




# BUSINESS TRANSFORMATION **ACCELERATED**

Introduction & Capabilities

**Tresbu** is a Business Transformation Technology Provider

- ❖ **Business Transformation Consulting**
- ❖ **SaaS & Mobility Apps**
- ❖ **IoT Apps & Solutions**
- ❖ **Analytics, Data Visualization**



**We Use** digital technology, proven accelerators, and entrepreneurial thinking to erase the gap between what customers want and what businesses can provide.

# How Our Clients Use Business **Transformation**

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**Improve The  
Customer Experience**

**Improve Product  
Innovation**

**Improve Operational  
Efficiency**

**Improve Executive  
Decision-Making**



## Tresbu Business Transformation Stack

	Customer Experience	Operational Efficiency	Product Innovation	Decision Making
Solution Areas	CRM, Customer Journey, Support, Omni-Channel, Digital	Productivity, Supply Chain, Process Automation, Production Mfrg.	Product Engineering, Support, Monitoring, Update	Analytics, Data Visualization
Technology Streams	Cloud, Mobile, AI, BI, Video Processing	Cloud, Mobile, IoT, AI, BI, Video Processing	Open Source, Cloud, Mobile, Video Processing	Big Data, BI, Predictive Analytics, AI
Technology Stack	Tresbu Accelerators, MSFT Azure, ML, Power BI, Android, IOS, Xamarin	Tresbu Accelerators, MSFT Azure, ML, Power BI, Android, IOS, Xamarin, Azure IoT	Tresbu Product Engineering Accelerators, ELK, NoSQL, Java Script, PHP, Security Frameworks, Performance Optimization Frameworks	Tresbu Accelerators, MSFT Azure, ML, Power BI, Android, IOS, Xamarin, HD Insight, R, Elk Stack
Solution Accelerators	TRAKEYE TRESPOND	TRESIOT TRAKEYE TRESPOND ADMANAGE	TRESBU LABS	TresSCMPredict TresScorecard TresLogAnalytics

## Frameworks & Accelerators Are The Foundation of Our Value

- ❖ Reduce Time to Market
- ❖ Reduce Total Cost of Ownership
- ❖ Accelerate Time to Value

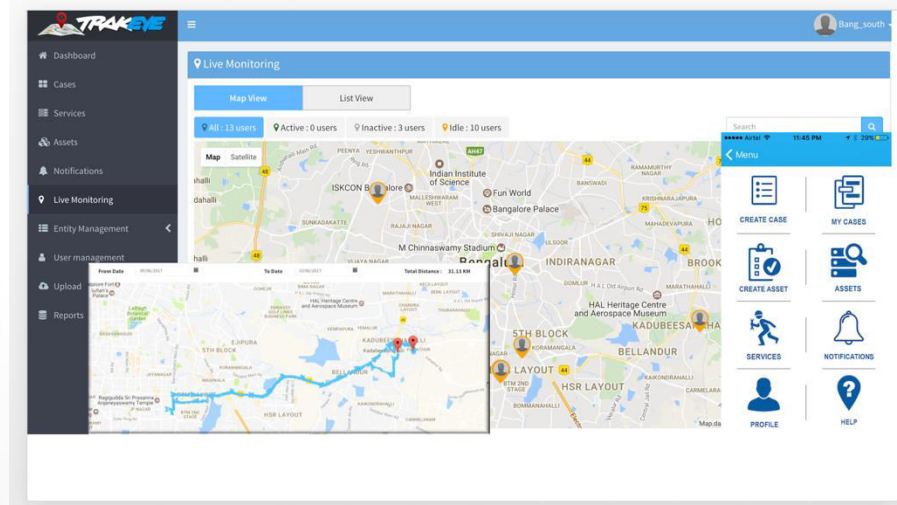
## TRAKeye

### FEATURES

Geo-fencing for In-field personal  
Asset Tracking & Management  
Share In-Field Information & Surroundings  
Call In-field Agents through Audio/Video  
Open Platform (API) for Service Providers  
Real-Time Tracking  
Pinning Service Area  
Analytics & Alerts  
SaaS Platform

### Field Sales & Service Automation

TrakEye is a solution framework that enables enterprises to track location, monitor and control their field agents, field activity and field Assets real-time. Performance of field resources is significantly increased by Trakeye efficient collaboration abilities and also allow them to easily perform field activities like reporting issues, updating service tickets, creating orders, Customer interaction. Trakeye is an efficient SAAS platform which gives numerous customizable options to address various business needs.



