

HCLTech Launches Advantage Analytics to Deliver Exceptional AI-infused Analytics Experiences

NOVEMBER 2023 | BRIEFING NOTES



***ISG** Provider Lens™

Table of Contents

Briefing Notes	01
Challenges faced by Enterprises in Accelerating and Delivering Business Insights	01
Aggregation, and Integration of Data for Unified Insights	03
What is HCLTech's Advantage Analytics?	03
Modernizing BI and Reporting Analytics	04
What sets HCLTech's Advantage Analytics apart?	05
Net Impact	05
ISG Placements and Recognitions	06
About the Authors	06
Summary Facts	07

About ISG Research™

ISG Research™ provides proprietary research, advisory consulting and executive event services focused on market trends and disruptive technologies driving change in business computing. ISG Research™ gives business and technology leaders the insight and guidance they need to accelerate growth and create more value.

© 2023 Information Services Group, Inc. All rights reserved. Reproduction of this publication in any form without prior permission is strictly prohibited. Information contained in this report is based on the best available and reliable resources. Opinions expressed in this report reflect ISG's judgment at the time of this report and are subject to change without notice. ISG has no liability for omissions, errors or completeness of information in this report. ISG Research™ is a trademarks of Information Services Group, Inc.

For more information, please email contact@isg-one.com
call +1.203.454.3900, or visit research.isg-one.com

Briefing Notes

HCLTech's Navneet Sharma, Global Practice Director, Data and Analytics at Digital Business, offered an exclusive briefing with ISG with the launch of the company's AI-powered business intelligence solution **Advantage Analytics**. Advantage Analytics is a disruptive offering under the business insights service line, aimed at delivering HCLTech's commitment to enhance its portfolio and competitiveness in the BI reporting and analytics market. It is a one-of-its-kind, aggregative, and AI-enabled transformational offering that combines multiple disciplines and the

features and functions of analytics tools across software vendor ecosystems. The solution is ideal for enterprises with varied degrees of analytics maturity, with or without prior investments in business intelligence products and reporting solutions, however, faced with unmapped personas, and inconsistent experience with siloed BI and AI challenges. The briefing provided a holistic perspective to better understand the offering's uniqueness, target segment and account size. The team gave us a walkthrough of the solution and showcased the Insights app across industry-specific use cases.

Challenges faced by Enterprises in Accelerating and Delivering Business Insights

Executives and business leaders are realizing the importance of leveraging insights from the abundant data available, however face several challenges in ensuring that these insights are actionable, timely and aligned with changing market dynamics. Given the economic headwinds, data and analytics officers are under increasing pressure to showcase the intended business value from existing analytics investments as well as realize RoI from these solutions. Besides, enterprises also face a myriad of other challenges including:

- **Demand for cost optimization:** Looming economic concerns are compelling enterprises to be cautious with BI reporting and analytics spending and as a measure of prudence, business leaders are forced to follow stringent investment priorities that spearhead cost optimization benefits. Investments in upgrading tools are certainly becoming a challenge for enterprises as they limit investments in BI reporting and analytics due to a shift in the focus toward emerging technologies. Existing investments in data analytics are being questioned where enterprises must identify opportunities to streamline operations and

Reduce costs. ISG anticipates that enterprises will now need a solid BI strategy to leverage insights and data-driven value from reporting and analytics tools.

- **Siloed multi-dimensional reporting and analytics:** Most enterprises spend high-levels, of investment and effort in reporting analytics and still miss out on the most important element from a user perspective, consumption-driven analytics. Investments and recurring spend for multiple tools and technologies have not mitigated the challenges associated with resilience and reliability. ISG views data consistency and completeness as critical requirements for the effective utilization of business intelligence reports as there is a huge gap in internal data standards between business units.
- **Investments required across multiple BI tools and solutions:** Individual business units have already invested in multiple BI tools, leading to consumption-related challenges and lack of seamless experience. Although developments in cloud computing infrastructure have pushed hyper-scalers to develop tools specifically for



their ecosystems, the integration of data sources and reports is limited within their ecosystems that comprise databases, data ingestion or integration systems, storage, AI/ML models, and analytics tools. Similarly, pure-play analytics vendors have developed distinctive features spanning data discovery, predictive analytics, AI-enabled insights and others. These features cannot be leveraged on any cloud platforms or hyper-scaler suites, such as Azure, Google Cloud Platform (GCP), and Amazon Web Services (AWS) ecosystems as cloud-native services. ISG expects that aggregator solutions are required to combine the best features from multiple BI tools across the data analytics ecosystem.

- **Need for self-service capabilities and embedded analytics:** The maturity and adoption of data analytics have grown significantly across enterprises, necessitating the need for self-service and data democratization. Self-service features and functionalities have become the norm as they help improve the speed of decision-making by making insights accessible at any time. The advent of AI-powered analytics opens new possibilities, while a lot of enterprises need to invest in newer tools or upgrades. The future of self-service analytics is moving toward an era where AI/ML enables capabilities far beyond reporting and visualization. ISG's analysis reveals substantial demand for these capabilities due to a stronger need for data governance, data democratization and monetization. AI-based features, LLMs, NLP and ML predictions provide the potential for innovation.
- **Requirement for persona-based insights:** Data literacy across personas has become a predominant focus area, especially among business users who possess limited technical understanding but are primary consumers of data insights and Reports.

