



D A T T A M Z A

CONSULTING



Izana 

Data Quality Suite that understands your needs

DATTAMZA CONSULTING SERVICES

We know your data needs

About Us

We understand your data needs and will co-create solutions that will embrace your goals

Dattamza has been founded by a convolution of skills that include Data Management, Domain expertise and have been in this space for 15+ years.

Our broad range of skills will assist you to move forward in the regulatory environment while also focusing on growth drivers.

If you are looking to embark on Data Governance, Data Management, Architecture, Modeling, Data Quality, Metadata and any data related aspects, we will ensure your success.

If you would want to leverage analytics, machine learning to your benefit, do connect with us to start dialogue.

Problem

Challenges that organizations are experiencing across data landscapes

- Most organizations are fairly advancing their data quality practices to meet the enterprise goals. This opportunity comes with excessive costs vs value.
- Data Quality is a challenge for 83% of the firms that impacts operations and decisions.
- The existing capabilities of tools and solutions, are not able to realize the outcomes of total cost reduction and value creation.
- Data quality services have in-organically grown based on the "then needs" of the organizations. A lack of common data quality language makes it more difficult for inter-operability



Solution

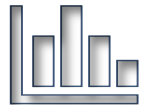
IZANA Data Quality Suite

- * Data Profiling
- * Entity and Attribute relationships
- * Business term discovery and Catalogue
- * Extract, Transform and Derive Data
- * Data Quality Rules Discovery
- * Critical Data Identification
- * Data Rules Management
- * Service based Data Quality Management



Izana – Basic Capabilities

Basic Features of the data quality tool



Data Profiling

Understand characteristics and statistics about data. Can perform Single column profiling, multiple column profiling, row profiling and table profiling. Analyze patterns that help steward Data Quality rules



Business term discovery and Catalogue

Make better use of the comprehensive metadata management module, providing central storage of information about data. This makes it much easier to retrieve information about data that helps in analysis and architecting solutions.



Entity and Attribute relationships

It now becomes much easier to discover and document relationships between business terms at a semantic, logical and Physical levels. This helps simplify complex structures, and their relationships at various usability levels



Extract, Transform and Derive Data

Connect to disparate data sources and Extract data, transform and derive data elements. Export the reports as required, as in available formats.

Izana – Additional Capabilities

Features above the basic data quality capabilities



Data Quality Rules Discovery

Automated data quality rules discovery, like consistency and validity based on the data lifecycle stage



Data Rules Management

A clear distinguishing between policy enforcement, data quality, decision rules, business rules, Notification and threshold rules in the way rules are documented and managed.



Critical Data Identification

Inputs your Balanced business scorecard and priorities, and provides 10% or the percentage of the data that you would want to manage at a priority



Service based Data Quality Management

Backed by well developed data quality service based model that covers all the aspects of data quality assessment and monitoring. Features a notification based workflow along with easy to use interface

Izana – Domain Capabilities

Features customized to Financial Service Industry



Regulatory Compliance

[BCBS 239](#)

[General Data Protection Regulation \(GDPR\)](#)

[CPMI-IOSCO Harmonization of the Unique Product, Transaction Identifier](#)

[CFTC Part 45 Swap Data Recordkeeping and Reporting Requirements](#)

[European Market Infrastructure Regulation](#)

[Digital Accountability and Transparency Act \(DATA\)](#)

[Markets in Financial Instruments \(MiFID II\)](#)

[Undertakings for the Collective Investment in Transferable Securities \(UCITS\)](#)

[Alternative Investment Fund Managers Directive \(AIFMD\)](#)

[Central Securities Depositories Directive \(CSDR\)](#)

[Securities Prospectus Directive](#)

[Payment Services Directive](#)

[Financial Data Standardization Project](#)

[European Common Reporting Framework \(COREP\)](#)



Industry Standards

[Global Legal Entity Identifier Foundation \(GLEIF\)](#)

[ISO TC 68 Financial Services](#)

[ISO 20022](#)

[International Securities Identification Number \(ISIN\)](#)

[Financial Industry Business Ontology \(FIBO\)](#)

[Extensible Business Reporting Language \(XBRL\)](#)

[Object Management Group \(OMG\)](#)

[Mortgage Industry Standards Maintenance Organization \(MISMO\)](#)

[Financial Products Markup Language \(FpML\)](#)

[Financial Information Exchange \(FIX\)](#)

[Bank Industry Architecture Network \(BIAN\)](#)



Business Plan

Business Model

1

Productization of services

Standardizing a predetermined package of services typically bought together and selling for a fixed price similar to a product.

