

## CASE STUDY

# A rapid deployment of Google Cloud for an advanced business case scenario drove greater insights for a Life Science company's sales performance.

## OUR CLIENT

A leading Life Science company engaged truData and the Google Cloud team to define their cloud strategy through a high value use case with a fully operating cloud deployment. truData and Google deployed an operational Cloud platform and big data solution to support the client's Revenue Operations teams advanced analytics use cases.



Cloud Fusion Data



Cloud Storage



BigQuery



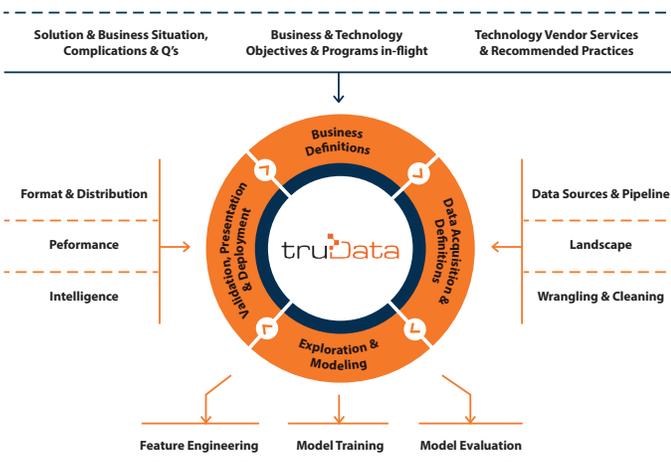
Cloud AI Services

## truDelivery

In less than two months, the truData and Google team had integrated the clients internal and external data sources, performed data modeling and feature engineering, reviewed the model performance and gained valuable insights into leveraging the cloud for future technology and business objectives.

## truValue

This accelerated approach was enabled by truData's experienced data integration and data science team, by leveraging our Data Science Engagement Framework.



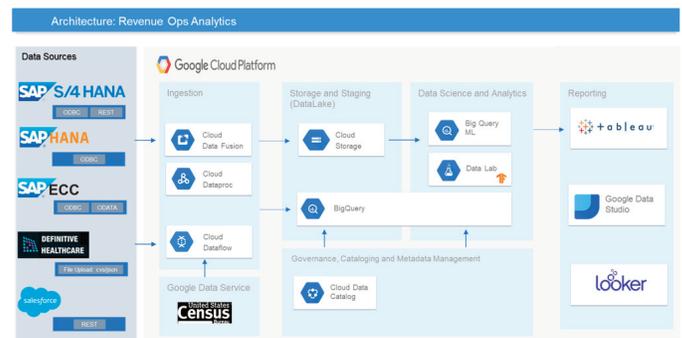
The Revenue Ops team gained valuable insights for its product line sales opportunity by market through running the deployed BigQuery and Google ML solution integrating their operational data with industry and geo location data.

## Engagement Highlights

- Enterprise objectives were defined to deliver direct value to the business via use case and problem statement
- An assessment of Technology, Data, Process & People was performed
- Cloud and Cloud products were deployed to prove sound capabilities to support use case/objective
- Process and technology were orchestrated with an enterprise reference architecture
- A Tech-for-Business solution was aligned with advanced business insights and processes
- Experienced data science team worked with the client providing best practices for feature engineering
- Knowledge transfer was given in deploying and managing a Cloud IaaS and PaaS environment to client technology group

## Client Reference Architecture

> Operational Solutions for Data Use Case within 2 months





## Why BigQuery on Google Cloud Platform?

By activating BigQuery on Google Cloud Platform, organizations get full access to all the supporting products and services Google offers around a modern data science platform. Google's data pipelines, storage, security and analytics solutions such as Looker, support the leading platform for complex business cases with and big data workloads.



## Unparalleled Thought Leadership

**25+**

Years of SAP Experience

**20+**

Years of Analytics &  
Data Warehousing Experience

**150+**

Data Scientists and Engineers

Headquartered in San Diego, CA, **truData Solutions** is a technology services provider with an extensive practices across ERP, data warehousing, advanced analytics and cloud services. We partner with midsize to Fortune 10 clients, in their Digital Transformation journey, driving the modernization of capabilities delivered through **truData's** engagement framework.

**truData's** leadership team comprises former Fortune 100 Executives, as well as industry thought leaders and SME's from the Big Four consulting firms. Our practices bring value in ensuring both the IT and business objectives are met and aligned with the future market needs.

For further information and support of your cloud strategy, data engineering and advanced analytics please contact **truData's** senior partners:

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