Mindboard

Leading the curve in modernization of today's enterprises
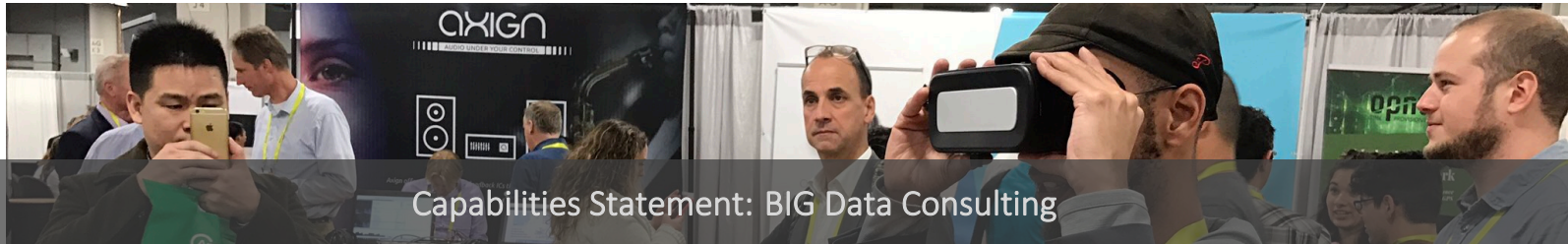
Capabilities Statement: BIG Data Consulting

Contact

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Established in 2011, Mindboard is an enterprise modernization firm specializing in assisting clients to improve their operations across functional areas. Mindboard's technology strategy streamlines implementation through strategic assessments, risk analysis, engaging best practices in user experience, and leveraging focused technology product lines for the best outcomes.
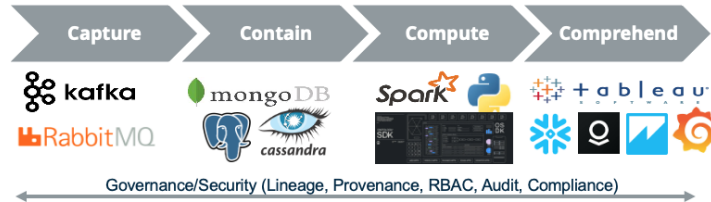
Past Performance

Our recent business consulting engagements have been at:

- Town of Paradise Valley, AZ
- City of Wilsonville, OR
- City of Renton, WA
- City of Green, OH
- Maryland Port Administration,
- Bremerton Housing Authority, WA
- Blount County, TN
- Castaic Lake Water Agency, CA
- City of Raleigh, NC
- GDRTA, Dayton, OH
- WRTA, Youngstown, OH
- Baltimore County, MD
- Montgomery County, MD
- State of MD, Department of HS
- Verizon Enterprise Systems (VES)
- Rutgers University
- FINRA
- Johnson & Johnson

Our Core Data and Business Analytics Competencies

Mindboard is a management & IT professional services firm providing expertise in business/management consulting. Our team of certified & experienced consultants positions our clients for success though facilitating business process analysis/design, guiding business & technology strategy, implementing best practices in user experience, and overseeing IT system selection and implementation. 80% of our client base consists of state / local government entities. 4C Framework and technology stack most commonly deployed:

Capture → Contain → Compute → Comprehend

kafka | mongoDB | Spark | tableau
RabbitMQ | cassandra

Governance/Security (Lineage, Provenance, RBAC, Audit, Compliance)

Our Differenciators

Mindboard's 3-dimensional methodology (People, Process, Technology - PPT) develops an understanding of each of the functional elements within any ecosystem. Our development approach extends the strategy, scope of the business & technical objectives through our core strength in end-to-end delivery. These solutions leverage our depth of experience in business & technical consulting alongside COTS & custom products dev., offering practical & measurable success to our clients.

1. Analytics Strategy
2. Analytics Solution Creation
3. Operational Integration
4. Technology Interaction
5. Change Management
6. Performance Management

Analytics Approach

Business Analytics Framework:
Our structured approach has been built up from our experience in analytical engagements. It comprises of 6 steps to maximize project oversight. Each step allows looping back to previous steps to apply the insights gained in subsequent steps.

Our Capabilities Deployed & Showcased in Recent Engagements

Application of AI/ML in Airport Agency
*Create Customer Profiling & Segmentation
*Creation on Customer 360
*Optimize Pricing Strategy
*Product & Promotion Performance Analysis
*Understand Customer Behavior

Data Support / Migration in HHS/State & Local
*Data Analysis, Mapping, Architecture; Database Design & Administration; Data Transformation (traditional ETL/MDM tools as well as BIG data SPARK based frameworks)

Data-Lake and Analytics across Telco/Pharma/Medical Verticals
*Leverage Cognitive Analytics
*Utilize Proximity Marketing
*Create a fully connected ecosystem via Internet of Things (IoT)
*Combine Chatbot technology with AI
*Explore VR and AR technology

White-papers / Case-studies
https://medium.com/mindboard