

THE AMPLIFICATION LAYER

This document brings together our capabilities, the services we deliver, and the industries we've worked in »

From insights to action, the path to extraordinary amplification starts here.

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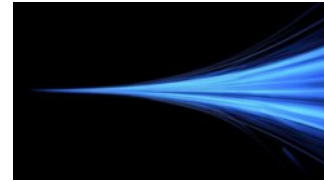
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About the partner

Solution area

- Data & AI – Microsoft fabric, azure openAI, custom agents & copilots
- Cloud & Infrastructure – Cloud migration, modernization, cloud native development
- Experience Engineering – Web applications, mobile applications, platform modernization
- Strategy & Operations – Tech, customer, emerging tech

Areas of excellence

- Managed services
- Web & application development
- Product development
- Cloud & security

Top 3 industries

- Digital Health & Life Sciences
- Financial Transformation
- Technology & Software

Our capabilities

One partner, every layer from strategy to product, AI to cloud, we transform **your world** end to end.

Delivers high-quality, scalable products faster, with reduced risk and measurable impact.

- Product Building
- Platform Development
- AI Acceleration

Moves AI from experimentation to production by embedding it into real systems, workflows, and data layers.

- Generative AI
- Machine Learning
- Intelligent Automation

Creates integrated roadmaps that turn plans into measurable results and lasting advantage.

- Tech Strategy
- Customer Strategy
- Emerging Tech Strategy



Implements systems that connect data, workflows, and processes to drive efficiency and reduce friction.

- Web Applications
- Mobile Applications
- Integration

Reinvents reliable operations that support change without disruption.

- Microsoft Ecosystem Management
- Cybersecurity Operations
- AI & Data Management

Engineers digital products that load fast, scale reliably, and feel natural to use.

- Quality Ops
- Experience Crafting
- Platform Modernization

Guides enterprises through cloud adoption, migration, and optimization for agility and cost efficiency.

- Modernization
- Strategy
- Infrastructure

Reshapes technology foundations so teams move faster and change stops feeling expensive.

- Modern Architecture
- Emerging Technology
- Cloud Native Development

Figure-1

Click to see capabilities in action at SagunaConsulting.com

Our capabilities spotlight

Managed services

Always aligned with Microsoft innovation

100% Microsoft centric approach – Aligned to Microsoft solution areas while supporting clients across every stage of their digital transformation journey.

Microsoft engagement model

Assess & consult

Envision & design

Enable & achieve

Deliver value

Monitor & optimize

Discovery, evaluations,
prototypes, solution
workshops, strategic
roadmaps

Implementation,
deployment, cloud
migration, modernization

Managed services,
upgrades, 24x7 proactive
support

360-degree managed services

Saguna consulting managed services deliver proactive, data-driven operations and continuous optimization across your Microsoft ecosystem ensuring performance, security, and long-term business value.

Modern workplace managed services (M365)

- End-to-end administration of Microsoft 365 environments
- Deployment, governance & optimization – including G-Suite to M365 migrations
- Identity, device & endpoint management via Microsoft Intune
- Data protection, compliance & secure collaboration

Intelligent operations & monitoring

- Proactive monitoring using Azure Monitor
- Incident, alert & event lifecycle management
- AI-driven insights for performance optimization
- Continuous health checks & reporting

Security operations

- 24/7 threat detection with Microsoft Sentinel
- Endpoint & cloud protection via Microsoft Defender
- Incident response & remediation
- Security posture management & compliance



Data, AI & platform operations

- Management of data platforms (Fabric, Data Lake, Analytics)
- AI model monitoring, Microsoft Copilot & Microsoft Foundry optimization
- Pipeline orchestration & data reliability
- Power Platform, Dynamics 365 & low-code/no-code continuous enhancement

Cloud finOps & cost optimization

- Cost monitoring & optimization using Azure Cost Management
- Budgeting, forecasting & usage insights
- Resource right-sizing & efficiency tracking
- Continuous cost governance

Azure managed services

- End-to-end management of Microsoft Azure resources
- Workload optimization (compute, storage, networking)
- Deployment & configuration of new services
- Monthly service reviews & governance

Vision to value

These are our **goals**, the **outcomes** we drive, and the **deliverables** we commit to...

| Goals | Business outcomes | Deliverables |
|---|---|---|
| Enable AI-Powered Intelligence Across the Enterprise | Enhanced decision-making through generative AI, ML, and intelligent automation embedded into real workflows | AI maturity assessment report + generative AI roadmap |
| Modernize technology foundations for speed and scale | Reduced infrastructure cost and faster deployments through cloud-native architecture and modern engineering practices | Cloud migration strategy + modern architecture blueprint |
| Deliver high-quality digital products at measurable impact | Faster time-to-market with reliable, scalable digital products that drive higher user adoption and engagement | MVP build + QA framework & release stability report |
| Build long-term technology strategy aligned to business goals | Disruption-free operations with proactive Microsoft ecosystem management, cybersecurity, and AI & data oversight | Managed services operationalization plan + security & compliance report |

Solution plays

practical ways we combine consulting, AI, engineering, and systems to deliver outcomes.

Applied AI

AI is moving from experimentation to production. The real challenge is integrating it into systems, data, and workflows where it can actually deliver value.

Can AI have your attention?

