

# Our Big Data Modernization Offering

## What it is

- **Modernization of legacy core data and analytic platforms** including Data Warehouses, Data Environments and Analytics Platforms, running and batch architectures.
- Building of **next generation of data and analytics technologies** leveraging latest big data and cloud footprint.
- Creation of **event driven data platforms** to increase speed of analytics.

## Key Benefits

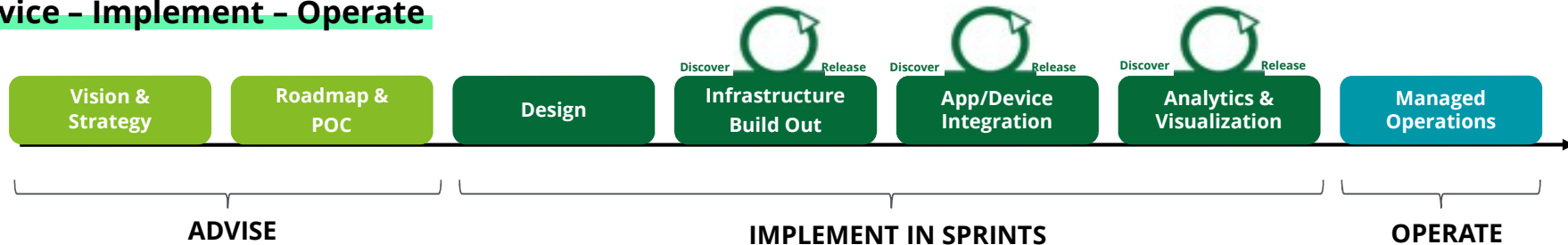
CUSTOMER EXPECTATIONS  
REVENUE GROWTH  
OPERATING MARGIN  
SUPPLY CHAIN EFFICIENCY  
REGULATORY COMPLIANCE

## Services

STRATEGY & PLANNING  
INFRASTRUCTURE BUILD OUT  
MIGRATION & SOLUTIONS  
OPERATIONS  
HYBRID SOLUTIONS

- Rapid increase in data volume, difficulty scaling existing infrastructure, and long data processing times presents a **growing need to modernize existing platforms** to improve analytical capabilities and harness the power of big data.
- Core Platform Modernization will allow organizations to take advantage of new products and offerings to enhance and improve current data and analytical capabilities for **faster and better insights**.

## Advice - Implement - Operate



# Lay the foundation to help you win

Develop, implement and manage exceptional customer journeys



## CONSTRUCT YOUR DATA FOR REAL-TIME

- Design, build and manage your **customer data platform (CDP)**
- Achieve a **single view of your customers** through industry leading CDI and Identity Resolution process
- **Own your data** by hosting it in your private cloud and behind your firewall



## LAUNCH REAL-TIME DECISIONING

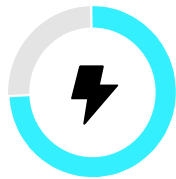
- **Custom reports** give you insights into where your customers spend their time and money
- Integrate a **machine learning and decision engine** to continually unlock new insights
- Own the decisioning by optimizing **real-time offers based on real-time data**



## DELIVER EXCEPTIONAL JOURNEYS

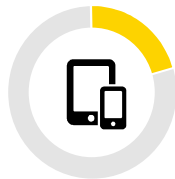
- Integrate and manage 3<sup>rd</sup> party tools to build your omni-channel **customer marketing hub**
- Design and test **omni-channel campaigns**
- Own the delivery by creating a **seamless customer experience** across all channels

## When you get it right, good things can happen



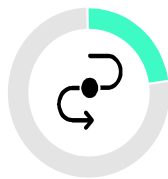
**70%**

Improvement in email open rates



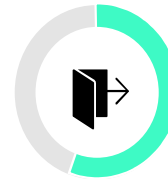
**16%**

Increase in click through rates



**20%**

Conversion rate improvement



**56%**

Increase in average order values



**20%**

Increase in revenue from additional sales



**66%**

Reduction in campaign execution turnaround time

Sample results from various client project work