



Google Cloud

PRESENTS



SMART STRATEGIES
WINNING TEAMS • 2019

BRAND OF
CIO&LEADER ITNEXT

BNI

Round 01

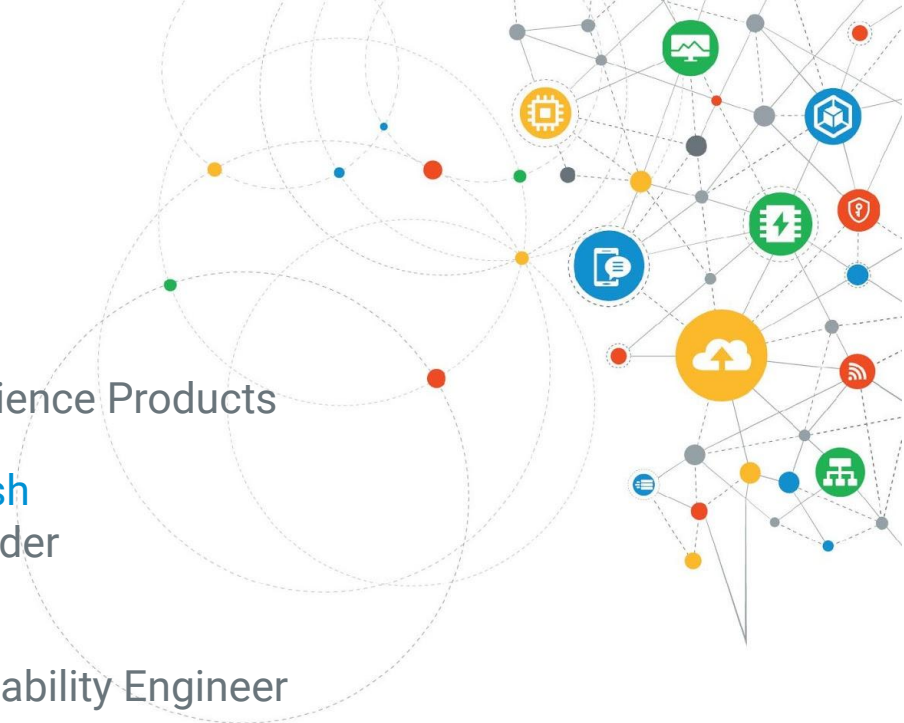


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What is the Big Idea?

- Go deep into video-first - focus on short form content, Localised, and have long form & premium content behind paywall
 - Lightweight app where sectoral video content is customized according to users' needs, identified through ML/AI
 - Dynamic short stories based on - Video Intelligence + AutoML powered 'Propensity to Subscribe' metric
 - Freemium Subscription model
 - TVC's as native app ads

Why this idea?

- Two main reasons -
 1. BNI's digital presence is severely lacking and accounts for only 8% of total revenues. Digital has high margins overall. Their website and app have the same content and are carbon copies of each other. Search is broken and hence they cannot monetize any content
 2. In their latest survey, 59% of Executives (BNI's main target audience) said they would rather watch videos than read text
- Alternative - Monetizing their data journalism efforts. But this would not help the brand's efforts to become more dynamic and attract a larger user base across all sectors

Key Technologies

Overall:

- Anthos
- GKE
- Istio
- Cloud Spanner
- Cloud Functions

Big Data:

- Cloud Dataflow
- Cloud Storage
- BigQuery

AI:

- AutoML Video Classification
- Video Intelligence API
- Natural Language

Security

- Cloud KMS

CI/CD

- Source (CSR) -> GCB (Build) -> GCR -> Spinnaker -> StackDriver

Monitoring

- Stackdriver



Thank you