Simultaneously, data analysts, data scientists, ML scientists, data engineers, and developers possess a strong functional, and technical understanding of workflows, domains, data/ML models, and testing. ISG is of the view that the primary need is to derive data-driven insights for the persona level depending on user needs at a granular level that could drive better decision-making rather than presenting countless insights that ideally do not help users. With augmented BI, business users engage with data through personalized, conversational interactions that enable them to consider data from multiple angles and generate insights pertinent to their roles.

- **Heterogeneous cloud and IT infrastructure:** Data integration in a multi-cloud environment poses unique challenges in computing as different clouds store distinct sets of data with their own architecture. Heterogeneous data integration always remained a bottleneck as data needs to be accurate, complete, compatible, consistent, valid and trustworthy after processing. ISG's analysis indicates a growing interest in data management and monetization, and enterprises must prioritize security to protect themselves from cyber-attacks across cloud infrastructure.
- **Necessity to drive agility and computing speed:** Business users need to be more agile in blending insights provided the speed at which companies need to operate in current competitive digital environments. Business users need deeper insights that most homogenous data science teams can't scale their operations fast enough to keep up with demands for data analysis. ISG expects that the adoption of augmented analytics will help in solving the need for rapid time to insights and time to blend insights.



Aggregation, and Integration of Data for Unified Insights

Enterprises continue to use a sizable portion of legacy BI tools to support business operations, and business users find it challenging to completely decommission and replace a legacy BI environment. The prevalence of legacy BI tools also leads to users facing several feature (functionality) level challenges, specifically in complex reporting engagements. This challenge emerges predominantly when business models evolve and data sets become increasingly and extremely complex, which, in turn, puts pressure on enterprises to derive meaningful insights from traditional tools. This includes the non-applicability of the aggregation of best features from different ecosystems, particularly in integrating and inculcating the best tools from hyper-scalers. Business users find it difficult to achieve uniform experience with multiple ecosystems even though the tools are most effective within a specific ecosystem.

Vendors in the reporting and analytics market need to prioritize the launch of a framework or systemic model to aggregate tools and functions spanning across software vendor ecosystems. The priority is to address consumption-related challenges by combining the best features from multiple BI tools across the data analytics eco-system and delivering insights.

In developing a new business intelligence ecosystem, a BI fabric entails integrating enterprise BI reports from legacy and modern BI platforms into a single, advanced, new system that enhances business intelligence, ultimately improving business decision-making efficiency. AI-based analytics tools offer enterprises a wide range of features and functionalities by integrating AI with BI to offer enhanced customer experiences and business outcomes that are not limited to traditional reporting and BI.

Integrating AI with BI tools enables enterprises to quickly view and understand the connections between complex data structures and produce clean, useful insights from the data available. The aggregator solution will be on top of any existing investments (databases, data ingestion/integration systems, storage, AI/ML models, and analytics tools) and provide scope to revolutionize data consumption, thus expediting data-driven innovation and growth. This confirms the potential for increased utilization of current investments in BI tools across various software ecosystems, leading to an enhanced experience when deriving insights from them.

What is HCLTech's Advantage Analytics?

Advantage Analytics is built on a technology-agnostic platform, that seamlessly integrates with Snowflake's Data Cloud and other data services on AWS, Azure, GCP to provide clients with AI-infused analytics, facilitating real-time and insightful decision-making. The solution is designed to proactively mitigate the challenges of enterprise users in consuming business insights by accommodating a wide range of pre-owned tools from different ecosystems. Integrating data cloud, data visualization techniques and AI/ML technology with Advantage Analytics helps enterprises unlock actionable data-driven insights in real-time to

significantly improve customer experiences and ensure solution agility. The solution provides more accessibility to business users rather than centralizing the control of insights and reporting. While ensuring data literacy across an enterprise, the solution also provides meaningful information on the potential of large datasets.

The human-centered analytics solution features data integration experience, data engineering, data warehouse, data science, and real-time analytics and business intelligence hosted on a centric SaaS solution. Additionally, there is robust potential to



infuse large language models at every layer to help business users generate more value from their data.

Collectively, a multidimensional solution is employed to involve users, processes, and technologies, fostering the advancement

and adoption of analytics. This empowers businesses to provide actionable insights. Overall, Advantage Analytics is designed as an integrated proposition for self-service BI, real-time analytics, embedded analytics, visual analytics, Natural Language Generation (NLG), conversational BI, BI automation and monitoring.

Modernizing BI and Reporting Analytics

Comprising three pillars – mechanism, methodologies and accelerators – the solution predominantly focuses on an experience perspective to enhance the capabilities of the existing platform and correlate the data. The mechanism pillar enables decoupled feature components that modernize BI tools, conversational inputs, ML models and data inputs in any of the ecosystems and are supported by different methodologies and accelerators.

