INFOSYS DATA & ANALYTICS PLATFORM

Infosys cobalt





Create a future ready enterprise with integrated analytics and managed services on cloud

Data is a strategic asset to enterprises worldwide and can provide a competitive advantage by helping create better customer experiences, drive operational efficiencies, mitigate risks and create new revenue models.

Today, around 85% of the data that enterprises need, comes from outside of their four walls. Today, data connects people, processes, machines and even different industries to open up a new world of opportunities. Data creates compounded value as it transcends boundaries creating new potential that can transform industries. This data economy is enabling collaboration across multiple industries helping enterprises industrialize analytics and innovate their business models.

Players Innovation & Industrialization Precision Medicine, Segmentation & Personalized Care, Connected Care, Value Members, Patients, Providers, Employers, Healthcare & Based Care, Al Powered drug discovery Micro Segmentation, Personalization, Population Health Management, Automated Operations, Augmented customer Service, Data/Model Marketplace nent , Social, Pharmacy, Lifesciences Manufactures, PBMs Smart Sweep, Working Capital Optimization, Conversational Payment Services, Supplier Yellow Page Services, Paperless STP Customer 360, Albased engineering and operations, Compliance & Regulations Platform, Information catalogue, Conversational intelligence, Marketplaces Customers, Banks, Merchants, Prospects, **Financial** Buyers, Cards, Regulators, Data Providers . **Customer Intimacy** Services **Digital Economy** Taxi on the go, Food on the go, Payment on the go, Content over internet, Connected Care, Connected homes, Smart Cars, Audience Measurement Communication, Media, Customer, Retailers, Device Manufacturers, Media, Banks, Regulators . Customer Experience, Network Optimization, Field Force Optimization, Contract Telecom Optimization, Augmented customer Service through AI/RPA Instant Ouote, Ouick Insure, Instant Claim, Connected devices, Autonomous Customer, Partners, Brokers, Carriers, Insurance Claims Management, Customer Experience, Automated Operations, Augmented customer service Regulators, Agents, Intermediaries **Operational Efficiency** Deviation/Root Cause predictor, Digital Twins, Smart Energy, Field Force Speed of Insights & Actions Customer, Sites, Vendors, Regulators, Efficiency, Asset Heath & Failure Mitigation Customer Experience, Call Center Optimization, Grid Operation Optimization, **SURE** Events & Weather, Environment Laws Smart Distribution, Al based engineering and operations, Asset Health yper personalization, Queue length management using Video Analytics, pundaryless Store, Server-less Stores (Retail + Telco integration leveraging 5G) ustomer Experience, Automated Operations, Augmented customer service, ML Customer, Cards, Wholesales, Retailers, Retail, CPG Logistics, Manufacturers, Survey & Logistics Agencies, Social based master data Management Track & Trace, Supply Disruptions & Early warning Alert, Vendor Selection & New Revenue models Customer, Vendors, Supply Chain, Health nance monitoring, Field Force Eff & Safety, Dealers, Distributors, Government/ Regulator, OEMs Manufacturing Al based engineering and operations, Supply Chain Analytics, Inventory Optimization, Asset Health Management Marketplaces

Fig 1: Possible innovation and industrialization across industries

Challenges of Operating in a Data Economy

Operating in a Data Economy requires an integrated set of data and analytical capabilities clubbed with Al driven automation to drive agility and innovation at scale.

AGILE DATA ENGINEERING

- Agile Data Onboarding
- Structured and unstructured data
- Multiple data patterns
- · Automation and DevOps
- Hybrid Cloud enabled
- Al driven data engineering

UNIIFIED BUSINESS SEMANTICS

- Industry Specific Ontologies
- Semantic Views
- Industry Specific Analytics Feature Store

AGILE EXPERIMENTATION

- Self Service Data Discovery & Wrangling
- Automated Data Exploration & Model Development
- Scalable Model Training and Validation
- Automated Model Deployment
- Robust Model Management

DEMOCRATIZED CONSUMPTION

- Discoverability of all Enterprise Information Assets
- Self Service Exploration and Consumption
- Intelligent conversational interfaces
- Collaboration and Crowd Sourcing
- Push Intelligence and Automated Insights
- Data Story Telling Narrations

MATURE GOVERNANCE

- Unified Governance by Exception
- · Smart Data Quality Management
- Robust Security & Compliance
- Traceability and Auditability

AUTOMATED OPERATIONS

- Unified Operations Monitoring
- Intelligent Alerting and Infrastructure Management
- Al driven automation
- Optimized resourced utilization
- Cloud consumption optimization
- Metering and Chargeback

Fig 2: Integrated set of analytics & AI capabilities needed in a data economy

However, enterprises are struggling to enable these capabilities due to complexities across hybrid cloud infrastructure, constantly changing technology landscapes and fragmented and complex data eco systems.

