Be Future-ready with Pervasive Analytics

Organizations that succeed in today's digitized world are those that leverage analytics-driven insights to differentiate themselves. Such enterprises are more competitive and able to create monetization opportunities. With capabilities such as affordable data storage, real-time data acquisition and processing, and intelligent tools for data consumption, analytics is becoming the driving force for businesses. Today, having overcome the constraints of archaic data structure and decision-making, advanced analytics leverages:

- Centers of excellence driven by pervasive analytics and chief analytics officers
- Co-existence of descriptive, diagnostic, predictive, and prescriptive analytics
- Interactive interfaces across all analysis phases to minimize dependency
- Intelligent navigation tools that regulate the insights given to decision makers
- Streaming data analysis and real-time intelligent decision-making processes
- Machine learning and knowledge discovery capabilities

Currently, advanced analytics exists in three distinct forms within business organizations. These are advanced analytics that:

- Are embedded into systems and processes
- Answer critical business questions
- Unearth 'discoveries from data'

While many organizations are at different maturity levels in terms of leveraging analytics, the paradigm shift in complexity is traversed with progression to more complex data and analytics (ranging from descriptive and predictive, to prescriptive).

Despite varying maturity levels of analytics adoption, most organizations face challenges in enabling data-driven decision-making, owing to data boundaries and lack of data democratization. Further, organizations need to strike a precise balance between technology constraints, business models that are based on statistical assumptions, and business acumen when driving business decisions – misjudgments can result in critical errors.

Infosys offering

To derive sustainable advantage from an analytics transformation program, organizations must make analytics pervasive. The Infosys approach mandates strategic investments in analytical capabilities, such as:

- Self-service for data democratization
- Machine learning as well as predictive and real-time analytics for timely and actionable insights
- Recommendation engines and optimization

With these capabilities, pervasive analytics can be built on a boundaryless data platform and democratized through a responsive organizational framework. The key offerings are:

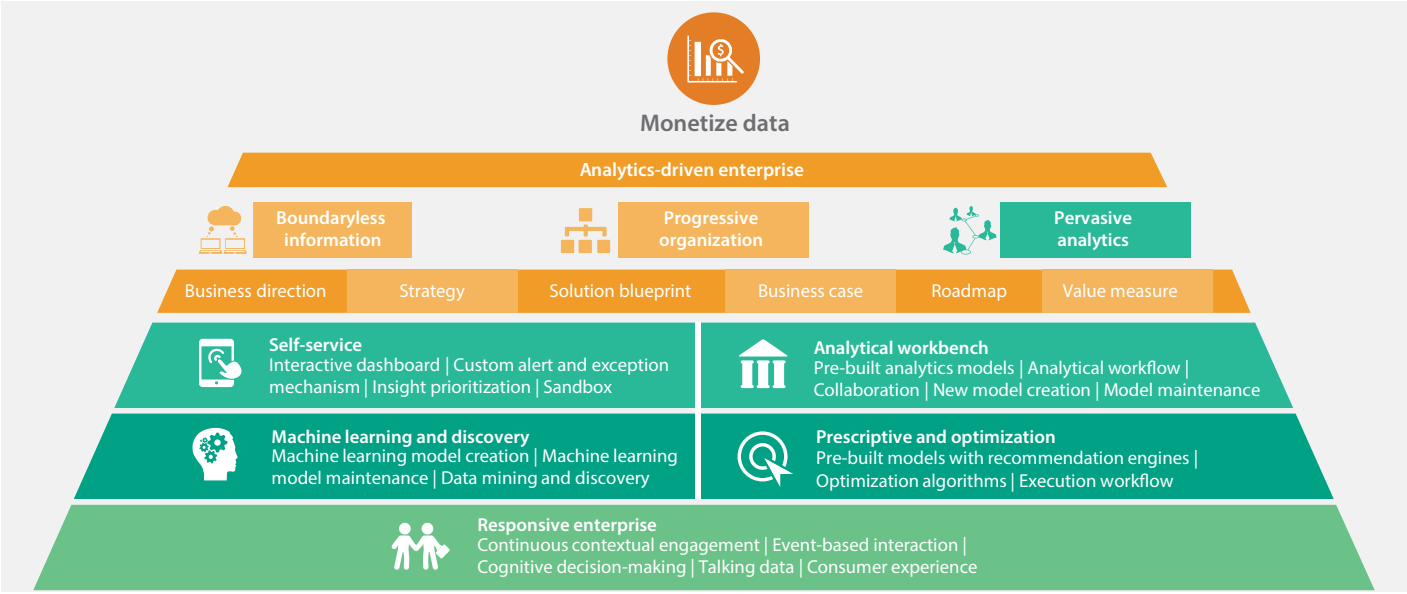

Figure 1: Key offerings of pervasive analytics

- **Self-service**
  The interactive user interface allows users to personalize, visualize, and report relevant data across intellectual property and mobile devices
- **Analytical workbench**
  This self-service analytical platform uses diagnostic and predictive analytics through model configuration workflows, pre-built analytical models, and new model plug-in / refresh mechanisms
- **Machine learning**
  Self-learning models can provide recommendations on past / user-driven decisions and intuitively uncover important trends and patterns
- **Prescriptive analytics and optimization**
  This automates decision-making to an extent with in-built provisions for exception approvals
- **Responsive enterprise**
  Capabilities such as continuous contextual engagement, event-based interaction, cognitive decision-making, and talking data allow platforms to make decisions, interact with people contextually, and respond to queries posed by humans

Thus, to get ahead of the pack, organizations must focus on increasing support to big data initiatives as well as predictive analytics. In the future, business leaders will seek out internal and external partners that can provide pervasive analytics, interactive visualization, and relevant reporting of data in a device-independent manner. These capabilities should be augmented with real-time analysis, data discovery, and machine-learning-facilitated trends and patterns.

Success stories

Retailer reduces shrink by 5%:
Infosys designed a loss-prevention and shrink analytics platform for a leading US-based retailer to track factors impacting loss and profitability, thereby reducing the time taken to identify loss cases from 5–6 weeks to days and reducing shrink by 5%.

Offer execution time down to 1 week:
Infosys delivered a high-performance analytics solution to help a US-based financial services organization reduce next-best-offer execution time from 12 weeks to 1 week.

25% improvement in time-to-market:
Infosys helped a leading specialty health provider implement a comprehensive patient care analytics solution that improved time-to-market by 25%.

For more information, contact askus@infosys.com

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