

## Cake Equity Data Platform

Aviato Consulting played a crucial role by implementing sophisticated BigQuery views for rapid insights across multiple tables. Their expertise in ML and AI with Google Vertex AI facilitated accurate data detection, cleaning, and seamless importation

### The challenge

Cake Equity, a technology first team equity and product-led growth platform, grappled with centralizing and analyzing fragmented data from multiple sources, delaying customer-led onboarding and hindering timely, actionable insights. Despite utilizing advanced data tools, Cake Equity aimed to elevate its technological edge and surpass competitors.

### The solution

Cake Equity's strategic and technologically advanced solution further leveraged BigQuery and Vertex AI to create a scalable, cost-effective data ecosystem. BigQuery: Streamlined querying and analysis across data sources. Vertex AI: Utilized ML for document classification, matching, and automated data structure population, replacing manual processes with sophisticated automation.

### The result

Cake Equity's integration of AI/ML automated data classification and extraction, slashed customer onboarding time by 80%. This ML-powered approach significantly enhanced data accuracy and efficiency, minimizing human error and boosting reliability. Real-time insights empowered data-driven decisions, enabling Cake Equity's teams to make faster, informed choices, driving superior business outcomes.

Cake Equity's innovative deployment of Google BigQuery and Vertex AI, in collaboration with Aviato, has revolutionized their operations, solidifying their status as a technology leader in the equity management space globally. This transformation underscores Cake Equity's unwavering commitment to cutting-edge technology at-scale, delivering superior value and positioning them for future advancement

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### About CAKE EQUITY PTY LTD

Cake Equity, trusted by global founders, offers tech and legal tools to leverage equity for business growth. Leading cap table & equity management for startups available in 50+ countries. Cake is the top platform for motivating startup teams with equity.

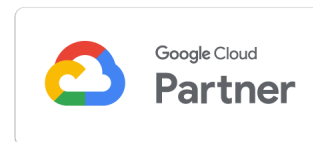
Vertical/horizontal solution: Financial Services

Primary project location: Australia



### About AVIATO CONSULTING PTY LTD

Aviato Consulting helps businesses unleash the power of Google technology on their most complex business problems.



### Products

Google Cloud Platform