2

Servitization of products

Making a product part of a larger service offering.

3

Price sensitivity

Price the most cost-sensitive item as low as possible and then charge for every additional capability.

Market Opportunity

CAGR 10% yoy

Risk Capital \$15M per Organization

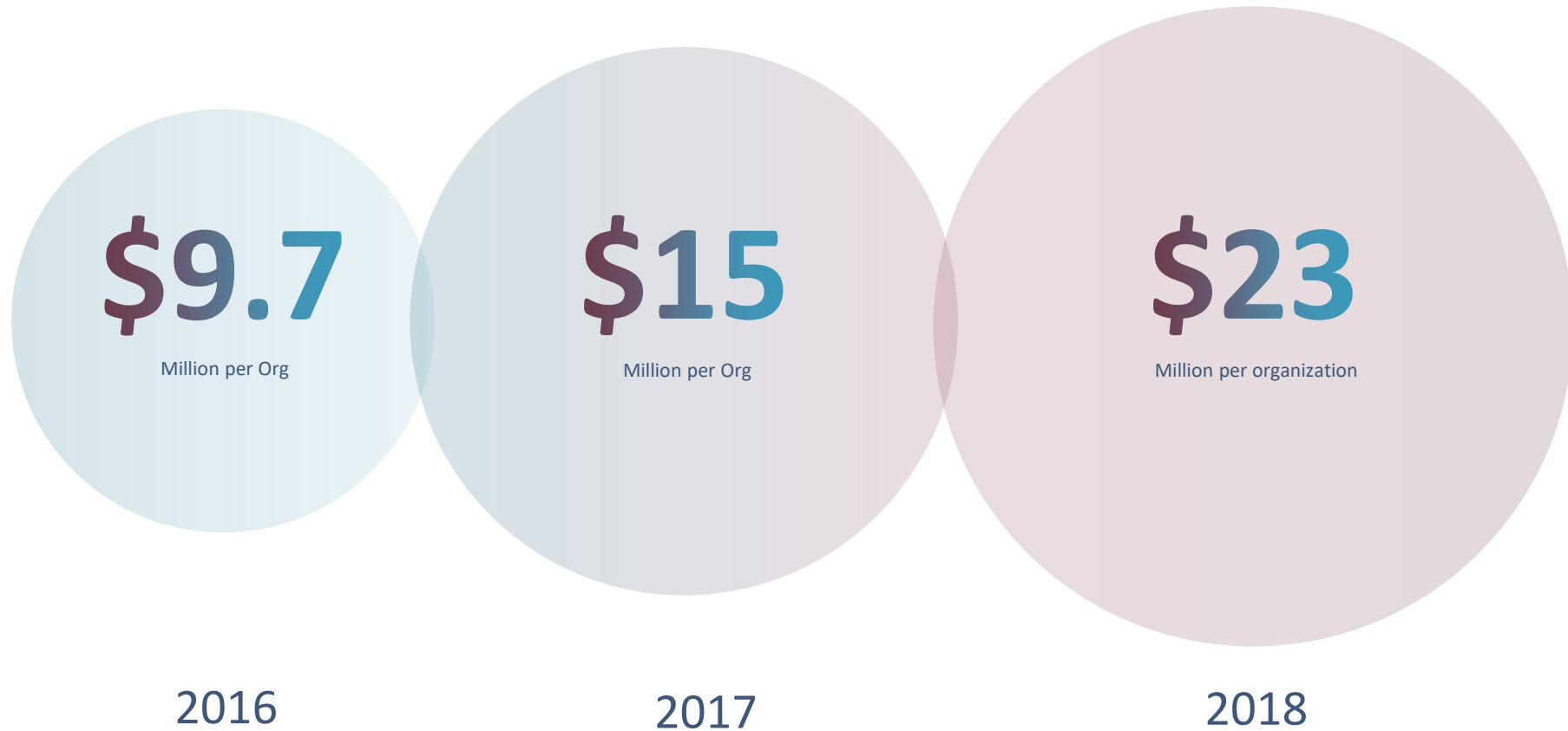
Market overview

Consequently, too, the data quality tools market has continued to show strong revenue growth — 7% in 2016 in constant currency, compared with 5.2% in 2015 (see "Market Share: Data Integration Tools and Data Quality Tools, Worldwide, 2016"); its revenue is estimated to have reached \$1.37 billion in 2016, up from \$1.28 billion in 2015. This market is still among the fastest-growing in the infrastructure software subsector of the enterprise software market (see "Market Share: All Software Markets, Worldwide, 2016"). We forecast compound annual revenue growth of 10% in this market for the period 2016 to 2021. — **Gartner Research**

Vendor Landscape

In 2016, approximately 60% of the market (up from 50% in 2016) was controlled by four large, well established vendors: SAP, Experian, Informatica and Pitney Bowes. The remaining 40% was divided between a large number of providers, including mega vendors (such as SAS, IBM and Oracle) and smaller vendors (such as Neopost, Syncsort /Trillium, Innovative Systems and Talend). The consolidation of market share suggests that the market is becoming saturated and difficult for newcomers to break into. This agrees with Gartner's assessment of the maturity of data quality tools, which are classified as "early mainstream" in "Hype Cycle for Data Management, 2017." Technologies in the early mainstream typically offer more out-of-the-box functionality and proven methodologies. Consequently, the market's smaller vendors are increasingly challenged to maintain high levels of investment and are often forced to become, or stay as, niche vendors. — **Gartner Research**

