



# 2024

Year in Review

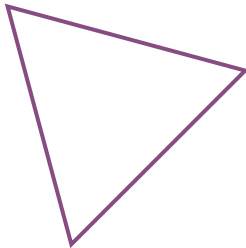


*Leading the future of cloud, data,  
and AI solutions*



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# Introduction

2024 has been a defining year for Onix, characterized by strategic growth, groundbreaking innovations, and continued excellence in cloud, data, and AI. We've expanded our global footprint, developed new intellectual property, earned new Google Cloud specializations, and delivered transformative solutions to some of the world's most recognizable brands across diverse industries, including TELUS, Cisco, Humana, and many more.

Our customer-centric approach is exemplified by our 98% Customer Satisfaction (CSAT) score, a reflection of our unwavering commitment to delivering high-quality solutions and ensuring seamless experiences for our clients. This score, consistently gathered through detailed surveys, is a testament to our dedication to refining and optimizing every project to meet our clients' business goals.

Onix has also continued to grow its global presence with new delivery and innovation centers launched in the US and India this year, and our involvement in key industry events has further cemented our role as an industry leader. These initiatives helped us engage directly with our customers and the broader tech community, fostering collaboration and knowledge sharing.

As we look back on the year, it's clear that our innovations, strategic partnerships, and relentless focus on customer success have positioned us as a trusted partner for global enterprises. Our ability to drive digital transformation through our unique IP and cloud, data and AI solutions has never been more relevant, and we're excited for the future ahead.



# Innovation & thought leadership

## New solutions & product launches

Onix is fully committed to staying ahead of the [technology] curve and driving innovation. Throughout 2024, we released several products designed to help enterprises unlock the full potential of cloud and AI technologies, including:



### Phoenix

This AI-driven platform revolutionizes how organizations interact with data, transforming raw datasets into actionable insights. Phoenix goes beyond traditional Business Intelligence (BI) by using AI-led automation and decision making tools to surface trends, anomalies, and critical business insights. This intuitive interface ensures that teams can access and act on real-time information without wading through complex reports.

### Kingfisher

Kingfisher provides production-quality synthetic data quickly and efficiently, even without access to real data. This eliminates the need for complex and time-consuming PII filtering, which is crucial for industries with strict regulations. Kingfisher also offers the flexibility to generate data through code or by using existing datasets.



### Eagle FinOps

A comprehensive cloud financial operations solution that allows organizations to optimize spending across multiple cloud platforms. Eagle FinOps gives businesses the transparency they need to ensure their cloud investments are aligned with their financial goals and deliver measurable ROI.

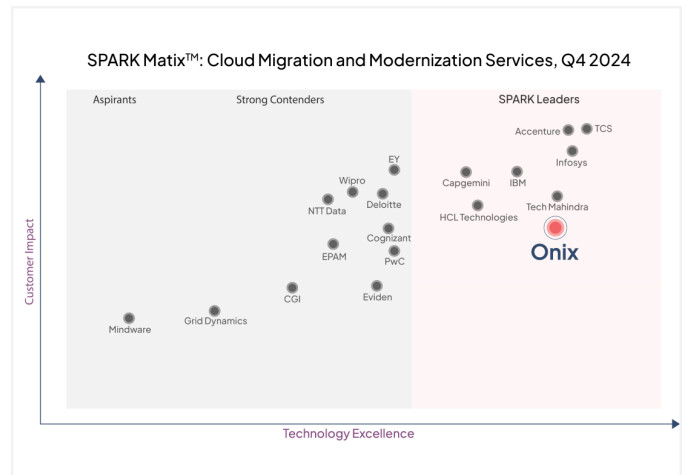
These products are all part of the **Onix Birds Suite**, and they represent our continued investment in building scalable, AI-powered solutions that address the unique challenges faced by enterprises in today's data-driven world.