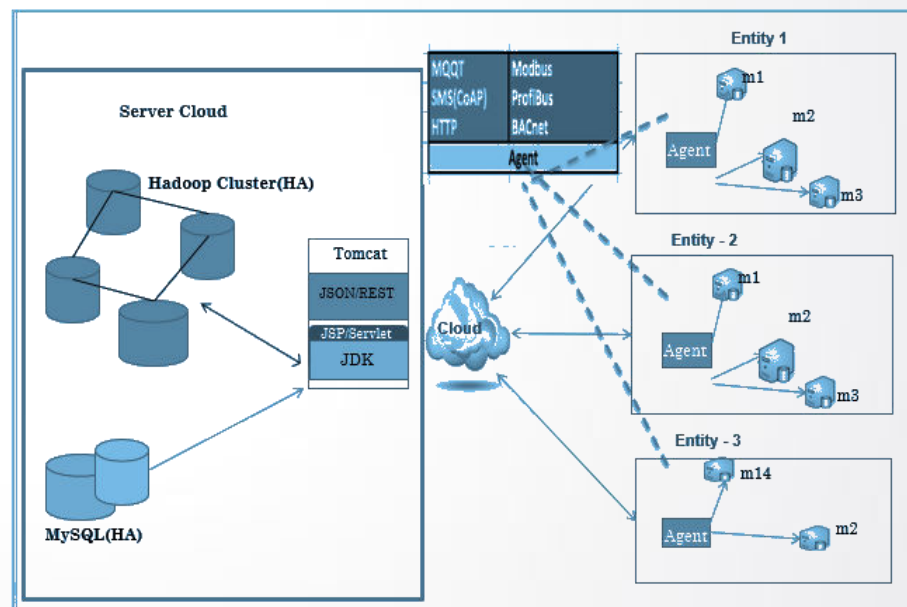
## TRESIoT

### FEATURES

Connecting The Unconnected  
High-Volume Data Transfer Management  
Intelligent Controls & Notifications  
Mobile Device Enablement  
Analytics & Alerts  
SaaS Platform

### IoT Enablement Framework

Treslot is a solution framework that connects the unconnected – sensors, mobile devices, wearables, legacy devices & machines, etc., and enables interconnectivity, remote control management, bi-directional data transfer & management, analytics, and more.





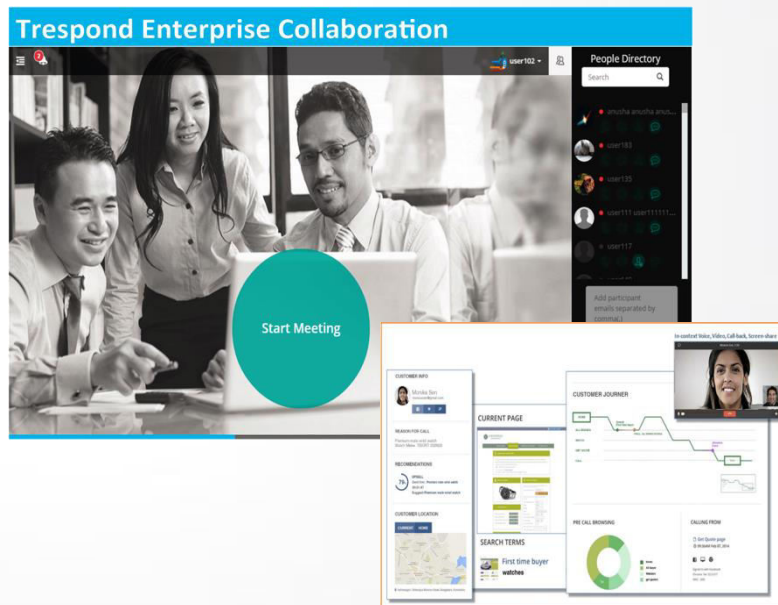
## TRESpond

### FEATURES

Enterprise Secure Video & Audio Calling  
Screen & File Share, Chat, & Partner  
Invites  
Share In-Field Information & Surroundings  
Multi-party Audio & Video Calling  
Scheduler & Calendaring  
Predictive Analytics & Alerts  
Device & Browser Agnostic  
SaaS Platform

### Real-Time SaaS Collaboration Framework

Trespond is a single sign-on collaboration platform that eases multi-channel communication and productivity while enabling a hyper-connected enterprise.