Market Opportunity Slide



Competition

Research on Vendor landscape

- A web-based survey of reference customers identified by each vendor has been used in the Survey. This captured data on usage patterns, levels of satisfaction with major product functionality categories, various nontechnology-related vendor attributes (such as pricing, product support and overall service delivery), and more. In total, 201 organizations from 19 vendors across all major regions provided input on their experiences with vendors and their tools.

Vendor Market Share

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Competition Slide



Growth Strategy

Wave-1 (2018-2025)

Service based solutions

- Bundling of data based consulting that includes data quality management, Metadata Management, Data Architecture, Data Architecture, Data Governance.
- Most of the data capabilities are people and process associated. Dattamza provides data strategy, operating model, Metrics and measurement related services that are industry standards

Wave-2 (2019 – 2030)

Solution based consulting

- Leveraging data products that leverage technologies including Artificial Intelligence, Business Rules Management, Semantic technologies, Bug Data to provide context based solutions.
- Coupling these solutions with the consulting services to offer a comprehensive package of solutions

Wave-3 (2020 - ...)

Domain based products/consulting

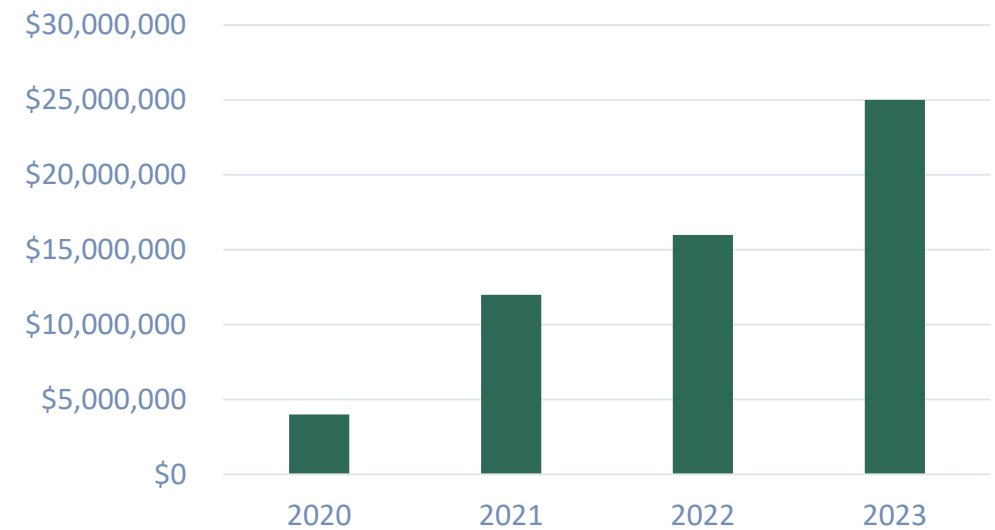
- Standardizing data products based on the Domains starting with Financial services, Telecom, Health Care etc.
- This will include having to integrate with the industry bodies as well.

