

DATA, DATA EVERYWHERE

Data is precious. But if it is too time-consuming and expensive to prepare such data, this value can soon be eroded

Infosys®

EXPERIMENT FASTER

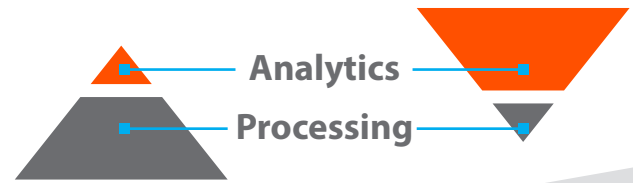
Experimenting faster is a trait shared by most innovative organizations. They want to experiment with new products and promotions to see if they can unearth bold new ways of serving the customer. But this experimentation cannot be random: It needs to be guided by data and based on current customer insight.

It was access to this data that was the problem for our client, a large consumer brand. It took a long time to prepare the data to a point where it could be used by business managers. So long, in fact, that the data was no longer relevant; and the moment was often lost. The company needed to be able to experiment faster but was held back by a cumbersome and ineffective analytics infrastructure.

TURNING THAT PYRAMID UPSIDE DOWN

There were a number of reasons it took so long. A heterogeneous data landscape and a variety of tools (and not always the right ones) made life difficult, while running analytical models against the Hadoop scale data using traditional means simply took too long.

This mix of systems and the difficulty of extracting and preparing the data every time was not just time-consuming: it was expensive, because it required many skilled data scientists and engineers to make it happen. In fact, 80 percent of the effort went into data preparation; only 20 percent went into the actual analysis. Our job was to turn this equation around and give the business a truly efficient, self-service data analytics model.



BREAKTHROUGH

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HAVEN'T WE BEEN HERE BEFORE?

Yet these problems were quite typical. Because we have seen them before, we already had the answer. We had a proven way of modernizing the analytics infrastructure, so we didn't have to re-invent it.

We have built one of the few platforms in the market with an integrated capability of discovery, blending, modelling, model management, and model consumption. Our platform leverages a unified metadata framework to provide end-to-end capabilities across the analytics life cycle. It sources the data, cleanses and prepares it, and makes it analytics-ready for business managers to use via a self-service tool.

All we had to do was customize it to work with the particular technology environment that our client had in place. Just three months later, the end-to-end capability was complete.

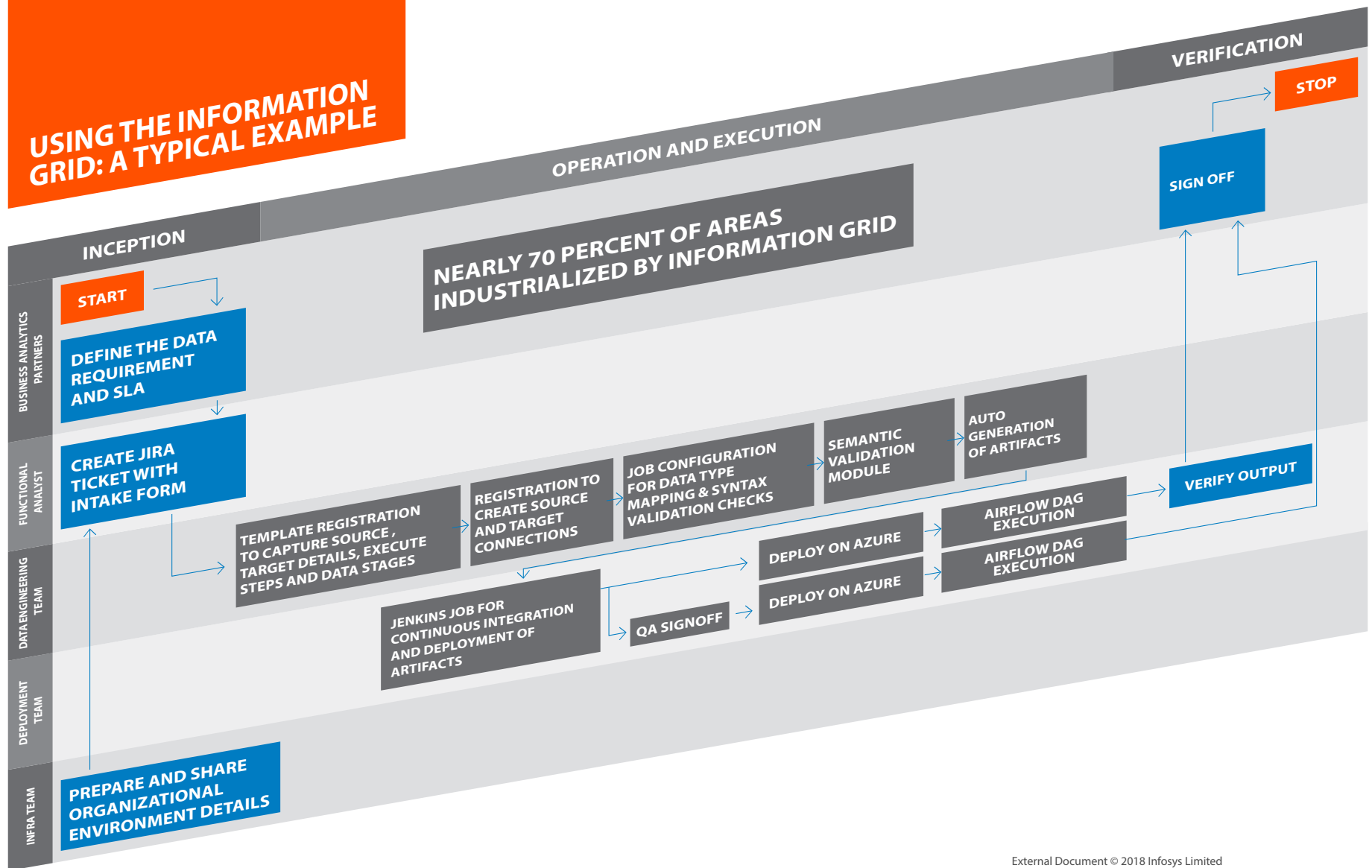
INFORMATION GRID AND ANALYTICS WORKBENCH

Hosted on Azure, with both cloud and native support, our implementation was an extreme automation model. Pre-fabricated design patterns reduced data upload time by 70 percent, and minimized the need for human intervention. Instead of multiple gating and handholding, ours was a lean engineering solution that moved us away from a service-based model to capability as a service.