# Partners & Credentials

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## Partners



Microsoft



servicenow



## Platforms



Microsoft  
Azure

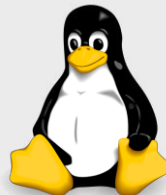


LIFERAY.



Drupal

## App / OS



Microsoft

# Marquee Customers

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## A Market Leading Broadband Provider Field Sales/Service Agent

### Problem

The telecom service industry (hardware technicians & maintenance staff) for ISPs and TelCo's in India is very disorganized. It relies on manual co-ordination between supervisors and field technicians, including ticket tracking in excel sheets, & updates based on phone calls, often struck in the traffic and loosing time for fixing problems, and at risk of loosing location based competencies when a technician leaves the company.

### Challenge

Creating a system that automates large parts of the workflow for field technicians, with timely updates & escalations to supervisors. Other features include analytics for visualizing detailed trends, like frequent problem locations, equipment, & even personnel and making the field personal more knowledgeable to fix the issues in less time.

### Solution

Mapping all the assets with the detailed list of issues re-solved and enabling the data for proactive and preventive maintenance in the context of the location and customer makes the field personal more knowledgeable and enabling him to reach reported location faster will help field personal to resolve the problem quicker.

While assigning field issues, competency algorithm enables the competency to be distributed across the team members automatically resulting in uniform competency.

Additionally, a geo-fenced system for field technicians that notifies them whenever a service (installation request) or ticket (repair request) is created in their area of operation, with configurable SLAs to ensure important issues receive timely attention from all the stakeholders. The exact location of the problem occurrence is presented to the field agent, using Google Maps, in the issue itself so that they spend no unnecessary time searching for the location. A tree style hierarchical organization can be quickly setup, with each branch in the tree governing different geo-fences.

### Results

Field personal are more knowledgeable and are enabled with meaningful data to solve field problems and enabling them to reach the field location quicker resulting in 15%~20% productivity improvement.

Uniform competency across the team members through automatic process de-risks loosing competency and the organization is more innovative.

Routing the field personal in the context of field issues, SLA's and priorities, enables the field personal to travel less distance to solve same problems resulting in efficiency.



**NVIDIA**

## Cloud-based GPU Management Platform

### Problem

Client's existing solution at the time consisted only of standalone hardware with a command line interface.

### Challenge

Get a proof-of-concept off the ground quickly to evaluate the viability of the product idea. Then, implement the learnings from the PoC to build a portal for managing the deep learning hardware. Although each hardware device has its own CLI interface, there was no way for customers to manage multiple deployments from a single, central console.

The cloud based solution brought into focus a host of other challenges that they hadn't considered initially – like multi-tenancy, reliability, scalability, security, etc.

### Solution

Tresbu built a secure, scalable, reliable, multi-tenant, AWS-based portal which is used by customers to manage deep learning hardware. The hardware gets deployed in the customers' own data centers, while the management portal running on the public cloud provided a browser based GUI.

The GUI had a unified multi-tier dashboard – to view the resource (CPU, GPU, RAM, HDD) utilization – both collectively and individually of all the deployed hardware. It allowed customers' users to add/remove docker containers via the GUI. It also had an admin dashboard to add/remove tenants; view basic analytics of the deployed hardware; and perform other housekeeping functions.

### Results

The proof of concept was completed in 4 weeks demonstrating all of the functional needs for final project build as required by client.

## LENDINGKART Loan Provisioning Cloud App

### Problem

Massive growth in E-commerce provide enormous opportunities for individuals, small, and medium sized vendors to sell products online globally.

### Challenge

But with the growth, the vendors faced inventory financing issues to meet the high pace of demand, putting their reputation and business at risk.

At the same time, the process for seeking growth capital through traditional banking institutions,

was too slow to meet the challenging pace, and thus microfinancing was born and privatized. Our client had a unique, entrepreneurial concept in mind but didn't have the know-how or team to build it.