Traction

Key Metrics

	Clients	Gross Revenue	Gross Profit
2019	2	\$1,000,000	\$400,000
2020	8	\$4,000,000	\$16,00,000
2021	30	\$12,000,000	\$4,800,000
2022	40	\$16,000,000	\$6,400,000
2023	50	\$25,000,000	\$10,000,000

Revenue by Year



Timeline

2018

Month

Targeted Market in developing countries

Work on RFPs, on data based consulting services, in developing countries

2019

Month

Targeted Customers with product offerings

Targeting customers in need of products as well as custom consulting.

2020

Month

Market expansion to developed countries

Expansion of sales and Marketing to developed marketing

2021

Month

Product capability expansion

Improving on the capabilities of the product offerings. This includes technology and business service model improvements

2022

Month

Domain Expansion

Expansion of product & consulting to rest of the domains other than financial industry and Telecom.

Financials

Key Indicators

Revenue per project

Projects completed / Product Implemented

(B2B) If pre-sales: number of letters of interest or qualified leads

Resource use / cost per-project

Overall resource use / cost

	2019	2020	2021
Jobs (Incremental)	20	40	80
Average price per job	\$85/hour	\$90/hour	\$95/hour
COMPANY REVENUE	\$1,400,000	\$5,600,000	\$16,800,000
Gross Profit @40%	\$1,000,000	\$4,000,000	\$12,000,000
OPEX			
- Sales & Marketing	\$20,000	\$35,000	\$50,000
- Customer Service	\$7000	\$10,000	\$20,000
- Product Development	\$272,000	\$864,000	\$2,128,000
- Misc.	\$20,000	\$80,000	\$2,40,000
TOTAL OPEX	\$319,000	\$1,119,000	\$2,808,000
EBIT	\$681,000	\$2,881,000	\$9,192,000

* Average top line revenue from 1 customer = \$500,000

DATTAMZA LEADERSHIP TEAM



TEJASVI ADDAGADA
Founder, COO

Tej leads the Operations of Dattamza, as well as its product division. With 12 years of success in assisting fortune 100 banks to build and optimize data management and governance solutions.

Tej provides wide range of services including data strategy analysis, risk management, service rationalization, digital transformation and process excellence. As data practitioner, in Financial services, Tej brings expertise and standardization to the clientele. Tej is on the Board of Directors for IQ International, is well connected with the Industry bodies.



DEVESH GINODIA
Consulting & Engagement Head

Devesh serves as a financial and healthcare industry management consultant having experience advising top Fortune 50 financial institutions across capital, investment, retail and wholesale lines of business. Devesh has a strong track record of delivering exceptional value in business and technology strategy, operations improvement, time-to-market and resource optimization. He has deep knowledge and thought leadership in core platform transformation, enterprise data management & governance, managed services, digital and customer experience.



Mark McQueen
Executive Director

Mark has 15+ years business process optimization and data management. He has 20+ years Fortune 25 financial service operations and 10+ years small business strategy, marketing, and knowledge management and International project assignment experience.

Mark serves as the best practice and process management expert. He joined the Council in 2016 and now leads the Best Practice Program to develop Data Management industry standard processes for executing the DCAM™ Capability Framework.



Hemant Mishra
Director – Accounting & Commerce

Hemant has 15 years of expertise in investment Banking and has assisted multiple clientele to realize their Financial Goals. Considered an Investment Guru, he now rationalizes investment ideas. Hemant also mentors startups in his free time.

Hemant is an integral part of the startup ecosystem in hand holding them for improving their efficiency in Business planning, financial modelling and business development.



**DATTAMZA
CONSULTING
SERVICES**

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Appendix

DATTAMZA CONSULTING

Thank you!

A DATA SERVICES FIRM

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