



Google Cloud

PRESENTS



SMART STRATEGIES
WINNING TEAMS • 2019

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Ajanta Paints

Round 01

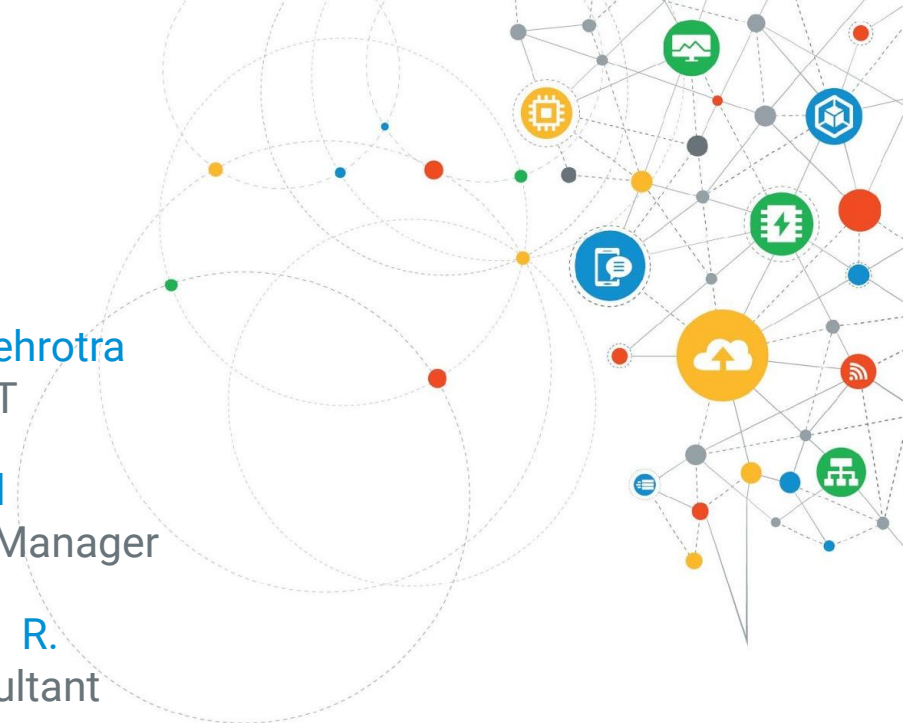
HCL Healthcare

Kapil Mehrotra
Head - IT

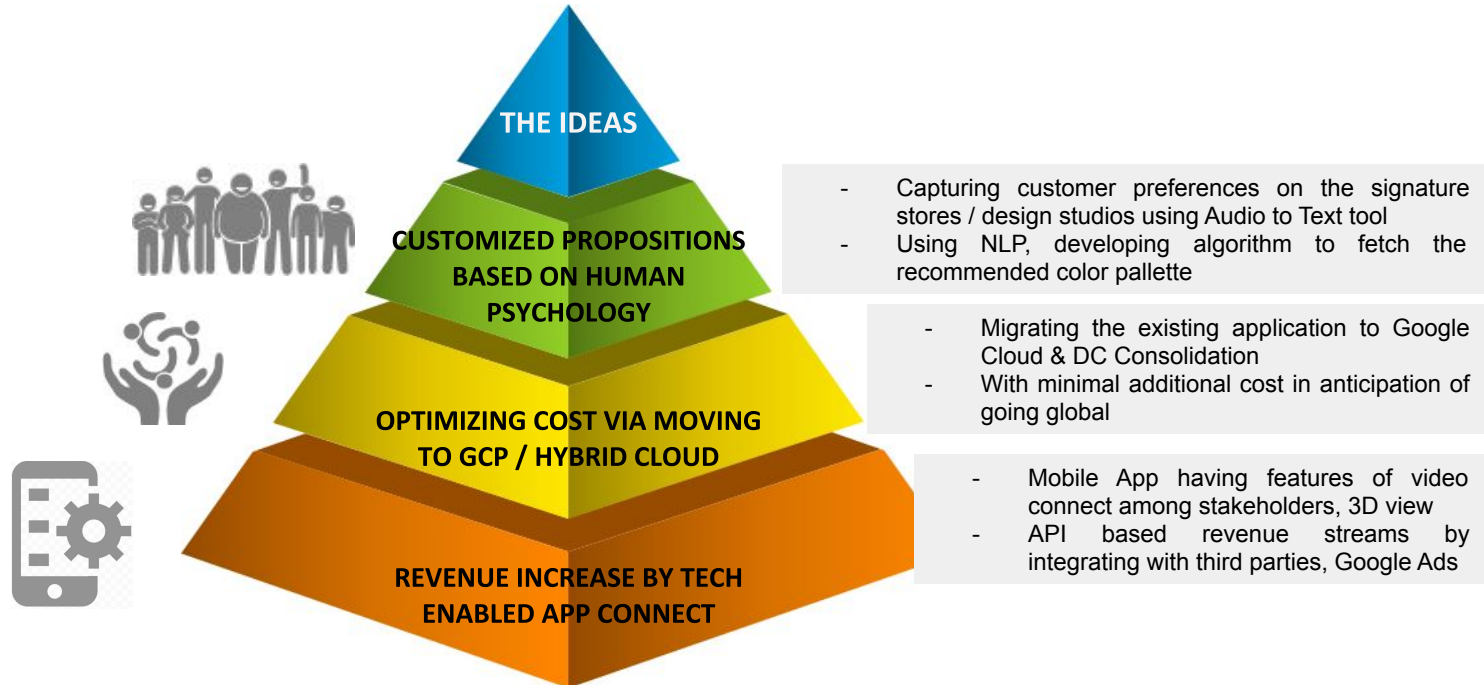
Arpit Lal
Deputy Manager

Mahesh R.
IT Consultant

Shehzad Ali
Infrastructure Lead



What is the Big Idea?



Why this idea?

- First and foremost is to stay relevant and stay connected with the dynamic behavior of the audience
- Personalized product as color enhances human happiness & this is why need signature studios across locations
- Using design studios as loss leader approach for more in-flow
- Reduce Cost by 43% (by using Google Cloud)
- Secure & scalable using GCP; AI based real time insights based on geography
- App-based connected stakeholders for quicker on-demand solutions
- Potential for better outreach in the consumer segment using AI, SaaS, SMAC

Key Technologies

1

Google Echo (Capturing Text for doing AI/NLP to fetch algorithm based recommendation.

2

Vision AI - for analysing images uploaded by the customers

3

BigQuery can be used for real time analytics. Non-SQL analysts can also use it to run queries. AI based predictive modelling

4

Cloud Migrate / FileStore for migration to Cloud

5

APIGEE (For monetizing APIs, integrating with the Apps)



Thank you

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