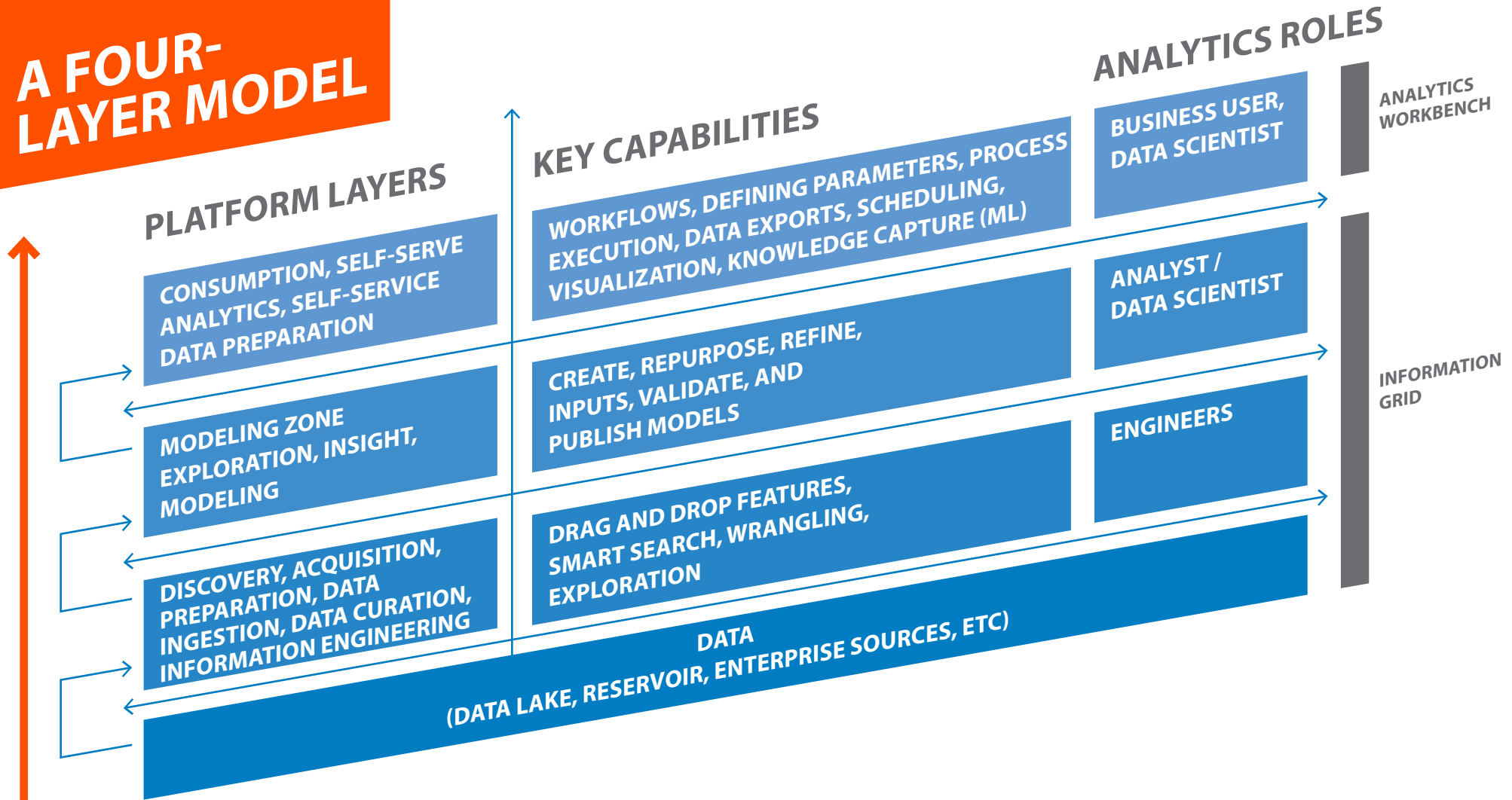
Using our Information Grid platform, it operated on four levels: the physical data repository (the data lake), data preparation, and data modelling. On top of this was our Analytics Workbench platform, which gave business managers the intuitive self-serve tool they needed.



USING THE INFORMATION GRID: A TYPICAL EXAMPLE



A FOUR-LAYER MODEL



40

PERCENT
DECREASE IN TIME-
TO-MARKET FOR
NEW PRODUCTS
AND PROMOTIONS

10X

REDUCTION IN TIME
FOR SANDBOX SETUP

PRE-BUILT
INTEGRATION FOR

30

PERCENT
REDUCTION IN
DEVELOPMENT EFFORT

30X

INCREASE IN REFRESH
FREQUENCY FOR
MODEL VARIABLES

20X

IMPROVEMENT IN
MODEL VARIABILITY

**WE DID THIS FOR
THEM. WE CAN
DO IT FOR YOU.**

Find out more about how
you can spend more time
using data and less time
preparing it. Reach out to
us at askus@infosys.com