

Mactores

Founded in 2003, Mactores has grown into a technology and consulting company with operations in United States, India and Australia. Mactores driven by technology, focuses on delivering solution on Analytics, Big Data, Cloud, Machine Learning and IoT.

We define success as achieving exceptional results that have a lasting impact on businesses, communities and individuals worldwide. This principle has remained the cornerstone of our ethos since the inception and it continues to underpin everything we do. Mactores business success has been driven by keeping the customer at the core of everything it does.

Combining its deep expertise in technology with an equally clear understanding of customer industries, Mactores have been able to scale up to 300 + customers in 8 years.

4 Patents

 in Advanced Analytics and Machine Learning

Founders



Balkrishna Heroor CEO + Principal Consultant

Balkrishna has 16 years Technology Experience in which as CEO of Mactores he has delivered hundreds of Technology Solutions based on multiple platforms for wide range of customers, He has extensively worked on Windows Azure, Amazon AWS and Google Cloud.

Nandan Umarji COO + Principal Consultant

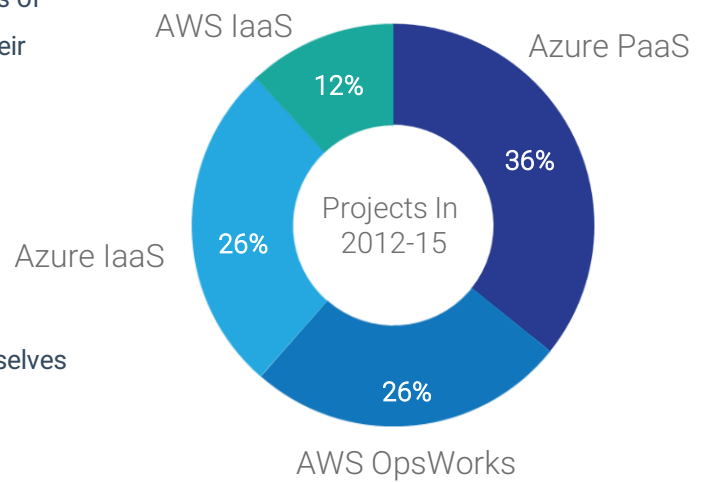
Entrepreneur with strong engineering and mathematics background. Nandan has worked with the analytical side of the software and simplified various business problems for specific purpose on Microsoft & Open Source Platforms, led multiple cross functional teams & consulted them for technology, machine learning & business intelligence.



Business Success

Mactores has created value for all its customers in last 8 years of consulting on public cloud that has helped businesses take their systems scalable, available, secured, and performant.

- A team of consultants identify business problems.
- Consultants provides business solutions based on technology.
- It produces revenue by charging these clients fees for consulting services and products which pay for themselves from the technology cost savings.



Global Presence

Mactores currently holds global presence in Seattle, San Francisco, Mumbai, Delhi, Bengaluru and Sydney.



Solution Sets



Cloud Assessment

4 step cloud assessment involves business & technology stakeholders. We plot the infrastructure, scan for retirement, upgrade, platform, craft a roadmap and solve the problem resulting in 30 to 40% cost savings.



Corporate BI –

We leverage data science and technology expertise to help enterprises identify business use cases, evolve the information management & big data strategy which enable businesses take data driven decision.



LOB On Cloud –

We have moved and scaled following LOBs on Azure & Helped Build Mobile APIs for Microsoft Dynamics CRM, AX, NAV on Cloud and SAP Business Objects, SAP ECC 6.0, SAP Hybris 6.0, Oracle Financials , Oracle ERP

Products



Videotouch

Videotouch offers a modern and interactive platform, packed with a super powerful layout which offers video on demand and live streaming Media Content within your organization using corporate single sign on.



Recommend Me –

Personalized Recommendation engine to power content management sites to understand your preferences and suggest an article, video, picture, gallery, eCommerce product by using collaborative filtering.



Cloud Insight –

Manage your Cloud quota allocations by business unit and by project for full granular visibility into Azure usage across your entire enterprise. Closely track allocated quotas with clear reporting of consumption by each business unit, and by each project.

Case Studies



Nazara Games

Nazara Games, Developer of Game Store on Mobile for users to play different games based on sports, arcade and board games needed a way to measure their **In Game Analytics** and improve user engagement.

Challenges

1. Unable to measure user engagement in the Games Store
2. Lack of user behaviour analysis
3. High churn rate

Solutions

1. Content Recommendation engine using Machine Learning (Collaborative Filtering)
2. Big Data analytics on user sentiments and conversation data
3. Session based, user specific In Game Recommendation

Benefits

1. Improved user engagement by **40 %**
2. User sentiment and conversation analytics influenced in **New Games Features**
3. Improved Average Revenue per user (**ARPU**)



Trendsutra

Pepperfry.com is a furniture and home products e-commerce marketplace headquartered in Mumbai. A managed marketplace, Pepperfry is known for its differentiated product range.

Challenges

1. Unable to meet SLAs more than 99.5%
2. Trouble maintaining hardware
3. Hard to see BI on the desktop, mobile phone and tablet devices.

Solutions

1. Deployed AX on Azure with Multiple Availability Set Deployment
2. SQL Data warehouse service to store data for BI
3. Datazen Visualization for the BI.

Benefits

1. SLAs of 99.95% were met
2. Easy to maintain Cloud Infrastructure.
3. Mobile Dashboards for Executives, Mid Management and Individual Contributor

Contact Us

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