## Industry recognitions

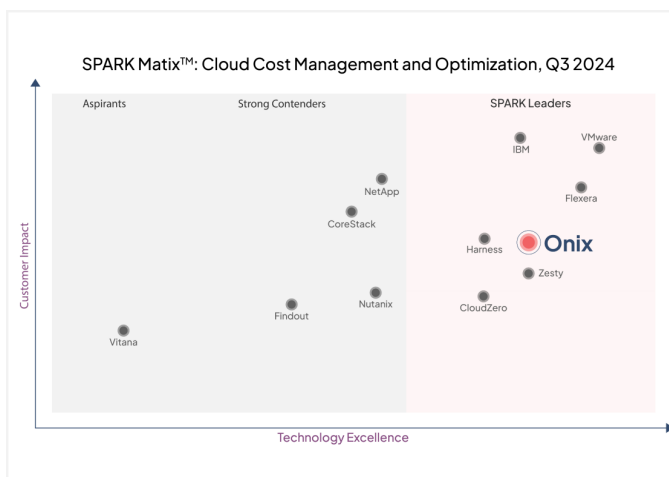
It's now been a full year since our acquisition of Datametica. We've not only been able to amplify and scale the solutions that we offer, but leading industry analysts and partners have repeatedly recognized our expanded capabilities as sources of innovation across key areas in the cloud space:

### 1. Leader in the 2024 SPARK matrix for cloud migration and modernization services by QKS Group

Onix was recognized as a Leader in the SPARK Matrix for Cloud Migration and Modernization Services by QKS Group, underscoring our ability to help enterprises seamlessly transition to the cloud. This award highlights our proven expertise in managing complex cloud migration projects and modernizing legacy infrastructure to enable greater agility, scalability, and cost efficiency. For businesses looking to migrate and modernize their cloud environments, this recognition signals that Onix is a trusted partner capable of delivering enterprise-grade, future-proof solutions.



### 2. Leader in the 2024 SPARK matrix for cloud cost management & optimization by QKS Group



Our leadership in the SPARK Matrix for Cloud Cost Management & Optimization also highlights Onix's ability to drive cost efficiency and sustainability across the cloud lifecycle. This recognition celebrates our expertise in helping organizations optimize cloud resources, reduce unnecessary expenditures, and achieve greater transparency and control over their cloud spend. For businesses seeking to optimize their cloud investments, this award signals that Onix is a top-tier provider in the cost optimization space, offering data-driven solutions that help organizations maximize the value of their cloud environments while achieving their financial and sustainability goals.





*Kingfisher and Phoenix represent the future of data and AI innovation. They are reshaping enterprise data management for AI, addressing the core challenges of data scarcity, privacy, and security.*

*Kingfisher solves scarcity issues while protecting sensitive information ethically. Phoenix simplifies AI deployment, enabling enterprises to harness powerful models without the usual complexities. Together, they empower businesses to innovate faster, securely, and responsibly.*

**Niraj Kumar**

CTO of Onix

## PR/media



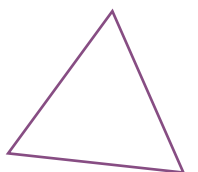
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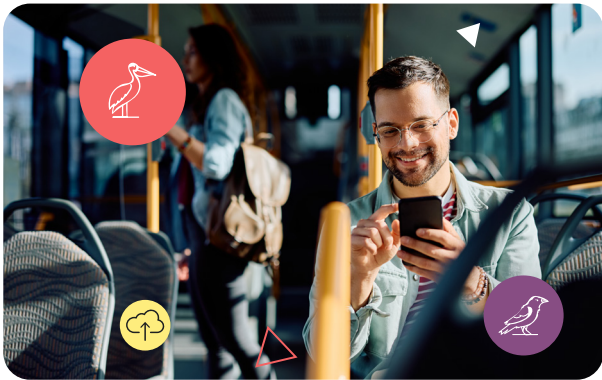
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# Customer success stories



