COGNIZANT

Cognizant BigDecisions Business Solutions Platform

New Paradigm for Information Management and Analytics with an Agile, Information-rich, Platform-driven Approach for Business Decision-making

BigDecisions
Business Solutions Platform

Sophisticated analytics enriched with relevant data sources on an agile and flexible platform to respond to changing business needs

The role of Enterprise Analytics (EA), since the beginning, has been to enable effective decision-making. Even in the wake of radical business and technological changes, such as digital disruption, savvy consumers, regulations, big data, smart machines and dynamic brand perceptions, the underlying principle and the end objective still remains the same. So, what does this mean for Information Management and Analytics, now and for the future?

Despite all these changes that is bringing in newer contexts and perspectives to look at available information, the role of EA is still the same, the only difference is how available information can be handled and brought in for business consumption and digital transformation. It is not a battle of principles, rather than an endeavor to go beyond traditional boundaries and be future ready!

A New Paradigm for Information Management and Analytics

The current flux in the business and technological landscape warrants a new approach to decision-making process. In order to stay competitive, businesses need sophisticated BI and Analytics that leverages all available information. In addition to insights and foresights, ability to quickly respond to business changes has become an important feature of the new age decision-making system. The reality on the ground also warrants judicious selection of technology with reasonable maintenance and nimble arrangements that are able to cope with the dynamic business demands. Organizations want to improve their customer experience, optimize their business processes and reap the benefits of the emerging digital economy through quick and real-time data driven insights. Cognizant BigDecisions will enable businesses to address specific IM and Analytics needs related to changing dynamics.

BigDecisions enables:

Digital, IOT and Data-Sciences enabled business test-&-learn	Analytic Apps and Data-discovery Sandbox	Pre-built modules and Automated Data Integration	Control on Cost, Time and Implementation

Business Transformation

Enabling boundary-less business possibilities using an analytics driven approach to help achieve digital transformation through business experimentation

Business Discovery

Art of the possible self-service exploration through data-discovery, data preparation & blending and interactive analytics with rich information sources

Business Agility

Pre-wired platform and automation modules to build state-of-the-art Analytics & IM Architecture, on-board new data sources and test-&-learn approach to data discovery

Business Reliability

Rapid value realization with control on cost, time and implementation uncertainties through technological flexibility and platform-driven delivery
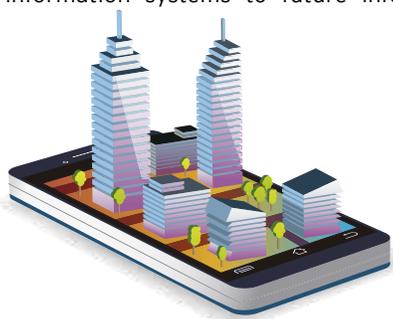
Agile, Information-rich, Platform-driven Approach to Business Decision-making

BigDecisions enables sophisticated business analytics enriched with varied information sources on a flexible platform to respond to changing business needs. BigDecisions, enables to:

- Generate business insights using **Pre-built BizApps** within 1 week.
- Perform data discovery on **Analytics Workbench** using visualization tools, algorithm & statistics marketplace and custom models.
- **Onboard any-type of information source** for analytics use within 6-8 weeks.
- **Set-up analytical infrastructure** within 1 day on Cloud (AWS) or choose from other private infrastructure deployment options.
- **Reduce uncertainty** on costs, time-to-value and technical implementation.
- **Lead business experimentation** through an integrated Digital, IOT and Data-Sciences enabled **test-and-learn environment.**

Future Ready, Right Now

Operating within the constraints of today's business realities and transforming the information systems to future information assets needs a new 'platform' oriented mindset. With a robust, agile and industrialized information delivery platform, business users will be empowered with intuitive and self-service analytics apps that will help generate actionable insights and foresights, while keeping up with the fast changing business environment.

Key Platform Components

- **Suite of BizApps** – For specific business processes /functions
- **Data Discovery and BI Workbench** – Self-serve Analytics & BI on the fly
- **Infrastructure Options** – Cloud, Multi-Tenant Hosted and On-Premise
- **Set of SmartConnectors** – Faster onboarding of new information sources
- **Data Integration Workbench** – Industrializing data integration with automation
- Comprehensive **best - of - breed** product partner ecosystem
- **Interactive Analytics Workbench** – Analytics driven test-&-Learn sandbox for data scientists with algorithms marketplace

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Infrastructure Setup ▶ **1Day**

With BigDecisions, get a cost effective IM and Analytics stack on AWS in a few hours

Out-of-the-box Apps Onboard new Data Source Set-up Analytics Sandbox

With BigDecisions Install, Configure and use an analytical app from our App Store

Onboard new data source using existing SmartConnectors to start analyzing the data

Set-up data discovery and BI workbench and analytics sandbox for ad-hoc analysis

1Week

Customize Apps New SmartConnector

With BigDecisions, customize an application from our App Store

Start populating instances of customized canonical data models to kick-start analytics

Create new SmartConnectors to onboard any new data source

1 Month

Build Custom App

With BigDecisions, create a brand new custom app with our Technology Connectors and Business Connectors

1 Quarter

EA at Cognizant

Cognizant Enterprise Analytics drive tangible business benefits to every customer and shifts analytics from being cost centers to revenue centers. We future-proof visionary businesses by combining in-depth domain expertise with analytics and information management best practices that help clients optimize decisions and results. Enterprise Analytics is committed to helping clients run better through a range of integrated analytics and enterprise performance management services and solutions. We help clients run differently by grounding our services and solutions in foundational components including mobility, cloud, big data and smart data. Our end-to-end blend of business and technology solutions already reflects the future of analytics, and enables us to create transformational value through innovation and agility.

For more information on Cognizant BigDecisions Business Solutions Platform, contact us at BigDecisions@cognizant.com or visit our Web site at http://www.cognizant.com/BigDecisions

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