



Google Cloud

PRESENTS



SMART STRATEGIES
WINNING TEAMS • 2019

BRAND OF
CIO&LEADER ITNEXT

Urbane Essentials

Round 01

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What is the Big Idea?

‘**Digital Trial Room**’: Build a customer centered, on & offline shopping experience while driving sales, by leveraging data & technology.

GROW
TOPLINE

Next Gen.
Omni
Channel
Presence

Personalised
Offering

Engage
Customer

Feedback
Based Design

A Customer Centric shopping experience at ‘Urbane Essentials’

Why this idea?

Create Customer Magnetism to go beyond selling, while creating a connected shopping experience

- Omni channel presence
- Convert the accumulating data into insights.
- Let the customer be your designers!

Key Technologies



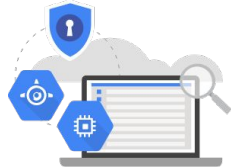
Anthos

To develop Hybrid On prem + On cloud architecture



Google BigQuery

Customer 360 degree data warehouse to generate Insights



Cloud Security
Command centre and
Cloud data loss prevention
API

End to End Data Security - Data in transit and at Rest



Thank you