



## Harness the Power of BI with Enterprise Analytics Consulting Services

Analysts have long emphasized the need of a cohesive BI strategy to ensure an enterprise approach to DW&BI implementations. Due to a lack of a well-drawn strategy, many organizations create multiple, uncoordinated and tactical BI implementations, which result in silos of technology, skills, processes and people. Over time these silos mature and the inertia against a unified approach towards BI only builds up.

Some of the best practices in creation of a BI strategy include the creation of a BICC, maintaining an eclectic mix of BI professionals and business users, creating a business driven priority list of initiatives etc. Cognizant's Business Consulting team offers BI strategy consulting as a part of its service landscape

### Cognizant Business Consulting - Enterprise Analytics (EA)

The core value proposition of the Cognizant Business Consulting (CBC) team is to help customers maximize the business value of Enterprise Information for competitive advantage by bridging the gap between Business Value Drivers and Enterprise data.

Cognizant's consultants help businesses optimize their investments in enterprise information infrastructure and also provide thought

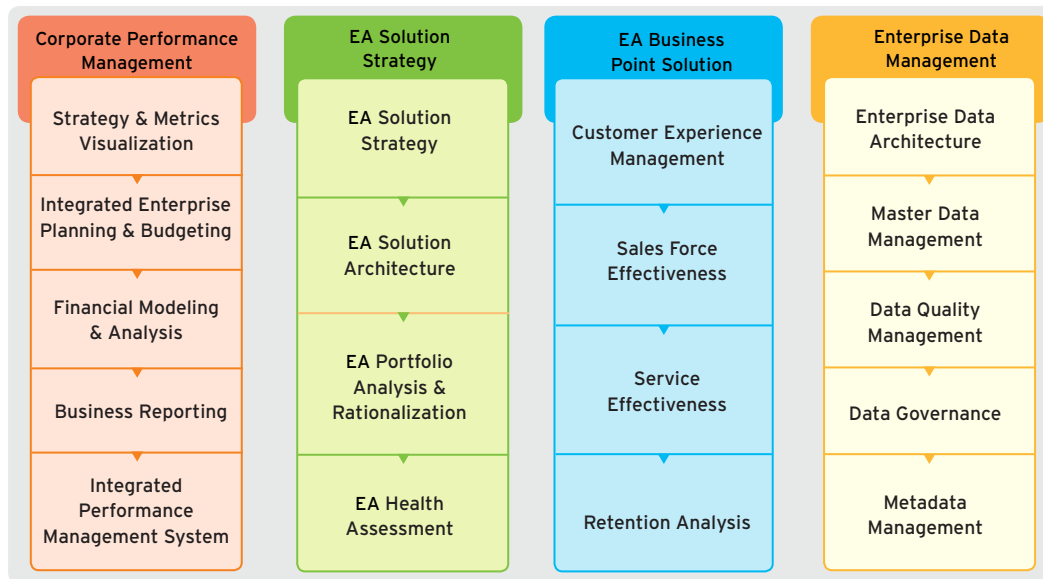
leadership by drawing on industry best-practices in the EA space. Some of the highlights of the CBC team and its services are:

- Standardized templates, frameworks and proven methodologies for smooth execution and quick start the engagement
- Established CMMi level 5 program management and stringent QA processes for consistency of deliverables
- "Two-in-a-box" approach to ensure seamless transition from idea to execution
- Ability to leverage competency groups across the larger organization and partnerships
- Collaborative approach involving business and IT stakeholders to define the solution

### CBC Service Spectrum

The CBC team regularly interacts with multiple CIOs and business leaders and works with them on strategic assignments related to BI strategy & roadmap, MDM assessment, business case building, EDW strategy, data governance strategy and roadmap creation. They follow an 'Idea-to-Implementation' approach which ensures that recommendations pass through their own test of 'implement-ability'. The service spectrum is shown overleaf.

## Cognizant's EA Consulting Services



### Global Toy Manufacturer

CBC consultants worked with the Client to create an effective DW&BI strategy and draw out a three-year roadmap of projects. The BI organization was facing challenges due to multiple BI teams from acquired businesses and their localized implementations. Cognizant proposed a tightly integrated BICC structure, reporting map, future state BI architecture and the project roadmap for the client.

### Large European Pharmaceutical Firm

For this Client, CBC consultants studied the existing MDM environment and proposed a new MDM strategy that was aligned with business goals and the future business needs from master data. The consultants provided the customer with a new MDM reference architecture, governance model, business case and also identified quick-wins that would provide short term benefits.

## About Cognizant Enterprise Analytics

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 please send an e-mail to our global team at [inquiry@cognizant.com](mailto:inquiry@cognizant.com) or visit our Web site at <http://www.cognizant.com/enterpriseanalytics>



#### World Headquarters

500 Frank W. Burr Blvd.  
Teaneck, NJ 07666 USA  
Phone: +1 201 801 0233  
Fax: +1 201 801 0243  
Toll Free: +1 888 937  
Email: [inquiry@cognizant.com](mailto:inquiry@cognizant.com)

#### European Headquarters

1 Kingdom Street  
Paddington Central  
London, W26BD UK  
Phone: +44 (0) 207 297 7600  
Fax: +44 (0) 207 121 0102  
Email: [infouk@cognizant.com](mailto:infouk@cognizant.com)

#### India Operations Headquarters

#5/535, Old Mahabalipuram Road  
Okkiyam Pettai, Thoraipakkam  
Chennai, 600 096 India  
Phone: +91 (0) 44 4209 6000  
Fax: +91 (0) 44 4209 6060  
Email: [inquiryindia@cognizant.com](mailto:inquiryindia@cognizant.com)