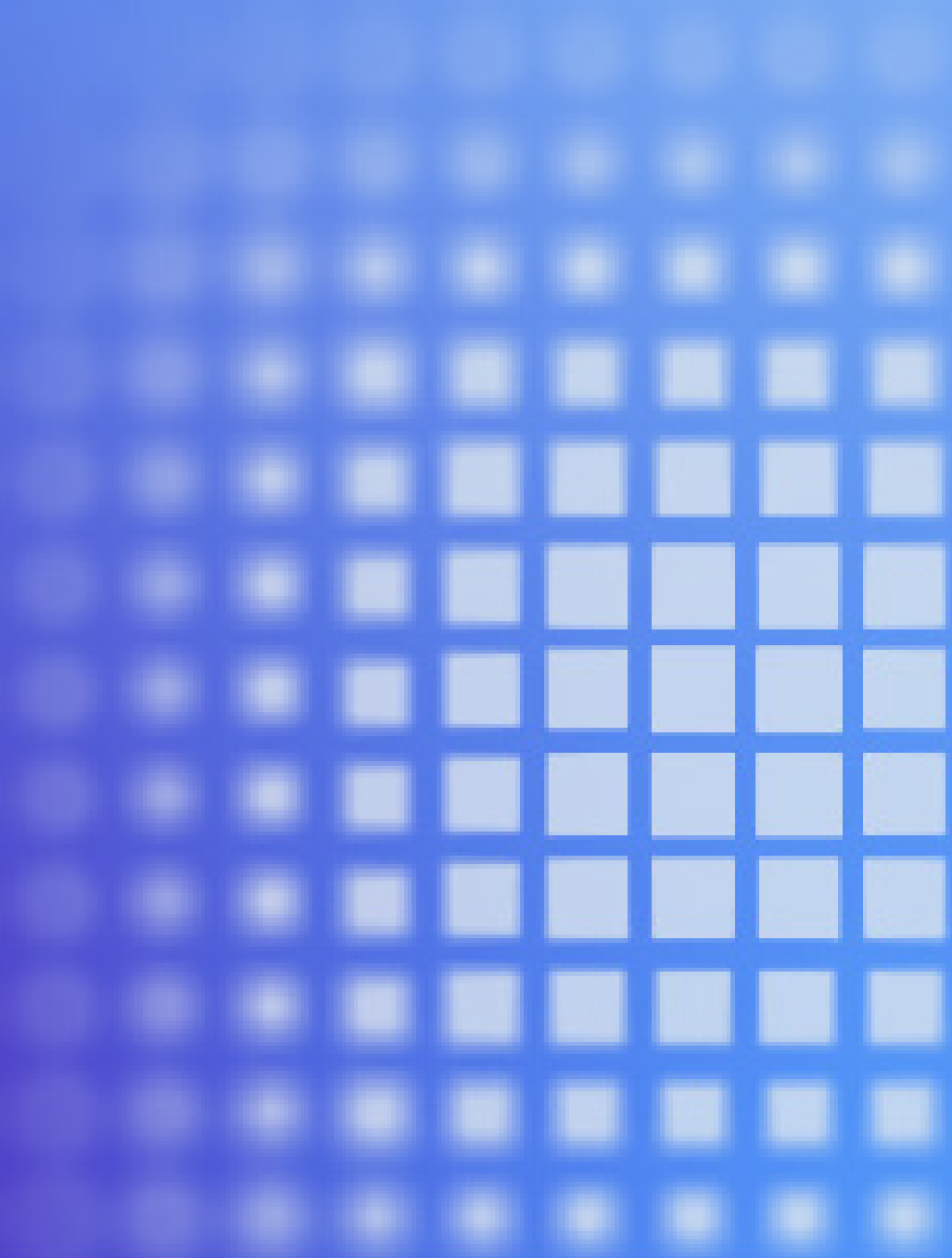


# Simplify delivering insights with HCLTech ADvantage Analytics



## Overview

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In today's digital era and uber-dynamic landscape, traditional BI is dead. Organizations have diverse business models and every industry has different needs driven by consumption patterns. As datasets evolved and grew more complex, traditional BI processes are increasingly inept at processing them. Business users are facing several problems like unable to get their answers from existing dashboards, they don't have time & energy to go through plethora of charts & gain nothing. They want to get rid of legacy tools and aspire to have self-service apps. They are unable to connect the dots because of siloed BI and AI with limited automation.

The critical question that arises is what data to consume, how to consume it and how to search for the right content in real time.

Using AWS data services and HCLTech's ADvantage Analytics, we simplify the personalized journey by infusing AI into BI and elevate the experience of our customers. The integration of AI and ML with data analytics creates an ecosystem that can extract the most value from data and gain new insights. With the shift from pull-to-push mechanism of data consumption, intelligent search, actionable recommendations and interactive stories, users can easily find or receive the right insights at the right time.

ADvantage Analytics leverages Amazon SageMaker for building and deploying ML models for various use cases like predicting customer churn, order fulfilment delays, predictive maintenance, fraud detection etc. It also uses other AWS native services like AWS Lambda for backend processing, S3 for data storage, Athena for bulk data query processing and Lex as an AI service with NLP models for conversational interface.

HCLTech ADvantage Analytics is a multi-dimensional solution to engage users, processes and technology for infusing AI into BI. It comprises of various services, methodologies and accelerators for analytics advancement and adoption.

### Key Features

HCLTech ADvantage Analytics is built to reduce the lead time to generate insights with enhanced customer experience while keeping the solution agility and lower cost of ownership with the usage of Amazon data services.

- **Insights agent** - A dialogue driven mechanism to interact with their users across multiple messaging & virtual assistant channels
- **Insights propeller** - Insights propeller pushes data driven insights directly to business users prompting them to take actions
- **Insights embed** - Delivers interactive data visualization and predictive analytics for real-time insights directly into an enterprise business application
- **Insights APIs** - Insights APIs enable getting the data insights and pre-defined dashboards with simple API call.
- **Insights stories** - Visual story telling across their digital journey with data, across BI technologies
- **Insights modernize** - Automated migration and harmonization of the existing BI landscape including migration from one platform to another

## Benefits

HCLTech ADvantage Analytics makes enterprises insights strategy self-propelled, self-sufficient and brings promising capabilities that gear them for success in today's competitive markets that call for hyper-personalization and excellent CX orchestration.

- **High-quality insights at low costs** - Certainty of delivery based on extensive experience in building analytics solutions
- **Increase speed of delivering insights** - Pre-built automation components enable increased speed of delivering Insights using AWS data services
- **Maximize the value of existing investments** - Expand analytics capabilities with your existing toolset
- **Customization and reusability** - Reusable solutions that can be customized for your business needs at low cost of ownership

## Success Stories

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Customer: Multinational financial services corporation and one of the largest asset managers.

### Challenge

- Unmapped business insights requirements and missing persona-defined consumption driven analytics
- Accessing and validating reports across disparate and often manual applications leading to myriad risks

### Solution

- Designed and developed an abstraction layer between the consuming channels and BI tools leveraging HCLTech ADvantage Analytics
- Developed the centralized catalog of reporting and analytical content
- Flexible metadata store for reporting and analytics
- The analytics repository's API layer serves as the interface for the capabilities to serve business insights

### Benefits

- With the adoption of HCLTech ADvantage Analytics, time to generate & consume the Insights reduced by 80%. In addition, we could increase the analytics adoption by 60%.

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