

## Data Management and Analytics.



**Data and Information Management challenges.** There is a need to transform data into trusted, actionable assets to grow business, reduce costs and mitigate risks. Business-IT partnership is required to establish people, processes and technology to drive the right information. Size and variety of data has grown exponentially and will only increase in the future. Data and Information remain locked within silos of business and technology and new organizational programs are creating new proprietary data formats and resulting in potential silos. Enabling access to data in a timely and cost-effective while protecting information assets is key. There is a need for an appropriate foundation for self-service with cost-effective BI rendered services.

### Enterprise Data and Information Management Advisory services

This is typically a 6 to 8 weeks advisory service for data and information management. The study will benefit both business and IT to establish people, processes and technology to drive the right data and information to enable transformation and performance.

### Data science services

We have experienced team of Data scientists and the technology. We bring competencies in Business Intelligence (BI) and Knowledge Management (KM) that are critical for an enterprise to capture, store information and to make better decisions

### Enterprise class cloud solution for Data and Analytics as service (DAaaS)

State of the art cloud technology that enables a highly user-centric experience, built on an enterprise class infrastructure that comes with prebuilt Analytics solutions and tools.

ADVISORY  
 DATA SCIENCE  
 SERVICES  
 ANALYTICS AS  
 SERVICE

ANALYSTS  
 PLANNERS  
 CREATIVE EXPERTS  
 BIG DATA

MARKET RESEARCH  
 CUSTOMER  
 ANALYTICS  
 MARKETING  
 ANALYTICS  
 Visualisation Tools

### CUSTOMER & MARKETING

Customer profitability.  
 Strategic Market Analysis.  
 Spatial Market Analysis.  
 Segmentation Analysis.  
 Opportunity Assessment.  
 Predictive Analytics.  
 Psychometric Analysis.  
 Export market/secondary data Analysis.  
 Competitive Analysis.  
 Product Analysis.  
 Market Intelligence

### MARKET RESEARCH

Unique Data elicitation techniques.  
 Sampling.



### DIGITAL MARKETING

Data driven marketing, branding and content management.



ANALYTICS

SOCIAL LISTENING

SOCIAL ENGAGEMENT

ALLIANCES

BIG DATA

GLOBAL EXPERIENCE  
 MANAGED SERVICES  
 COMPETENCY  
 CENTRES

- ❖ **Telecom:** Provided analytical insight, social listening of multiple social channels to improve customer satisfaction and loyalty.
- ❖ **Telecom:** Segmentation, Launch of New products, usage and awareness behaviour, Field experimentation design - Testing 180 products before major launch.
- ❖ **Retail:** Extensive analysis of data for 24 global Retailers, 5 manufacturing companies for post audit recovery best practices.
- ❖ **Energy Company:** Demographics data acquisition and analysis.