## Cloud modernization: TELUS

TELUS, one of Canada's largest telecommunications companies, faced significant challenges with siloed legacy systems, including Oracle Exadata and data lakes. These legacy systems were hindering operational efficiency and decision-making. Onix partnered with TELUS to migrate 14 petabytes of data from 100 sources to Google Cloud Platform (GCP), migrating over 200 enterprise-grade data pipelines. The migration enabled TELUS to:

- Reduce obsolete data by 30%, leading to cost savings and a decrease in energy consumption
- Increase data accessibility and integration, improving decision-making capabilities across the organization
- Lower operational costs by eliminating legacy systems and transitioning to a scalable, cloud-native infrastructure

By leveraging BigQuery for data storage and transformation, TELUS now benefits from a unified, scalable, and more efficient data infrastructure.

## Healthcare collaboration: Humana

Humana, a leading Nordic healthcare provider, needed to enhance collaboration across its distributed workforce while ensuring the security of sensitive patient data. Onix helped 13,000 employees transition to Google Workspace, enabling seamless collaboration on sensitive documents and improving productivity. Key outcomes included:

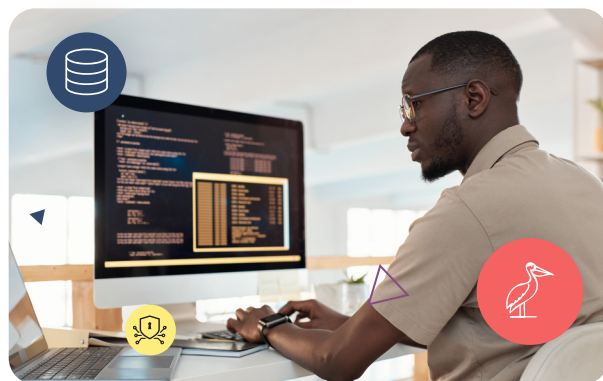
- Zero CVEs (Common Vulnerabilities and Exposures) in Google Workspace over three years, ensuring robust IT security.
- Increased employee productivity by leveraging easy-to-use collaboration tools like Gmail, Docs, and Drive.
- Improved collaboration across multiple regions, allowing staff to focus on patient care rather than administrative tasks.
- Reduced environmental impact through sustainable IT practices, such as extending the lifespan of devices and leveraging Google Chrome OS.





## Data validation: Cisco

For 40 years, Cisco Systems is a leading player in the world of telecom and networking. With a global workforce of 84,900, the company has provided services in network security and cloud. For its internal data migration, Cisco needed a secure, scalable automation tool that could replace its time-consuming manual process. In partnership with Onix, Cisco streamlined its data security and scalability with its automated data validation tool, Pelican. Here are some of its outcomes:



- Zero failure rate along with 100% automatic generation of test cases.
- 80% improvement in testing efficiency and 50% reduction in testing time.
- Data validation of 5,000 to 7,000 database tables (1,000 daily validation jobs) – along with 2 trillion table rows.
- 100% automated validation of data migrated from on-premise data warehouse to BigQuery.



## Cloud modernization: Pizza Pizza

For over half a century, Pizza Pizza has delighted its patrons with its quality ingredients, exceptional customer service, and innovation. To improve its uptime and performance during peak hours, Onix enabled this food company to migrate to Google Cloud platform with a multi-region deployment. This migration enabled the company to:

- Improve the regional redundancy and performance of Pizza Pizza's application.
- Modernize their IT infrastructure for easy and compliant migrations in the future.
- Expand its Google Cloud footprint by developing capabilities in Contact Centre AI and data analytics.
- Migrate its Alberta-based Pizza 73 infrastructure from on-premises to Google Cloud.



