

Enterprise Analytics

Data you have. The challenge is how to use it.

Data can be an organization’s most valuable enterprise asset. But to personalize marketing and drive new growth, organizations need improved analytics to deliver answers fast.

Today’s enterprises need to streamline how they manage vast flows of data. They need an application architecture that enables end-to-end business collaboration and greater productivity, speed and efficiency.

However, according to 451 Research, fully 60% of organizations seeking digital transformation struggle to identify which processes can best be improved from continuous, real-time streaming data.

Enterprise Analytics lets organizations benefit from analytics that help them take advantage of a modernized data platform – allowing them to personalize offers to drive new revenue.

Learn what works best

Enterprise Analytics is a key component of Cognizant’s Data Modernization Platform – a real-time intelligence platform powered by BigDecisions®. It empowers clients to converge batch and real-time data to extract value.

Enterprise Analytics delivers insights from a full range of data inflows, identifies patterns, adapts in real time and delivers insights dynamically. This allows enterprises to determine where to invest for near-term ROI, while helping set the path for transformation even as they benefit from insights into driving new revenues.

Enterprise Analytics delivers insights in real time, bringing mainstream analytics and data science capability on-line more than 50% faster than developing a solution in-house.¹



AIU	1,822	12,349,000
EJK	3,680	238,681,000

Enterprise Analytics. Delivering insights in real time – achieving mainstream analytics and data science capability **50% faster.**²

Analytics is the enabler: benefits

Enterprise Analytics offers the following key benefits:

- Rapidly enable sophisticated data analytics.
- Gain useful new insights on discrete initiatives.
- Receive full life-cycle support, from sandbox to deployment.
- Securely publish data sets for online collaboration.
- Expedite model management, calibration and deployment.

Analytics in action: key features

- **Process code streams faster** – Real-time processing of incoming events and batched data.
- **Handle complex events** – Handle complex events in your data streams and drive rule-based actions.
- **Enriched data processing** – Combine enterprise data streams with external datasets.
- **Edge analytics** – Monitor and manage devices at the edge.
- **Predictive models** – Pre-built machine-learning models predict behavior and outcomes, personalize offers, detect anomalies, and more.

- **Prescriptive and exploratory intelligence** – Identifies factors that contribute to an outcome and ways to change it.
- **Streaming machine learning** – Powerful time-series, geospatial and graphical analytics.

With ever increasing amounts of data generated comes the opportunity for companies to personalize offerings and improve top-line results.

Why Cognizant?

Powered by our pioneering Cognizant BigDecisions® platform for ingesting, structuring and analyzing big datasets, the Cognizant Data Modernization Platform is the fastest way to implement an AI-driven architecture, fully operationalize AI, source all data that matters to the business and deliver enterprise-wide intelligence. It allows organizations to modernize data to accelerate impact, generate insights faster, and capitalize on new business opportunities.

For more than 25 years, Cognizant has been a leader in providing complex IT services, data management, and digital transformation to companies around the world, including many in the Fortune 1000. Cited as a leader in the Forrester AI Consultancy Wave Report and recognized by Gartner Magic Quadrant, we continue to develop state-of-the-art approaches to data management.

Note

¹ Based on internal implementations. Results may vary.

² Ibid.



Cognizant (Nasdaq-100: CTSI) is one of the world's leading professional services companies, transforming clients' business, operating and technology models for the digital era. Our unique industry-based, consultative approach helps clients envision, build and run more innovative and efficient businesses. Headquartered in the U.S., Cognizant is ranked 193 on the Fortune 500 and is consistently listed among the most admired companies in the world. Learn how Cognizant helps clients lead with digital at www.cognizant.com or follow us @Cognizant.