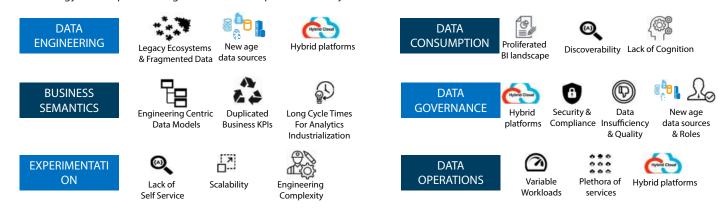


Fig 3: Challenges faced by enterprises

Infosys Enterprise Data and Analytics Platform

The platform addresses all these challenges and provides a comprehensive suite of modular solutions to drive business outcomes through agile experimentation and automation.

The modular suite of solutions built primarily on open source stack, spans the entire spectrum of the Data Management and Analytics life cycle and helps build an enterprise data foundation, unified business semantics, data science experimentation and industrialization of analytics supported by robust governance and operations

We partner with cloud service providers to offer 'Infosys Enterprise Data and Analytics

Platform as a fully 'Managed Services'
Offering' to help enterprises navigate the complexity of solutions, platforms and cost of ownership. This provides a flexible subscription based pricing model for the core platform and a comprehensive catalog based pricing for services across data engineering, analytics and insights to optimize the cost of insights delivery.

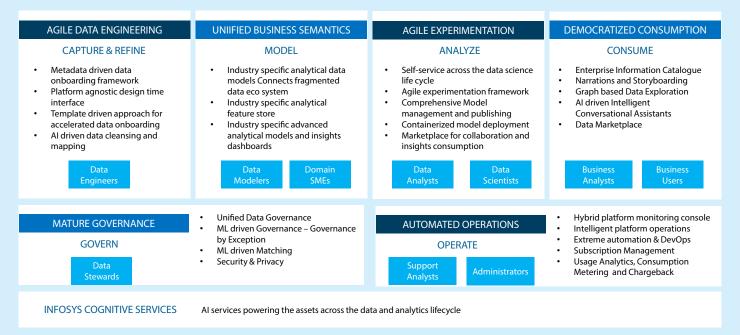


Fig 4: Layers of the platform

Benefits



Time to Market

- Ready to use, enterprise hardened, end-to-end platform
- Tooling to enable agile data onboarding and experimentation
- Al driven automation to accelerate all stage of the data and analytics life cycle
- Migration services to accelerate cloud adoption



Cost of Ownership

- Cost Takeout License cost reduction by eliminating legacy tool stack
- Open source + Cloud Native to drive down ongoing cost of insights
- Cloud consumption optimization through JIT provisioning and spot instances
- Reduced overheads in vendor and contracts management
- Better cloud services pricing than EA with no upfront volume commitment
- Metered consumption to enable internal chargebacks



Security

- Fully integrated with AD/LDAP and Cloud security services
- Secure key management
- Integrated modules for PII/PCI data discovery, encryption and masking
- Compliant with regional regulations through Geo Fencing and Ring Fencing enabled through cloud providers
- Integrated Data Governance and Operations to enable traceability and auditability across the entire data and analytics life cycle



Scale

- Unlimited scalability leveraging on-demand availability of resources to meet your business needs
- Containerized micro-services to provide unlimited horizontal scalability

Success Story

For a leading multinational banking and financial services company, we leveraged the platform to reduce cycle time of global liquidity reporting generation by 80%. We did this by accelerating data onboarding and processing on cloud and reduced license costs by \$8 MUSD annually through open source frameworks. The platform also augmented and accelerated investigation of Anti Money Laundering cases with the platform's Risk & Compliance capabilities.



Infosys Cobalt is a set of services, solutions and platforms for enterprises to accelerate their cloud journey. It offers over 14,000 cloud assets, over 200 industry cloud solution blueprints and a thriving community of cloud business and technology practitioners to drive increased business value. With Infosys Cobalt, regulatory and security compliance, along with technical and financial governance comes baked into every solution delivered.

For more information, contact askus@infosys.com



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