

Dataflux

Empowering Businesses with Cutting Edge Solutions

In the current business environment, making the right decisions is more critical than ever. Implementing data analytics and business intelligence solutions, organizations can ensure better decision-making while driving innovation.

Driven by a mission to empower businesses to drive digital transformation and accelerate time to market, Dataflux delivers cutting-edge solutions across cloud, data and analytics, AI/ML, and RPA.

In an interview with the editorial team of CIO Applications, Partha Singamaneni, VP of Products & Solutions at Dataflux, discusses how they are working toward their goal to equip businesses with the right products and solutions to facilitate digital transformation and innovation.



PARTHA SINGAMANENI,
VP OF PRODUCTS & SOLUTIONS

Making a Difference in Data Analytics Space

As organizations shift their focus from pure digital transformation to digital innovation, data is becoming both the product and service, increasingly influencing how data analytics is evolving. We are focusing on some critical areas, such as explainable BI and AI via data lineage, embedded analytics, and BI and data science overlap, to help our customers succeed in this transition.

Addressing Challenges that Plague the Industry

The pandemic caused the workforce to resort to remote work and this was a major challenge that decision-makers faced. Due to the restrictions that were subsequently imposed,

securely providing access to data and analytics to teams spread across geographies became significantly challenging. Further, enabling them to collaboratively work by embedding BI in workstreams and productivity apps like Slack, Microsoft Teams, and Google Chat added to the complexity.

Over the past year, our team at Dataflux has helped customers with multiple solutions to address this challenge, from building data bots to helping embed BI reports in Slack, Microsoft Teams, and other channels.

Providing Data-Driven Solutions

Customers often struggle to explain the data behind a metric or what drove the conclusion behind the insight in an algorithm, making it harder for decision-makers to implement solutions with confidence as they may struggle to explain. Dataflux is helping customers solve this issue with data observability through augmented data management, data lineage, impact analysis, and governance.

In a world with distributed data architectures often resulting in multiple versions of the truth, we believe that data lineage is mission-critical to triangulate data, providing trust and 'explainability.'

In order to build a collaborative, outside-in approach to innovation, we are helping organizations open up and provide analytics in a secure way to their partners, customers, and a broader ecosystem at every link in the value chain through embedding analytics. One of the critical shifts here is pivoting from all-encompassing dashboards to KPI dashboards with key

driver analysis. We achieve this through a highly contextualized and collaborative approach to data.

Contextualization comes from the ability to create sophisticated alerts for instant insight when data changes. This is possible with AI, which helps associate the data with context, determining where to focus attention at any given moment.

Analytics and BI platforms include functionality to perform augmented data science and machine learning tasks. On the other hand, pure data science has always been perceived as something only few can do. Our customers often see these teams as separate silos, and any overlap is considered a coincidence. But what if common predictive use cases, such as key driver analysis, what-if scenarios, and on-demand predictions via APIs, become more accessible for regular analytics? What if they include explainability and governance for the models and the data? We are currently on this journey to enable our customers to increase the overlap of data science with analytics.

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Standing Apart from the Crowd

We've made a conscious effort to focus on specific industries like automotive, insurance, and contact centers as we have profound domain expertise and understanding of the challenges being faced by the customers in these verticals. Another aspect that we focus on is keeping the technology stack narrow and developing deep partnerships with the product organizations. This allows us to keep our employees current with certifications and the latest product releases and offer the best to the customers. **CA**