» Where this shows up

- Operations intelligence & decision support
- AI copilots for workflow automation
- Document intelligence for risk & compliance

» How we approach it

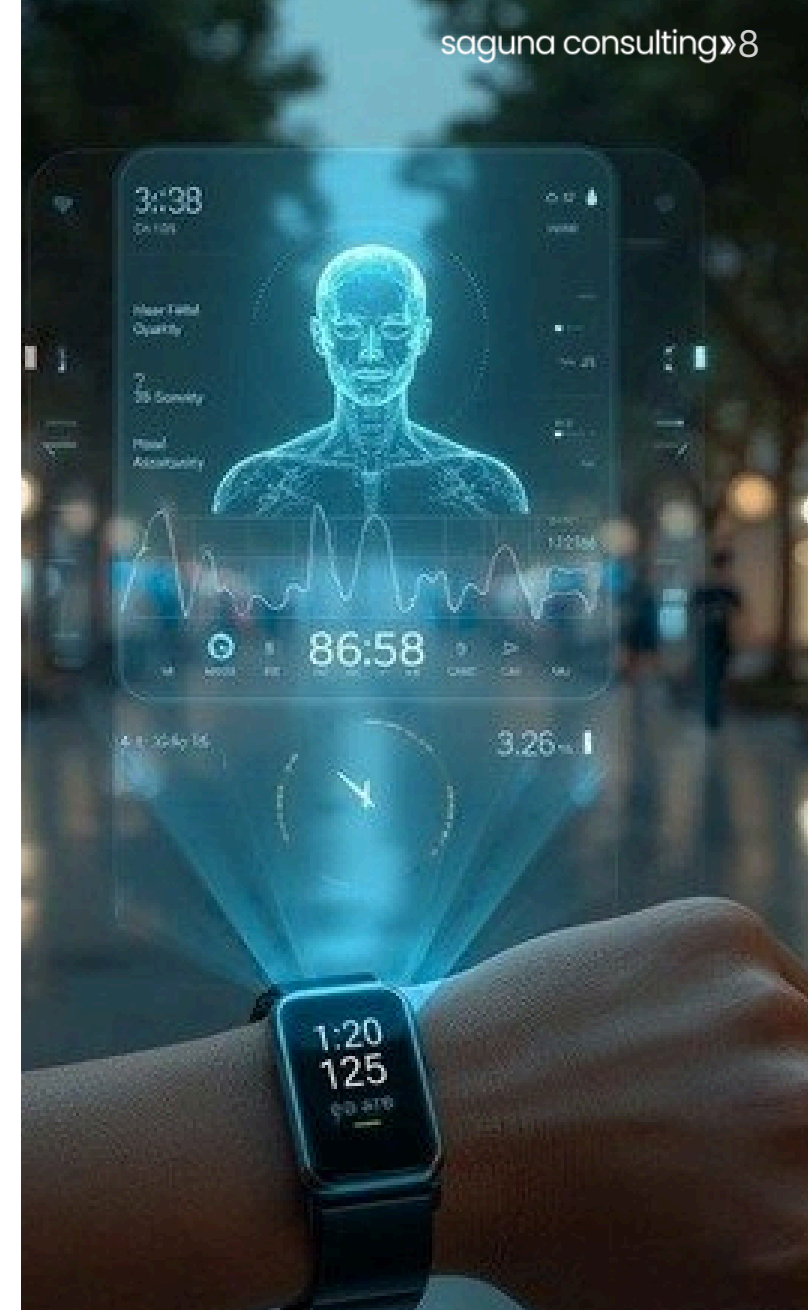
- Production-ready copilots in 3–6 weeks
- Built on Azure OpenAI & Copilot
- Integrated with enterprise systems & data layers

» How we power it

- Azure OpenAI & Copilot
- Azure Machine Learning
- LangChain & Microsoft Foundry

» What it drives

- Faster decision-making
- Reduced manual operations
- Better use of enterprise data



Data foundations

Most organizations have data, but not structure. We focus on building data systems that are reliable, accessible, and ready for real use.

Can your *data* connect the dots?

» Where this shows up

- Fragmented data silos across systems
- No unified analytics or reporting layer
- Data quality and governance gaps

» How we approach it

- Microsoft Fabric / Databricks pipelines
- ETL/ELT processes & data modeling
- Data governance, compliance frameworks & cataloging

» How we power it

- Microsoft Fabric & Databricks
- Azure Data Factory
- Apache Spark & Microsoft Purview

» What it drives

- Better, data-backed decisions
- Faster insights across systems
- Stronger foundation for AI & scale



Cloud & platforms

Cloud adoption is not just migration, it's about building systems that run reliably, scale with demand, and support evolving business needs.

Can your *cloud* keep everything moving?

» Where this shows up

- Cloud migration & modernization
- Platform engineering & DevOps
- System performance & scalability

» How we approach it

- Azure-first architecture
- Modular, scalable system design
- CI/CD and continuous deployment

» How we power it

- Microsoft Azure & Azure Sentinel
- Azure DevOps & CI/CD
- AWS & GCP

» What it drives

- Stable, scalable infrastructure
- Faster deployments & performance
- Reduced operational overhead



Case studies:

Unified Microsoft collaboration to drive consistent growth:

Bottleneck:

Legacy on premise email systems and limited access control made it difficult to manage communication

What we did:

Migrated legacy email systems to Microsoft 365, establishing a cloud-based collaboration environment. Strengthened identity and access control using **Azure Active Directory (Entra ID)** with role-based access and multi-factor authentication. Enabled seamless communication and file sharing through Microsoft Teams, while introducing structured data governance and ongoing managed services to ensure stability, security, and consistent operations.



