art telecom technologies, industry practices, business models and the capex/opex requirements for an expansion and business as usual
- Independent and strategic view of various business aspects , participate in the due diligence of the telecom operator

## Solution

- Striatum Technologies was selected as the partner of choice by the MNC
- Analyzed the deployed technology, strategy for expansion, products, operations, customer services and benchmarked to the industry
- Assessed the network and IT resources, processes, operational framework, human resources and cost allocations
- Reviewed and evaluated future revenue estimates and Capex/ Opex requirements
- SWOT analysis of the Telecom Operator
- Client was able to successfully complete the techno economic viability project within the timelines and present it to their end client – the bankers



# Telco Case Study

## Business

- Tier 1 Global Telecom operator providing Enterprise connectivity solution to enterprises which are a mix of Indian as well global corporations, Govt, SME and Carriers

## Challenge

- Increase sales conversion rate from the current level
- Identify specific gaps / areas for improvement
- Analytics for Enterprise Sales
- Near-Real time Access of latest Information to business users
- Introduce new use cases to increase revenue

## Solution

- Striatum Technologies was selected by the telco to provide a data analytics based solution
- Deployed a powerful data analytics and dashboarding tool
- Analyzed the feasibility data and provided valuable data insights
- Key insights presented to telco along with actionable recommendations
- 3 use cases gone live, more use cases under implementation



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# Capstone Project Case Study

## Business

- A leading Institute of Higher Education and a deemed University offering various Post Graduate Programs in Artificial Intelligence and Machine Learning for working professionals
- The course includes an 8-week Capstone project where students solve a business problem using Data Sciences under the mentorship of the institution's faculty members and industry experts

## Challenge

- Required partner to provide industry experts for the Capstone project
- Required industry related business problems and a rich set of industry datasets across different domains

## Solution

- Striatum Technologies was selected as the partner of choice by the Institution
- Successfully completed the Capstone Project within the timelines
- Mentored apx 100 students
- Provided real life industry problems and datasets for the following Use cases :
  - Predict churn for telecom operators
  - Predict Loan approvals
  - Predict Medical claim approvals
  - Predict cancer mortality rate
  - Predict hospital admission rate
- Very positive feedback from the students and faculty for the mentoring provided by Striatum industry experts



# ODC for a USA based client Case Study

## Business

- A leading USA organization providing physical security platform
- Unique integrated suite of large number of Patented features
- Security platform includes real-time lockdown, asset tracking, automated time and attendance, hands-free multi-distance access
- Patented real-time communication enables campus wide lock-down in seconds
- The integrated hardware and software has the most advanced encryption in the market

## Challenge

- Customer wanted to develop a scalable solution to cater to large US government organizations
- Migration from legacy platform to new technologies in order to meet the scalability requirements
- Augmentation of in-house technical team with senior solution architects, full stack developers and testers
- Wanted a trusted partner to set up ODC in India

## Solution

- Successful POC in 6 months for implementation of new features in existing product, re-structuring deployment package, testing of a critical release
- Developed a completely new model to enhance the current features of the product
- Successfully tested 3 major releases for one of the key end users of the customer
- Successfully migrated the product from Jboss to Wildfly, integrated Kafka messaging technology to enable the product to scale up to handle huge volumes of messages which is a key feature of the product



# NBFC Case Study

## Business

- A mid size listed NBFC company wanted to take their business to an end to end digital journey in order to grow fast and efficiently in a competitive market
- The client provides easy and quick access to finance to micro enterprises in tier 2 and tier 3 cities of India

## Challenge

- Enable the best use of mobile, cloud and networking technologies for Business application – loan origination, credit appraisal, disbursement, collection, regulatory filings and other related functions
- Integrate business application with 3rd party data sources like Bank (for disbursement and Collection), Credit bureau, Insurance (premium calculation and Certificate generation), Digital channels - SMS & WhatsApp in a seamless manner to digitize the journey.
- Needed an IT strategy and execution partner who will help them conceptualize, architect, design, develop, implement, operationalize and manage the ongoing operations

## Solution

- Striatum Technologies was selected by the NBFC as IT partner of choice
- Strategic and technology leadership provided with tremendous value addition
- Cost-effective business application rollout in a period of 9 months
- Accelerated end to end digital business journey
- Achieved application rollout at branches within a month
- Logged on to 2X business growth within 3 months of rollout
- Productivity improved 3X with unit processing time reduced from 1 hour to 20 minutes



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# Thank you!

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