NEXT-GEN BUSINESS INTELLIGENCE

Companies today compete to find new opportunities, create game-changing phenomena and discover possibilities. And more importantly, respond to new opportunities before others do.

Companies have to do that in a very vibrant ecosystem which has people connectivity, Internet-of-Things applications, externally-sourced unstructured data, and continuous interactions between humans and machines that generates a wealth of information about companies' businesses and customers. Today, winning companies are those that can not only take advantage of the information but also turn that into insights which are:

- Real-time and Actionable
- Rapid and Agile
- Predictive and Personalized
- Business-friendly and Easy-to-consume

Infosys®
Navigate your next

Information is playing an ever crucial role in shaping the world around us. Infosys's next generation theme offerings are designed to provide these insights, coupled with proven models and solutions for driving strategic business outcomes around:

Customer Insights

Drive better customer experience and engagement with end-customers by learning keen insights about their behavior, preferences and needs

Data Monetization

Enabling organizations to convert data into assets which can create new channels for the organizations' revenue growth

Operational Efficiency & Risk Management

Doing more with less, while managing risks across the organizational value chain from customer engagement, front office to the back-office and partner/vendor engagement

However, companies struggle to deal with this new-age information ecosystem and deliver on these business outcomes due to multiple challenges:

- Lack of information strategy
- Business, technology and structural misalignment
- Heavy dependence on it
- Legacy and slow-responding system architecture

Many companies have adopted pilots or add-on models with the new information architectures as a way to mitigate these risks and issues. Many others have undertaken key initiatives with specific target scope such as MDM, Data Lake etc. that do not have a holistic view of its evolving BI landscape. However, these approaches fail to deliver on the

required business outcomes with strong business cases and methodology because these approaches do not enhance the organizational capabilities in the new direction at all. Infact, they compound the issues by creating islands of new capabilities that do not integrate with the rest of the organizational processes and people. What companies need is a multi-dimensional transformation in order to bring new architecture and capabilities in the organization, and do it in a more agile and interactive way. This helps in adopting new capabilities quickly and progressively while bringing much-needed transformation in the core capabilities.

While the specific solution and roadmap would vary from customer to customer, Infosys strongly recommends a Next-generation Business Intelligence blueprint that is built around the following capabilities:

Next-generation Business Intelligence: Building blocks

High Performance and Predictive Analytics

Master Data Management

Visual Analytics

Enterprise Performance Management

New-age Information Fabric

Next-gen AMS powered by Automation and Machine Learning

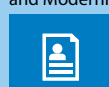## Next-generation Business Intelligence: Strategic services

Consulting

Landscape Simplification and Modernization

Strategic Business Analytics Center

Effective Data Governance

Organizational Change Management

Next-generation Business Intelligence: Building blocks

High Performance and Predictive Analytics

Big-data enabled Data Lake and other predictive capabilities to provide high-performance and predictive analytics

Visual Analytics

Deliver business to consumer insights through self-service, data discovery and data experimentation led by visual analytics

New-age Information Fabric (Next-gen Data Infrastructure and Management)

Fundamental building block for new-age information and insights requirements which enables real-time, rapid, high-speed and agile data ingestion and processing of information while catering to high volume, velocity and variety of data

Master Data Management

Fundamental building block that enables universal definition of data and seamless inter-operability between domains and applications. It delivers a 360 degree view of customers, orders, products etc.

Enterprise Performance Management

Deeper and enhanced focus on business aspects of EPM with 'what ifs', scenario planning, simulations and predictive EPM

Next-gen AMS powered by Automation and Machine Learning

Change is the only constant. Organizations need to keep an eye on how Application Management Services enable continuous transformation and adoption of newer technologies. Keeping the current footprint light-weight with automation and machine-learnt processes is key to such evolution

Next-generation Business Intelligence: Strategic services

Consulting

Enterprises often need professional help to either set up their information value chain or enhance what they already have. Consulting SMEs partner with enterprises in strategizing the BI roadmap, leading up to carefully designed implementation engagements to realize value from BI and analytics investments

Strategic Business Analytics Center

With the fast-changing information and insights landscape, organizations need to evolve to cater to these new realities. Bringing an alignment between business and technology addresses organizational constructs to enable speed and responsiveness for business

Organizational Change Management

Enables organizations to unlearn old ways and learn newer ways to become insights-driven enterprises. It is a key enabler to adopt new transformations without taking focus off the business action

Landscape Simplification and Modernization

For a rapid and real-time insights-driven enterprise, the systems and processes landscape need to be simplified and modernized for newer technologies

Effective Data Governance

With different kinds of data, data-flows, data consumption models, self-served insights etc, data governance needs to be enhanced which maintains the high quality of data without impeding speed and agility of business

These provide strong building blocks required for taking advantage of the new-age information ecosystem while enabling a transformative way of adopting these capabilities. Infosys Next-generation BI enables insights-driven enterprises for superior business performances by:

1. Empowering end-business users with the information that's needed, in the form it is needed, and when it is needed

2. Delivering transformation with results in the near term

3. Using Next-generation BI capabilities that delivers real-time, rapid, high-performance and predictive analytics

4. Including structured enterprise data and externally sourced unstructured data for decision making

5. Enabling organizations to achieve strategic business outcomes through a 360 degree view of its customers, products, orders etc.

6. Enabling organizational constructs and processes that evolve with the change in business and technology landscapes

Many of Infosys's clients have benefitted from Next-generation BI solutions.

Case Study

A financial services firm in Europe was struggling to stay ahead on the technology curve and meet its business requirements. It faced problems not only in delivering on the current expected speed of insights, but also in keeping up with the emerging technologies. Over the years, it fell behind on new technology adoption, resulting in specific businesses trying to build their own BI system footprint, bringing inconsistencies and integration issues. Earlier this year, the organization invited Infosys to rebuild its BI landscape while catering to in-flights strategic initiatives. Infosys is building next-generation BI landscape across 3 dimensions:

a. Define its next-generation BI organization structure and processes across IT and businesses

b. Build a high-performance big-data enabled data lake

c. Next-generation Information Fabric with new-age data management and data governance capabilities

The program is designed to deliver results in as quickly as 3 months while driving transformation across multiple businesses and areas.

In the digital world, time is of the essence that can make or break opportunities for businesses. Along with the ability to discover and respond in real-time, businesses will need to rely on predictive analytics that can help prepare the business for future opportunities or challenges well before they happen. "Time-shifts" hold the key to success for businesses to discover and convert these opportunities.

Infosys®
Navigate your next

For more information, contact askus@infosys.com

Infosys.com | NYSE: INFY

Stay Connected   SlideShare