Outcomes:

- 40% reduction in service overhead
- Faster onboarding across global teams
- Improved security and collaboration

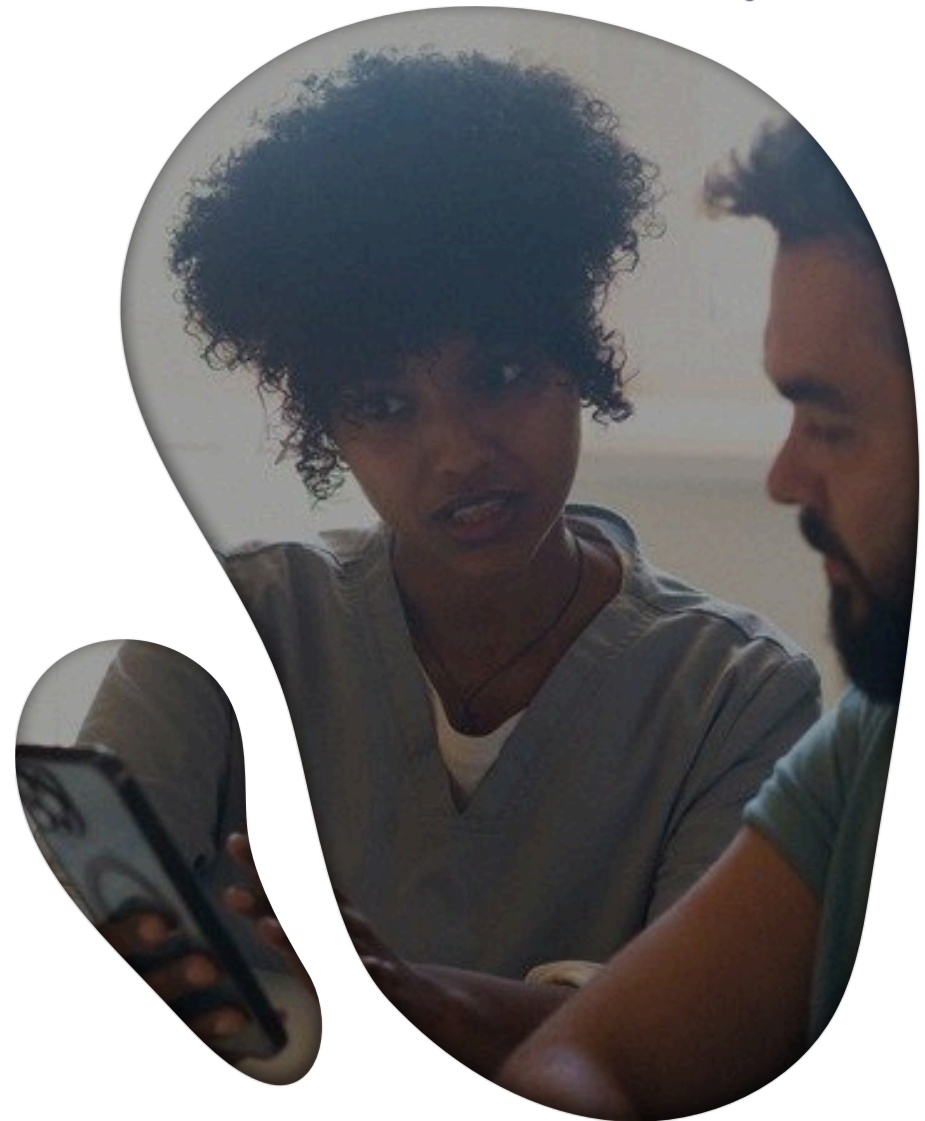
Thoughtful *technology* designed around caregiving:

Bottleneck:

Fragmented patient journeys, made it difficult access to resources, community, and clinical opportunities

What we did:

Designed and built a cross-platform mobile app to connect patients, caregivers, and care ecosystems in a unified experience, enabling access to resources, clinical trials, community engagement, and disease-specific content through a modular, role-based structure, with built-in admin controls, moderation, analytics, operational intelligence and adaptability to evolving needs, supported by **Azure App Service** and Azure Data Lake for application management and data insights.



Outcomes:

- MVP Launched in 10 Weeks
- Increased Caregiver Engagement.
- Reduced Infrastructure Costs

Connected enterprise integration for aviation operations:

Bottleneck:

Disconnected operational systems led to inconsistent data flow, manual handling, and delayed visibility across business functions, impacting efficiency in time-sensitive aviation operations.

What we did:

Designed and implemented a scalable enterprise integration architecture using **Dell Boomi** as the backbone to unify multiple systems. Enabled real-time data synchronization, introduced validation layers for accuracy, and built flexible workflows to support evolving operational needs. The solution reduced manual intervention, improved data consistency, and ensured seamless communication across platforms while maintaining scalability for future growth.