### Solution

Tresbu built a a web/mobile compatible application on the salesforce platform, which can integrated to E-commerce and other third party applications from where e-commerce sellers can obtain instant loans. The solution offered complete loan requesting processing through an API and also through a customer community portal and integrated with credit bureau's and leading e-commerce providers.

### Business Benefits

Our Cloud adaptation gave the client complete control on the operational costs and zero application downtime. The robust integration of API's enabled loan requesting and validation with no human intervention. Target customer satisfactions goals, target lead generation goals, and minimum tech support goals were all achieved.





## Customer Experience Platform - JIRA

### Problem

JIRA as an end-to-end project and service management tool. Difficult to manage customer issues and understand the productivity of technical support engineers through JIRA system as it had very minimal CRM capabilities. No flexibility in issue creation process, minimal customer engagement through the case resolution process, poor survey mechanism and poor analytics.

### Solution

Effective customer success platform is required to engage customers in the process of issue resolution as it improves customer confidence and satisfaction which hugely contribute to customer retention and continued business.

We have suggested and implemented a very effective case management process on SFDC platform where technical support engineers can manage cases created by the customers.

Many custom events were defined to notify case stakeholders on the progress done by technical personnel. This ensured better SLA management and high customer bingo scores from feedback

- Integration with JIRA gave technical support engineers the power to collaborate with engineering teams and auto update cases as per bug statuses updated by engineering and business teams.
- Knowledge base to help as customer self-service portal.
- SFDC reports and dashboards gave complete picture of overall view on the case inflow/outflow, Support team's productivity, pain points and customer satisfaction.

### Results

- ❖ Increased ease in case management on SFDC platform compared to JIRA.
- ❖ Multiple case creation processes helped better customer engagement with product services.
- ❖ Effective SLA management ensured huge improvement in issue resolution time and increased customer satisfaction.
- ❖ Knowledge management on customer self-service portal helped reduce support costs.



## Employee Engagement Platform

### Problem

For the success of an organization, it is very important for the employees to have an increased engagement across the organization. This is often overlooked as organizations are divided into departments and employees seldom have a platform to voice their ideas and opinions.

### Challenge

The people doing the hands-on work are the ones who usually know the truth of what will succeed or fail, but it's often career-limiting for them to express their views to the executives and safe means of providing that information are unavailable.

One of the main reason employees feel disengaged and frustrated is because they don't know how to connect their skills, talents, and thoughts to solving their organization's challenges.

### Solution

Tresbu built a mobile/web application where POPin provides executives and leaders with a way to make it safe for employees to say why something will or will not work, and to provide constructive input to solving corporate challenges. The result of using POPin is employee buy-in and organizational alignment.

### Business Benefits

POPin helps eliminate assumptions and interpretation, seek ideas and opinions, and improves the overall effectiveness of teams, departments and the organization as a whole. Listening to employees and helping them connect their skills with the problems in an organization ultimately recaptures lost productivity and provides greater employee buy-in and engagement, while reducing turnover.



## Enhanced Video Optimization Solution for Mobile Carrier

### Problem

Without optimized video, client was facing slow network, expensive costs to provide service and an undesirable customer experience.

### Challenge

In a fast moving mobile technology environment where consumer expectations are high, client was risking brand value and declining business, but didn't have the team in house to build the solution.

### Solution

Tresbu built a an upgrade video processing agent and delivery mechanism such as Range Requests and MPEG-DASH.

The system consists of 8 GPUs for transcoding, controlled by a load balancing proxy, ensuring the most efficient utilization of all the hardware. If all the GPUs are busy, the proxy queues the jobs, and assigns them to a GPU as soon as one becomes free.

### Results

The enhancements led to major performance improvements, which resulted in significant increases in customer interest in the product. The changes we made never made it to the field, hence my reluctance to make false claims.

## 3-Tier GPU Video Transcoding Platform



### Problem

Client offers an array of hosting and transcoding services, but CPU-based processing was too slow to scale or keep pace with evolving technologies (UHD, 4K, etc).

### Challenge

Build a REST API based load-balancing client-proxy-server system. Client had previously hired another vendor, but after long delays and disappointing results, sought to look elsewhere for the quality they needed.

### Solution

Tresbu built a simple REST API-based server that performed video transcoding on the GPU, giving an orders of magnitude performance improvement over traditional CPU-based transcoding. The server deals with both Video on Demand, and MPEG-TS live streams.

