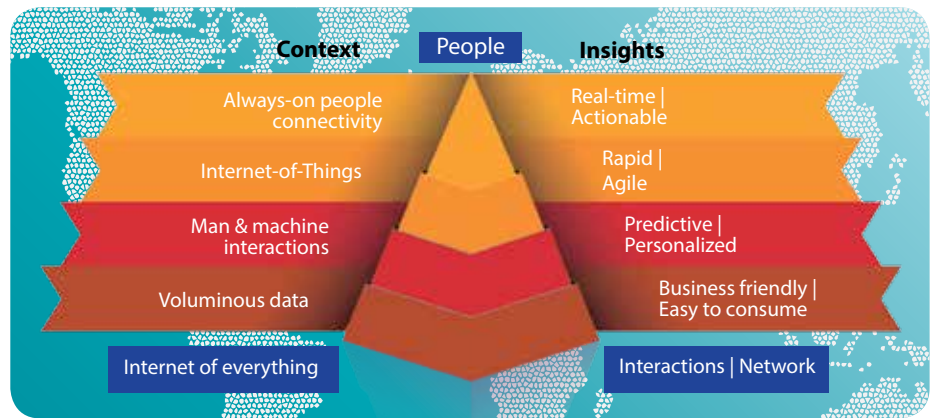


Infosys Next-gen Business Intelligence

Business Intelligence Landscape

Enterprises today are locked in battle over their ability to discover and respond to strategic opportunities arising from the plethora of data they possess and, they have been looking at possible avenues of getting more value out of the available data. With the advent of the digital revolution and IoT, there is an explosion of data that needs to be curated, managed and monetized. The potential to create value is higher than what has been possible before. Smarter enterprises understand the need and have analytics drive their businesses. They spot and leverage new opportunities and respond to these possibilities rapidly to gain a competitive advantage.

Infosys Next-gen Business Intelligence offerings enable insights driven enterprises for superior business performance. Fueled by cutting-edge technologies for advanced analytics, Infosys Next-gen Business Intelligence offerings address cross-industry needs based on the following themes:



Customer Insights

Create insight driven experience at every stage

- Attract Customer
- Acquire Customer
- Fulfill & Service
- Engage & Retain



Data Monetization

Co-relating internal and external data to create newer opportunities, products, markets and business models

- Acquire Data
- Enrich
- Experiment
- Discover
- Assetization



Operational Efficiency & Risk Management

Use advanced analytics to plan, execute and report business operations

- Corporate Operations
- Risk Management
- Core Business Operations

Next-gen Business Intelligence – Building blocks



High Performance and Predictive Analytics:

which enables an intelligent data discovery platform, leverages Data Lakes and amplified data warehouses and delivers advanced analytical insights for industry-use cases



Visual Analytics: to provide a real-time self-service BI platform for enterprise users, equipping them with the right tools and techniques to explore and interact with data to make meaningful decisions



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

helps gain intelligence from data by combining the enterprise, digital and external data sources, and focus on creating elastic data products that are based on pattern based continuous engineering



Master Data Management: helps attain a 360 degree view of the data across the master data domains, along with rapid implementation of data governance, and helps drive personalized customer experience and targeted offerings to the end customer




Enterprise Performance Management: helps define KPIs to measure, refine, drive and also control the enterprise performance effectively





Next-gen AMS powered by Automation and Machine Learning:

powered by automation, analytics and toolsets and the principle of Self-Heal Self-Help Shift-Left reduce incidents, avoid efforts and continuously transform inflights to reduce TCO and free up budgets to fund change initiatives


Next-gen Business Intelligence – Strategic services

 **Consulting:** services around the entire information value chain helps enterprises adopt, learn and make the right decisions using data along with providing strategy and implementation support as per the industry and client context

 **Strategic Business Analytics Center:** is a set-up within the enterprise-organization for the overall improvement of adoption and quality of BI and analytics usage across the board, overlooking data governance and change management

 **Organizational Change Management:** with Infosys IMPACT framework, is a proven model that helps optimize processes and applications, improves data consumption and helps enterprises build capabilities and partnerships maximizing returns on assets and technical infrastructure

 **Landscape Simplification and Modernization:** leverages the iModernize framework that helps enterprises realize value in the context of the highly volatile marketplace, including technology transformation, merger and acquisitions, new business model introduction and more, and helps businesses stay aligned to enterprise goals

 **Effective Data Governance:** is a ready-to-deploy solution that helps enterprises have a defined and effective plan around people, process, technology and execution



A quick look into how Infosys Next-gen Business Intelligence has transformed some clients


Reduced offers execution time from 12-weeks to 1-week by processing 9.6 millions of transactions captured through 8 channels and accelerated customer 360 degree view creation in 6 months by sourcing data from 16 sources and processing 2M records in less than 1 hour to deliver powerful customer insights for a leading Bank


Built a big data platform, which collected, messaged, interpreted, integrated and stored structure and unstructured data from various sources and delivered strong insights into customer profiles, allowing the client to in turn sell new analytics based offerings to their clients. Thus, a new revenue channel was created, which reflects data monetization for a giant Singapore-based Telco


Just-in-time inventory allocation through analytics led to a reduction in lost sales and gross margin benefit of ~ USD 7.5M per year. A supply risk worth USD 8M per quarter was identified, and shortage on critical and high value medical supplies were proactively managed, thereby improving operational efficiency for a Pharma client

For more information, contact askus@infosys.com

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