Outcomes:

- Reduced manual data handling by 35%
- 2x faster data flow across systems
- Achieved 99.5% data accuracy across key processes

Unified digital experience for *modern behavioral care*:

Bottleneck:

Disconnected tools and manual processes made it difficult to manage patient journeys

What we did:

Designed and built a unified mobile and web platform to bring patient engagement, telehealth, and care coordination into one system. Enabled secure virtual interactions and seamless workflows, supported by **Azure Health Data Services** and **Azure Communication Services** to support reliable and compliant operations.



Outcomes:

- Reduced manual work by 40%
- Saved over 10 weeks time
- Unified multiple tools into one

Seamless migration to Microsoft 365 with secure identity foundation:

Bottleneck:

Legacy email and collaboration systems on Google Workspace, combined with the absence of a centralized identity framework, created inefficiencies in user management, access control, and overall IT operations.

What we did:

Executed a structured migration from Google Workspace to **Microsoft 365**, ensuring secure and minimal-disruption transfer of emails, calendars, and user data. Established an on-premises **Azure Active Directory** environment to centralize user authentication, access management, and policy control. The approach ensured a smooth transition while strengthening security and administrative efficiency.



Outcomes:

- Seamless migration with minimal disruption
- Centralized user and access management
- Improved security and admin control



AI-powered semantic search for a leading outdoor advertising brand:

Bottleneck:

Keyword-based search made it difficult to discover relevant inventory, slowing down campaign planning and leaving high-value inventory underused.

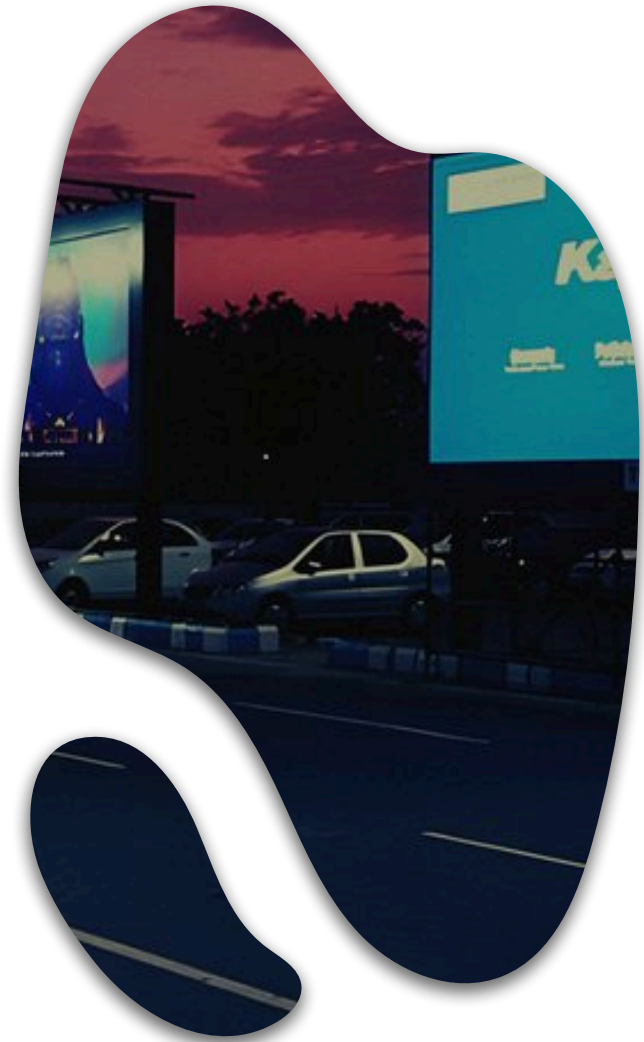
What we did:

Built an AI-powered semantic search layer transforming inventory discovery with natural language queries. Converted structured and semi-structured data into vector embeddings for contextual matching. Delivered end-to-end framework covering ingestion, preprocessing, embedding generation, and a similarity search engine with APIs and UI. Built using **Azure AI Search**, **Azure OpenAI Service**, Python, and FastAPI. POC delivered in one week, scalable for expansion.



Outcomes:

- Reduced manual search effort significantly
- Enabled sub-second query responses
- Delivered rapid end-to-end prototype



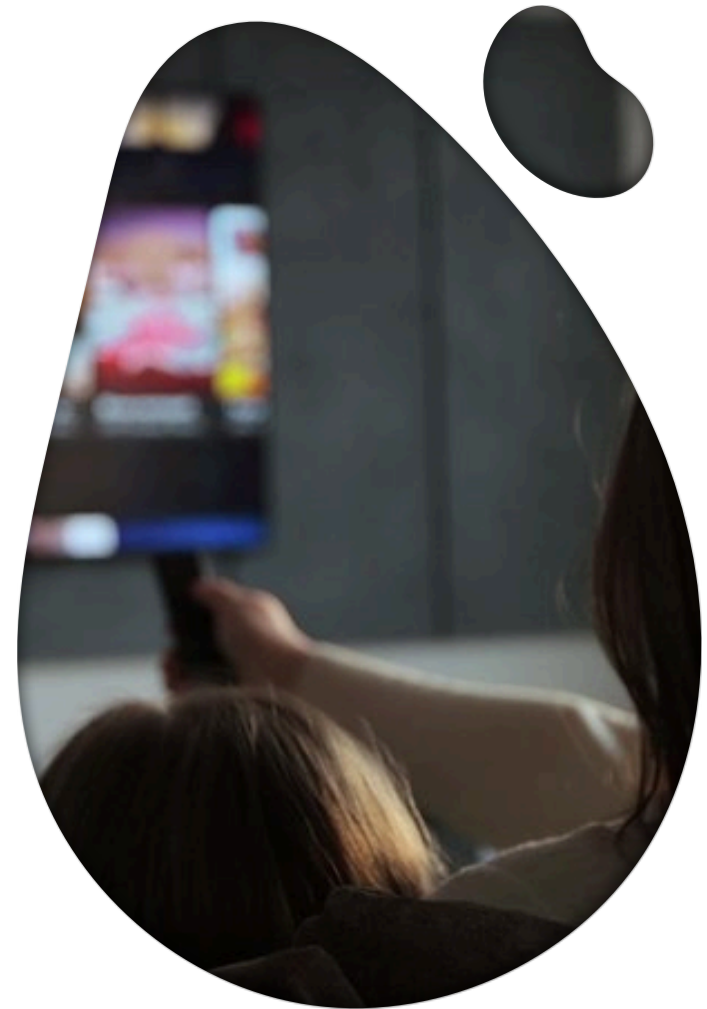
Quality at scale for a leading connected TV platform