*I have been working with Onix since 2019 and their level of expertise, skills and communication are consistently at a very high level. The conversation is always geared towards the best solution for us, the customer. We are grateful for the partnership and continue to work with the Onix team to expand our Google infrastructure.*

**Amar Narain**

CIO & Vice President, Information Technology,  
Pizza Pizza Limited







## Unified data infrastructure: Evite

As the leading platform for digital invitations, Evite is in the business of connecting people through online invitations for over 20 years. To manage their massive data volumes, the company operated a fragmented data infrastructure across Google Cloud and AWS. In partnership with Onix, Evite unified its infrastructure on Google BigQuery for improved data management. Here are some of its outcomes:

- Improved user experience on mobile app and web because of better performance and data optimization.
- Improved data accuracy by 5% for decision-making purposes.
- Reduced time-to-market and faster feature enhancements by streamlining data ingestion.
- Faster data loading for relevant insights and reporting.



## Customer Advisory Board

In 2024, Onix launched its first ever Customer Advisory Board (CAB) as part of a strategic initiative to deepen our understanding of customer needs and industry trends. The board is composed of a select group of 15 innovative C-suite leaders from major enterprise accounts that have been chosen for their expertise and forward-thinking perspectives. The goal of the CAB is to harness the collective intelligence of these influential executives to guide Onix's business strategy and product innovation, ensuring that our solutions continue to meet the evolving demands of the market.

The CAB's primary focus areas include driving digital transformation, identifying opportunities for improvement, advising on innovative solutions, and providing valuable feedback on Onix's intellectual property (IP) roadmap. These strategic discussions are designed to inform the direction of Onix's product offerings and ensure that we remain at the forefront of emerging technologies and industry developments.



As we expand into new sectors and develop more vertical solutions, the CAB's guidance will be crucial in helping us tailor our offerings to the unique challenges. Their feedback will directly influence the development of innovative solutions that address the specific pain points of our clients and their customers, ensuring that Onix delivers unparalleled value.

Onix continues to thrive as a Google Cloud partner, working closely together to help clients modernize their infrastructure, accelerate their digital transformation, and harness the power of AI. As a Google Cloud partner for over 20 years, we have consistently been at the forefront of cloud innovation, delivering cutting-edge solutions to clients globally.

## 2024 Google Cloud Specialization Partner of the Year for Work Transformation

Onix was named the 2024 Google Cloud Specialization Partner of the Year for Work Transformation, an award that recognizes our exceptional ability to leverage Google Cloud technologies to drive people-first transformations across organizations. This award speaks to our expertise in helping businesses modernize their work environments, improve collaboration, and create seamless, secure digital experiences for employees. For organizations looking to transform their work processes with the latest cloud-based solutions, this recognition signals that Onix is a leading partner in enabling agile, productive, and innovative workplaces through Google Cloud.



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*Google Cloud's Partner Awards celebrate the transformative impact and value that partners have delivered for customers,*

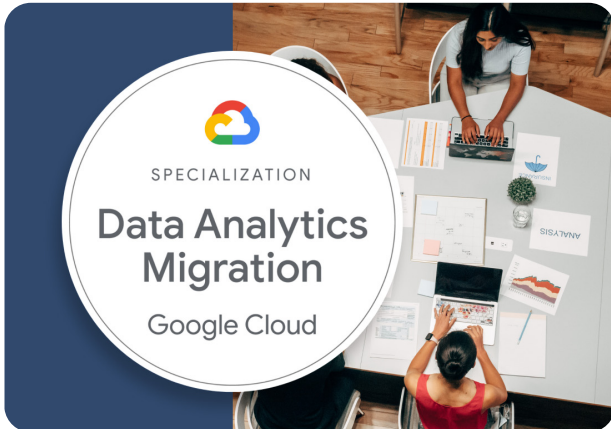
*We're proud to announce Onix as a 2024 Google Cloud Partner Award winner and recognize their achievements enabling customer success from the past year.*

