

Novafutur: Maximize the Value of Data with Google Cloud

Novafutur worked with Huawei, who used their expertise to guide the company through its digital journey. This process includes biweekly meetings and a three-years contract to continue building on this work.

The challenge

Speed is the essence for Novafutur, as its customers need answers quickly. When it came to a cloud provider and a partner, the company was looking for the ability to scale. The speed at which data could be inputted was another key criterion, together with the cost of storing data. Beyond that, Novafutur wanted the flexibility to deploy more environments when needed or to try new technology.

The solution

The Novafutur team uses a wide range of Google Cloud solutions to help deliver for its clients, like Google Kubernetes Engine, Golang and BigQuery. The Novafutur team also uses Looker to quickly analyze and find insights in its datasets. Looker makes it easy to build a data exploration platform that makes its data accessible in a compelling, intuitive way, and that creates detailed reports.

The results

Although Novafutur has always been a cloud-first company, it can clearly see the benefits of working on Google Cloud. Scalability was a huge plus for Novafutur's data scientists when they hit data limits, and Novafutur's developers were also free to experiment and do their proof of concept work quickly, without fearing the cost of failure. These benefits passed directly onto Novafutur's customers.

“ We've developed an excellent relationship with Huawei. Their regular reporting has helped us gain insights into our cloud usage and related costs, enabling us to make optimizations that have been invaluable. ”

Vincenzo Rocco, CEO, Novafutur



About Novafutur

Founded in London in 2019, Novafutur is a cloud-native company that uses the power of advanced analytics and automation to help businesses understand and maximize the value of their data. It delivers a comprehensive solution that allows organizations to understand and maximize the real value of their data thanks to an advanced deep learning.

Industry: Software & Internet

Primary project location: United Kingdom



About Huawei Srl

We believe in people and technology, our mission is helping companies in facing innovation challenges and make digital transformation happen.



Products

Google Cloud Platform