The system consists of 8 GPUs for transcoding, controlled by a load balancing proxy, ensuring the most efficient utilization of all the hardware. If all the GPUs are busy, the proxy queues the jobs, and assigns them to a GPU as soon as one becomes free.

### Results

Client is now able to not only improve transcoding performance and thus handle more demand, but also has a new offering to differentiate them from competition and increase revenue streams.

## Supply Chain Spend Data Management Solution

### King Faisal Health & Research Center



#### Problem

One of only 3 major hospitals in a large metro area had known and unknown supply chain inefficiencies and inaccuracies.

#### Challenge

They knew their costs were above industry benchmarks, but didn't know how to precisely pinpoint the sources of errors.

#### Solution

Tresbu brought in a team of spend data management, supply chain, and analytics experts to conduct a comprehensive supply chain study and analysis, identifying key choke points, manual processes that needed updating, aging contracts that were up for renegotiation, competitive unit level pricing and other key factors that would optimize the supply chain.

#### Results

Armed with that specific, detailed assessment and recommendations for remediation, hospital administrators were able to optimize their supply chain spend and systems and save nearly 25% in spend while increasing capacity, system intelligence, and reporting capabilities.

## **Cross Platform Mobile App for Leading ALM Software Company**



### **Challenge**

The world's largest independent ALM vendor sought to create a mobile application that combines both native and HTML5 to deliver access to the clients Request Center catalogs, and services for user requests and approvals. The client also required a certifiable application that would provide access to the client's customers' and their users in a unified manner that could reduce the number of updates from a user perspective.

The application was to be deployed on iPad, iPhone/iTouch and Android devices and feature global usage, daily/nightly updates, multiple platforms, and an intuitive – responsive – elegantly designed UI that met the standards of the brand.

### **Solution**

Tresbu design and architected a native wrapper for native device access and a common form access (HTML5) using Sencha 5. We then created a working UI (demonstrated to Field Sales) and implemented JSON consumers on server and client, as well as, a reactive client based on server configurations but using both native storage and Local Storage for increased interactivity.

### **Business Benefits**

IT users now can react to changing new service requests, investigation needs and approvals in a more timely manner, thus increasing IT/Ops agility as well as bringing Business and IT closer.



## Mobile BI Application for Healthcare Company



### Challenge

A leading healthcare analytics company that has several products and applications within its portfolio which run on various technologies.

These products provide analytical information of various parameters which would be useful for senior management to make business decisions on the go.

Each product had been built using varying types of technologies (java, php, .asp, .net, etc.).

Such a diverse collection of technologies presented a challenge to compile all relevant system and user information due to the multi-layered authentication & security architectures, and siloed databases, all of which forced application users to access individual applications for respective project specific data.

### Solution

With a deep understanding of the problem statement, Tresbu evaluated multiple technical options that could seamlessly communicate across all product platforms. We built a custom mobile-enabled application layer with robust integration and built in flexibility to scale. Analytics and dashboards were created by rendering all graphics natively.

### Business Benefits

In addition to the decision-enabling analytics available to management on the go, users also found great ease and efficiency with an integrated access to data and analytics across all products.

## Joint Project Management Framework **CRISP** – Cycle-time Reduction by Implementing SCRUM Principles

### Discover

Project Strategy

### Define

Project Initiation

### Design

Requirement Analysis

### Develop & Test

Architecture & Design

Build

Validation

### Deploy

Deploy

## Deliverables

- Product with Target Market Plan
- Project scope with Outline of Schedule
- Competitive Analysis

- Project Management Plan
- Project Schedule
- Final Scope Document
- Product Release Strategy

- Use Case Document
- Business Specification
- Architectural Design
- Test Strategy

- Architecture & Component Design
- UI Prototypes
- Product Development
- Document Product

- Detailed Design document
- Unit and Integration tested code
- Unit Test Plans

- Integration and System Tested Source Code
- Integration Test Plan & Results
- System Test Results

- Release Plan
- Knowledge Transfer Plan
- Bug Fixes
- Support Phase Start
- Minor Enhancements

## Manage & Support



Reporting, Updates, & Client Check Points

## HOW CAN WE HELP?

[contact@tresbu.com](mailto:contact@tresbu.com)

408-508-5533