**Kevin Ichhpurani**

Corporate Vice President,  
Global Ecosystem and Channels at Google Cloud



## Data Analytics Migration Specialization

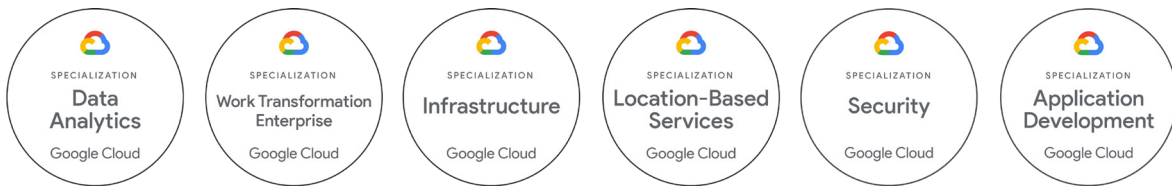


This is a prestigious certification that recognizes a company's expertise in helping organizations seamlessly migrate and modernize their data analytics infrastructure in the cloud. This specialization is awarded to select partners who demonstrate deep technical capabilities and a proven track record of successfully guiding enterprises through the complex process of moving their data analytics workloads to Google Cloud.

As one of the first global recipients of this specialization, Onix has proven its leadership in transforming how businesses manage, analyze, and leverage data in the

cloud. Achieving this specialization means that Onix has met rigorous requirements in several key areas: ensuring the integrity and scalability of data migrations, optimizing data processing workflows, and leveraging advanced Google Cloud tools such as BigQuery, Looker, and Dataflow to unlock the full potential of data analytics.

### This new specialization enhances our comprehensive suite of expertise:



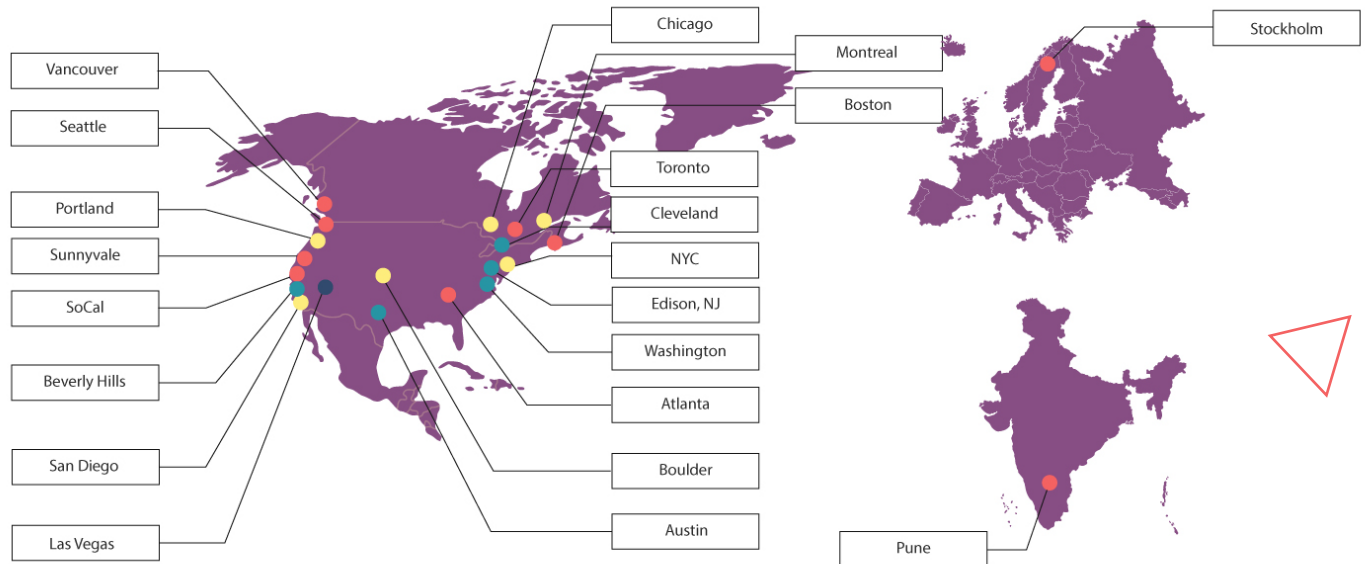
As we continue to help organizations navigate the complexities of digital change, these industry recognitions reaffirm our commitment to delivering cutting-edge solutions that align with the needs of today's most forward-thinking businesses.