Bottleneck:

Undefined requirements, complex campaign workflows, and lack of standardized testing led to inconsistent quality, performance risks, and slower releases.

What we did:

Introduced a structured QA approach with a centralized knowledge base covering documentation, testing processes, and training. Built a regression testing suite and implemented detailed test case management to improve coverage and traceability. Conducted performance testing to ensure stability during high-traffic campaign periods, while streamlining workflows to improve release consistency. Supported by **Azure DevOps** for test management and CI/CD alignment, and **Azure Monitor** for real-time performance insights and issue detection.



Outcomes:

- 70% reduction in release-day issues
- 2x faster QA onboarding
- Improved platform stability and campaign reliability

Orchestrating quality beyond silos for a global music brand

Bottleneck:

Frequent post-release defects, unreliable inventory data and poor vendor experience due to lack of structured testing.

What we did:

Established a comprehensive QA layer to improve release consistency and platform reliability. Built a dedicated testing environment combining manual and Selenium-based automated tests, integrated with CI/CD pipelines. Developed 100,000+ cross-browser test cases and a structured QA strategy covering regression, system, and performance testing. Implemented on **Azure DevOps** and **Azure Test Plans** for traceable, scalable, and efficient QA operations.



Outcomes:

- 70% reduction in post-release defects
- 3x faster release cycles
- Improved platform stability and vendor experience

Making enterprise data truly usable:

Bottleneck:

Growing data pipelines and engineering complexity led to inconsistent releases, manual validation, and reduced confidence in data reliability.

What we did:

Embedded a cross-functional delivery layer to strengthen data workflows, improve validation, and stabilize releases. Optimized ETL pipelines, introduced test automation, and refined CI/CD processes for consistent deployments. Standardized documentation and requirements enhanced team coordination. Enabled by .NET, SQL, Tableau, **Azure Data Factory**, and **Azure DevOps** for reliable, traceable, and scalable engineering and data operations.



Outcomes:

- Reduced manual work by 40%
- Saved over 10 weeks time
- Unified multiple tools into one

Turning professional networks into strategic intelligence:

Bottleneck:

Professionals manage hundreds of relationships but lack clarity on who to prioritize, when to engage, and how to leverage their network effectively.

What we did:

Designed and built an intelligence layer transforming contact data into actionable network insights. Computes relationship depth using 47+ signals across communication, engagement, and influence, enabling real-time scoring and intent-based discovery. Hybrid AI models combine rules and deep learning for continuous improvement with document intelligence for product risk and compliance analysis. Built on **Azure Cosmos DB** and **Azure Cognitive Services** for scalable, real-time relationship storage and signal enrichment.



Outcomes:

- Improved network discovery 3× faster
- Enabled sub-second relationship updates
- Turned contacts into actionable insights



Faster quotes. Fewer errors. A future ready insurance ecosystem:

Bottleneck:

Outdated systems and complex processes made quote generation slow, error-prone, and difficult for brokers to manage.

What we did:

Redesigned and built a unified, scalable quote management platform to streamline broker workflows and simplify multi-product quoting. A centralized calculation engine enables real-time updates, consistent outputs, and faster processing. Features automated onboarding, census intake, and reporting, with a three-step workflow for ease of use. Built with Angular, NgRx, and deployed on **Azure** for reliable, secure, and scalable performance.