The solution helps scale analytics capabilities while continuing to leverage existing data and analytics tools, delivering insights at a faster pace through pre-built automation components. It also facilitates increased business adoption of analytics solutions on a self-sustaining basis for clients. In general, the solution offers a smooth and integrated experience

for business users who are concerned with the data ecosystem, and the presence of ML models, as well as dashboards and reports.

ISG expects that between 2023 and 2024, the adoption of an aggregative analytics suite will gather mainstream momentum and gain mindshare across boardrooms and investments across business functions. Enterprises that have attained a little to higher analytics maturity and have adequate investments across data and analytics ecosystems could opt for Advantage Analytics to aggregate BI and reporting for a best-in-class experience of generating and consuming insights. ISG also anticipates that Advantage Analytics might seek future possibilities for directly integrating with data sources and developer environments, incorporating them seamlessly into the solution.



What sets HCLTech's Advantage Analytics apart?

- Advantage Analytics is a uniquely built, advanced AI-analytics software suite that incorporates and encapsulates all features across ecosystems (Microsoft, Google, AWS and others) and third-party tools.
- BI Fabric, the top-layer suite, derives insights by redefining analytics atop any business intelligence tools, catering to enterprises that have a little to a higher level of data analytics adoption.
- The Insights app features pre-built applications for industries such as financial services, logistics, oil and gas, energy, resources, industrials and pharmaceuticals.
- Vertical-specific visualizations are pre-built for faster insights generation and storytelling where KPIs are determined and correlated through domain expertise and talent.
- HCLTech has an exclusive partnership with Snowflake, which helps utilize the metadata engine.
- The solution facilitates easy access, collaboration and data monetization across domains.

Net Impact

HCLTech's Advantage Analytics clearly outlines its analytics strategy and thought leadership to establish itself and transform it into a unique service provider. The suite is strategized to achieve the following objectives:

- Technology and tool consolidation: The suite is positioned to aptly fill the gaps in frequent upgrades of BI tools and enable better integration with existing BI tools within the enterprise across different business units and functions.
- Cost optimization: Advantage Analytics helps optimize future upgrade costs and helps in realizing the ROI on existing tools, maximizing utilization and improving productivity.
- User experience: Advantage Analytics boasts the best functionalities and features across several best-of-breed tools, enabling users to generate verticalized and persona-based insights.



ISG Placements and Recognitions

ISG Provider Lens™ positioning: HCLTech is recognized as product challenger in the following reports for 2022.

- Analytics Services (US) – Data Science Services – Transformation Service Providers

- Analytics Services (UK) – Data Science Services – Transformation Service Providers

About the Authors



Gowtham Kumar

Assistant Director and Principal Analyst

gowtham.sampath@isg-one.com

Gowtham Sampath is an Assistant Director and Principal Analyst with ISG Research, responsible for authoring ISG Provider Lens™ quadrant reports for Banking Industry Services and Analytics Solutions & Services market. With more than a decade of market research experience, Gowtham works on analyzing and bridging the gap between data analytics providers and businesses, addressing market opportunities and best practices. In his role, he also works with advisors in addressing enterprise clients' requests for ad-hoc research requirements within the IT services sector, across industries. He is also authoring articles on emerging technologies within the banking sector in the areas of automation, DX and UX experience as well as the impact of data analytics across different industry verticals.



Saravanan M S

Research Specialist

saravanan.ms@isg-one.com

Saravanan M S is a Research Specialist at ISG and is responsible for supporting and co-authoring ISG Provider Lens™ studies on Analytics Services and Platforms. He supports the lead analysts in the research process and authors the global summary report. He also develops content from an enterprise perspective and collaborates with advisors and enterprise clients on ad-hoc research assignments as well. Saravanan brings 6 years of experience and expertise in technology, business, and market research and worked for technology research firms specializing in sales and talent strategy across industries. He has also been in charge of delivering end-to-end research and consulting projects for global system integrators and enterprise clients.



HCLTech



Headquarters

Noida, India and
operates in 60 countries



Revenue

\$12.9B
(Consolidated revenues
as of 12 months ending
September 2023)



Total Employees

Powered by a global
team of 221,000+ diverse
and passionate people



Service Portfolio

Digital, engineering, cloud
and AI, powered by a broad
portfolio of technology
services and products





ISG (Information Services Group) (Nasdaq: III) is a leading global technology research and advisory firm. A trusted business partner to more than 900 clients, including more than 75 of the top 100 enterprises in the world, ISG is committed to helping corporations, public sector organizations, and service and technology providers achieve operational excellence and faster growth. The firm specializes in digital transformation services, including automation, cloud and data analytics; sourcing advisory; managed governance and risk services; network carrier services; strategy and operations design; change management; market intelligence and technology research and analysis. Founded in 2006, and based in Stamford, Conn., ISG employs more than 1,600 digital-ready professionals operating in more than 20 countries—a global team known for its innovative thinking, market influence, deep industry and technology expertise, and world-class research and analytical capabilities based on the industry’s most comprehensive marketplace data.

For more information, visit www.isg-one.com.