## Highlights and happenings



## Mapping our impact: key 2024 events with Google

From industry-leading conferences to hands-on workshops and training sessions, this map highlights our active participation and sponsorship in key moments that shaped the future of cloud technology.



*Onix has somehow set the bar even higher again in 2024. Through and through their marketing campaigns show, not just tell, of their awesome expertise in data and AI solutions. Onix is a top pipeline driver in North America and earned them some serious bragging rights. The NorthAm Cloud Marketing team loved teaming up with Onix on key initiatives like Next, Cloud Live, and Gemini @ Work.*

### **Matt Hart**

Sell & Service Partner Marketing Lead,  
North America at Google Cloud



# People & culture

## Leadership expansion

Onix has strategically attracted top talent from some of the world's leading companies, including Google, Microsoft, PwC, Accenture, and more. This infusion of industry expertise has not only strengthened our leadership team but also infused the company with fresh perspectives and a renewed sense of energy. With seasoned professionals now driving key areas such as finance, operations, delivery, and strategy, we are positioned for accelerated growth and success in the rapidly evolving tech landscape.

These leadership appointments are a pivotal part of Onix's growth strategy, ensuring that we remain at the forefront of technology innovation and business transformation. With this powerhouse team in place, Onix is uniquely equipped to navigate the complexities of today's market, scale our operations effectively, and continue delivering cutting-edge solutions that drive meaningful, long-term results for our clients.

## 2024 Leadership hires



**Anil Agrawal**  
CFO

Anil Agrawal brings over 25 years of experience in finance, guiding Onix's continued financial growth and supporting our global expansion.



**Danila Rudenka**  
VP of Sales, EMEA

Danila Rudenka joins us to lead Onix's expansion in Europe, the Middle East, and Africa, strengthening our global sales strategy.



**Thomas Kraus**  
VP of Strategic Initiatives

Thomas Kraus brings expertise in AI, cloud solutions, and digital transformation, and will lead Onix's innovation agenda in the years ahead.



**Sanjiv Chawla**  
Senior Partner – Growth and Transformation

Sanjiv Chawla brings over three decades of experience in cloud and AI strategy, helping Onix stay at the cutting edge of technology.

## Innovation & delivery centers

This year, Onix added two more innovation and delivery centers in San Francisco and Bangalore. This marks another milestone in the company's goal towards establishing a global presence. Along with delivery centers operating in Pune and Hyderabad, these 2 technology hubs will go a long way in leveraging the immense pool of talent available at these locations.



*We're pleased that Onix will bring Google Cloud's advanced AI and cloud technology to more global customers through the launch of their new delivery hubs,*

*Google Cloud's planet-scale infrastructure and comprehensive tools, complemented by our partner's adaptive offers and services, can help accelerate our customers' digital transformation journey.*