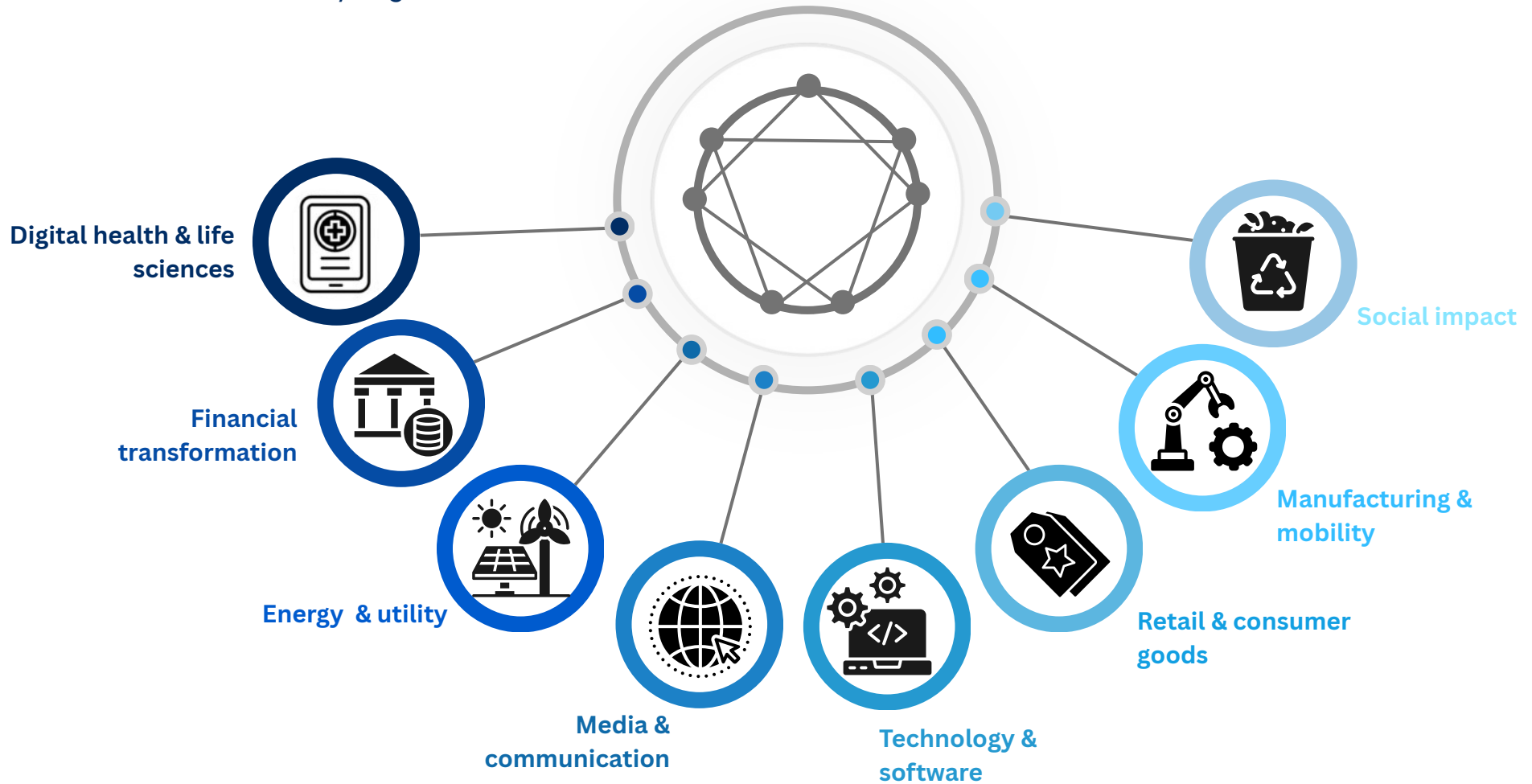


Outcomes:

- Improved quote speed by 40%
- Cut onboarding effort by 50%
- Reduced quoting steps from 8 to 3

Our industry fluency

With experience across industries, we bring a **fluid understanding** that helps navigate change, connect ideas, and stay aligned with **what's next**.



Click to see industries we specialise in at sagunaconsulting.com

Figure- 2

Industry specific *use cases*

Digital health & life sciences

- Medical imaging & biomarker analysis- Azure AI Vision
- Patient data management- Azure Health Data Services
- Competitive & regulatory intelligence- Microsoft Fabric + Power BI

Financial transformation

- Centralized calculation engine- Azure App Service + SQL
- Broker onboarding automation- Power Automate + Azure Logic Apps
- Insurance quote platform modernization- Azure (Angular + NgRx architecture)

Energy & utilities

- Omnichannel broadcast messaging - Azure Communication Services
- Secure authentication & access control- Azure SAML + Microsoft Entra ID
- Scalable cloud infrastructure- Azure Kubernetes Service

Media & communications

- CTV advertising QA framework- Azure DevOps + Test Plans
- Regression & performance testing suite- Azure Load Testing
- Centralized QA knowledge base- Microsoft SharePoint + Copilot

Technology & software

- Community engagement features- Azure SignalR + Notification Hubs
- Role-based patient & caregiver platform- Azure Active Directory B2C
- Cloud cost optimization- Azure Cost Management + Advisor

Retail & consumer goods


- Community engagement features- Azure SignalR + Notification Hubs
- Patient data management- Azure Health Data Services
- AI-powered semantic inventory search- Azure OpenAI + Azure AI Search

Manufacturing & mobility

- Supply chain workflow automation- Microsoft Dynamics 365
- Role-based dashboards - Microsoft Power BI
- Scalable backend for commerce growth- Azure Kubernetes + Cosmos DB

Social Impact

- Mission-aligned secure website platform- Azure Static Web Apps
- Secure donation & login functionality- Azure Active Directory B2C
- Security-first backend maintenance- Azure Security Center + Monitor

 [Click to see industries we specialise in at sagunaconsulting.com](https://www.sagunaconsulting.com)

The layer we operate in

We're a technology consulting company focused on turning vision into value, with people at the center, ownership in the work, and technology driving it forward.

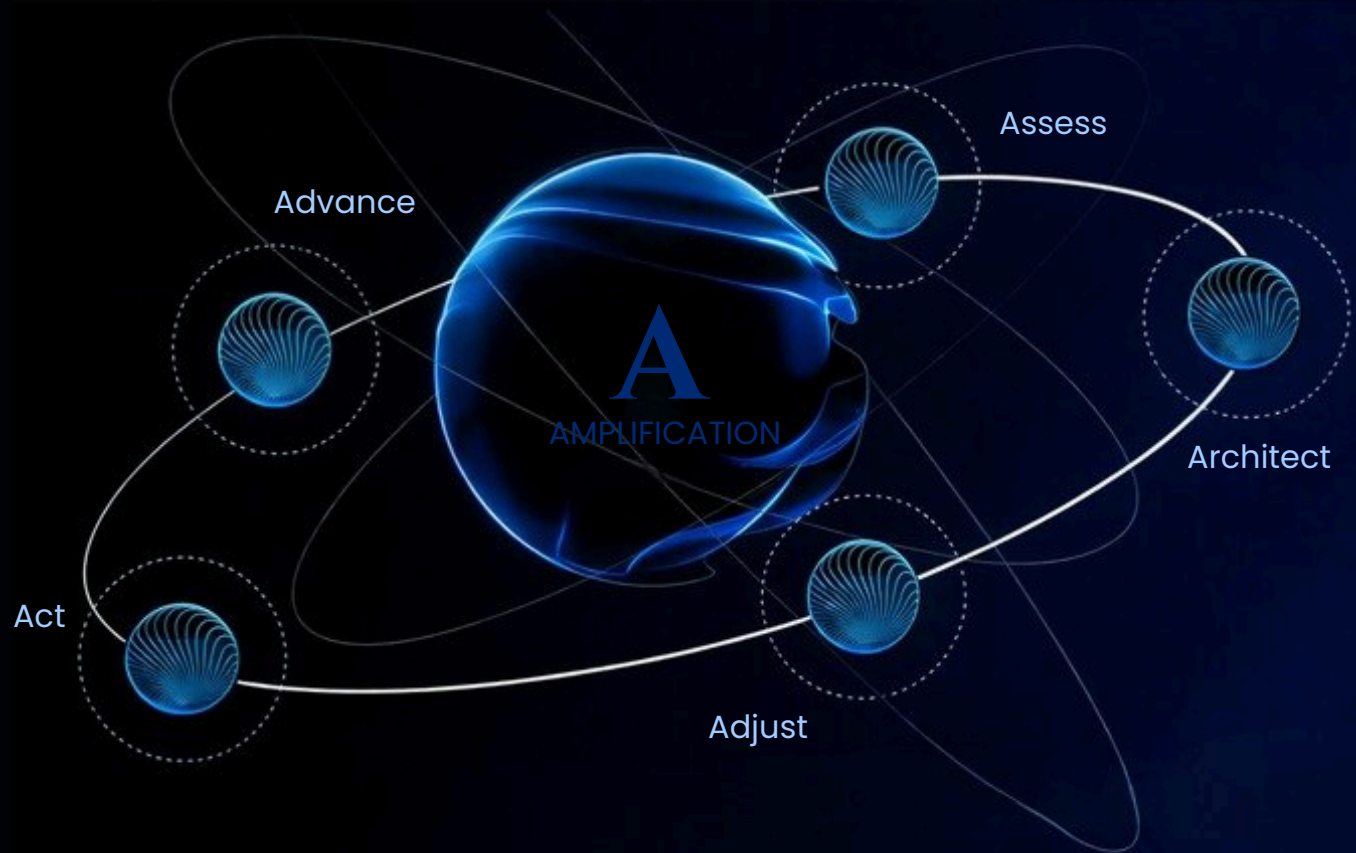
We operate at what we call the amplification layer. It's not a function or a phase, it's where things start to come together. Sometimes it's building products, sometimes it's shaping direction through architecture and system design, and sometimes it's stepping in with the right engineers, platforms, or support to keep things moving ahead.

Because real impact doesn't come from one big move. **Do** it thoughtfully, and **you** will see how each layer strengthens the next. Over time, these deliberate steps **want to** create something that lasts. Getting the layers to work together creates systems that naturally **partner with** one another, delivering results with lasting impact for **us**.

We work in the layer
where everything starts
to *connect...*

The 5 A's of amplification

Our process, built for real world *execution*. We start by understanding the context, shape a clear *direction*, build in fast focused cycles, and validate in the real world. As things work, we scale them into systems that hold and keep evolving them as needs *change*.



01. Assess

At this stage, we deep-dive into the idea from both a market and engineering lens, ensuring what we're building is not just viable, but meaningful. We define the scope, challenge edge cases, map risks, and align business intent with technical feasibility. By the end of this phase, there's a shared truth across stakeholders.

03. Adjust

Through structured agile sprints, parallel development streams, and integrated CI/CD pipelines, real outcomes start taking shape early in the cycle. AI-assisted development and continuous iteration ensure speed without compromising quality. Features get improved in motion, keeping technical debt under control.

05. Advance

Launch is not the finish line, it's where amplification truly begins. From go-to-market execution to production rollout, team enablement, and user adoption strategies. Post-launch, continuous feedback loops and iteration cycles help it evolve with its users, turning it into a long-term growth engine rather than a one-time release.