**Lee Moore**

VP, Global Google Cloud Consulting,  
Google Cloud



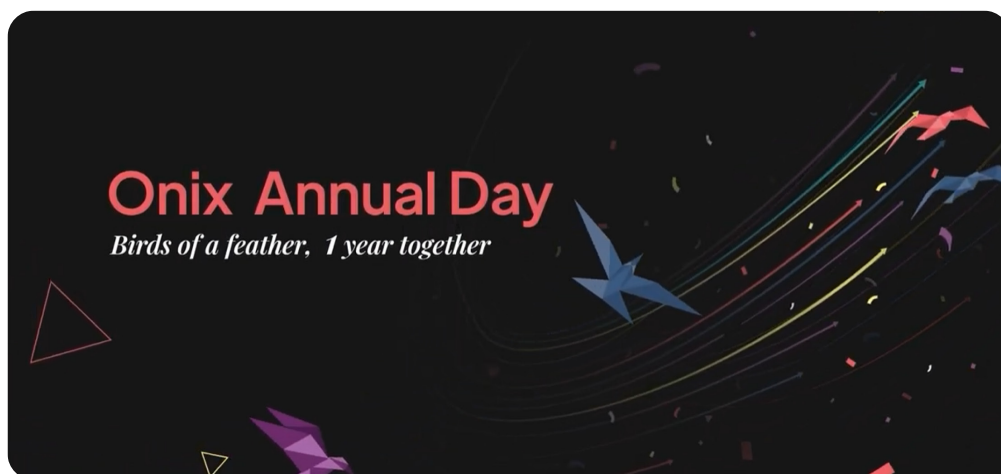
# Onix Annual Day

## Celebrating the first anniversary of the Datametica acquisition

On November 8th this year, we celebrated our annual day marking one year of acquiring Datametica. The celebrations included a mix of live music concerts, games, and an awards ceremony. This year's exciting annual day also saw the launch of our Kingfisher and Phoenix tools, which are destined to transform AI and data modernization. The unforgettable event was studded with star performers in the Indian music industry – such as Rahul Vaidya, Kishore Sodha, and Arnab Chakraborty.



## Onix Annual Day video



[Annual Day video link](#)

# Looking ahead

As we look to the future, Onix is committed to advancing our position as a leader in cloud, data, and AI solutions, while continuing to evolve and expand our offerings to meet the dynamic needs of industries worldwide. In 2025 and beyond, our focus will be on leveraging cutting-edge technologies to drive innovation, accelerate digital transformation, and empower businesses to thrive in an increasingly complex and competitive landscape. Below are the key strategic priorities that will guide our growth and success:

## Continued evolution in cloud, data, and AI

More enterprises are relying on cloud, data, and AI technologies to power their business growth and optimize their operations. At Onix, our technology team will keep expanding our expertise in these cutting-edge technologies. We are further expanding our Birds suite to deliver business value with these technologies in quicker time.

Our data-driven insights and AI-powered solutions will empower organizations to make smarter, more informed decisions, driving business success in real-time. Whether through advanced predictive analytics, automated processes, or intelligent systems, Onix will ensure that our clients are equipped with the tools they need to navigate an ever-evolving technology landscape.



## Delivering vertical solutions for key industries

At Onix, we recognize that every industry is unique and has its specific set of challenges and opportunities. This is why Onix offers its customized expertise with industry-specific solutions for fast-growing domains like retail, healthcare, life sciences, and financial services. With its range of vertical solutions, Onix is addressing industry-specific pain points (for example, improving patient care and outcomes in healthcare).

Our vertical solutions are developed in close consultation and collaboration with industry experts. We are also focused on understanding the latest industry trends and challenges – and stay aligned with their business goals. Our solutions deliver customer benefits by leveraging the capabilities of innovative technologies like AI, cloud computing, and geospatial data.







## Talent recruitment and retention

As a leading technology solution provider, Onix is committed to attract, train and retain the industry's top talent. Our business success is driven by a healthy organizational culture and working environment – designed for creative thinking, innovation, and collaboration.

To stay ahead on the technology expertise, we focus on providing our workforce opportunities for continuous learning and professional development. Besides the competitive advantage, Onix's talent retention strategy also empowers our global customers with innovative solutions.

## Engage and explore opportunities

By partnering with Onix, you gain more than just a technology provider – you gain a trusted advisor who is committed to your success. We're passionate about helping businesses like yours harness the power of the cloud to drive growth, enhance operational efficiency, and create a competitive edge in today's fast-moving market. We're excited to help your organization navigate the ever-evolving landscape of cloud, data, and AI. Whether you're looking to modernize your infrastructure, optimize your cloud spend, leverage the power of AI to drive smarter decisions, or unlock the full potential of your data, our team has the expertise and solutions to turn your vision into reality.



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## Get in touch

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