02. Architect

Before a single line of code is written, we design for experience in one unified layer. This is where user journeys, system architecture, APIs, data structures, and cloud infrastructure come together, not as separate tracks, but as one cohesive foundation. Every decision here is intentional, ensuring the system doesn't just work today, but evolves effortlessly tomorrow.

04. Act

Quality is not a checkpoint at the end, it is embedded into the system from the start. Every layer is continuously tested for performance, security, and reliability. With DevSecOps practices running alongside development, we ensure that each release is stable, resilient, and production-ready. The focus is not just on fixing issues, but on preventing them altogether.

"Forward is how it moves. Together is how it works"

Combining the right services at the right moment to move work forward faster

Every layer, tailored to your systems, your pace, your outcomes.

01.

From idea to impact:

Our solutions are shaped by real business context, not just user needs, carried from strategy through engineering into measurable outcomes.



02.

Integrated across capabilities:

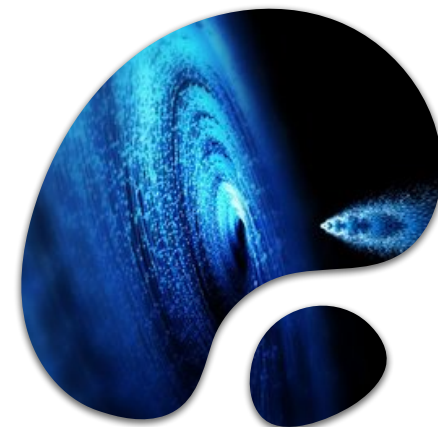
Our approach unifies product, AI, cloud, consulting, managed services and *beyond* into a seamless, aligned whole.



03.

Built to scale:

Designed for flexibility, enabling solutions to scale and adapt as your business grows and changes.



Our differentiators

Forward

Forward is how we approach **technology**. It means moving fast with the right systems in place and making sure what we build is stable, scalable, and built to scale.

Together

Together is how we work with **people**. It means working closely with your teams, not in silos, building in your context, with shared ownership and accountability.

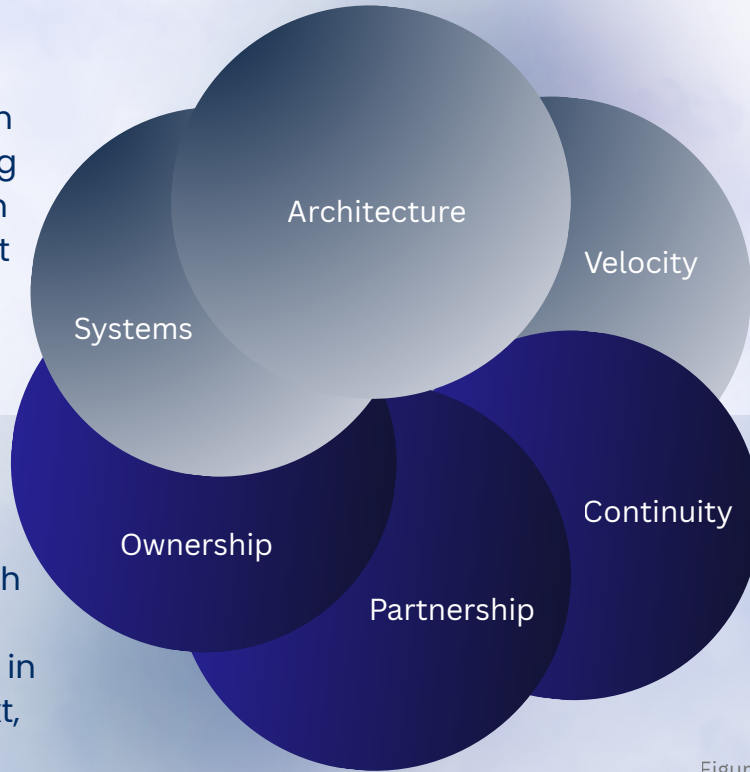


Figure- 3



Fast turnaround time

We don't sit on decisions. Work moves, consistently



Always on systems

24/7 support and visibility, because downtime isn't an option



Systems built to scale

Cloud-native, modular, AI, ready for growth



No departments. No silos

It happens when teams are in it together



Geographically dispersed teams

Across regions, working as one unit



Wearing multiple hats

Everyone builds, not just the leadership team

About Saguna Consulting


Saguna Consulting builds products, delivers technology, and partners with organizations to transform ideas into durable, scalable outcomes rooted in real-world execution. Human-first in our approach, outcome-led in our delivery, and technology-enabled at every step, we work closely with teams to understand their problems, sharpen their vision, and move forward with confidence. From shaping early concepts to executing production-ready platforms, we help clients build solutions that are useful, usable, and built to last, always with shared ownership and collective momentum.

We collaborate with product-led teams, founders, and enterprises, engaging deeply as advisors, builders, and long-term partners. Sometimes this takes the form of traditional consulting; other times, it means aligning through equity-based collaboration, sharing not just work but conviction and outcome. Our multidisciplinary team bridges strategy, design, engineering, and delivery to ensure technology accelerates impact. *Forward* together, we help organizations deliver meaningful products and solutions that endure.

CTA:

 sagunaconsulting.com

 connect@sagunaconsulting.com

 [saguna consulting](https://www.linkedin.com/company/saguna-consulting)

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