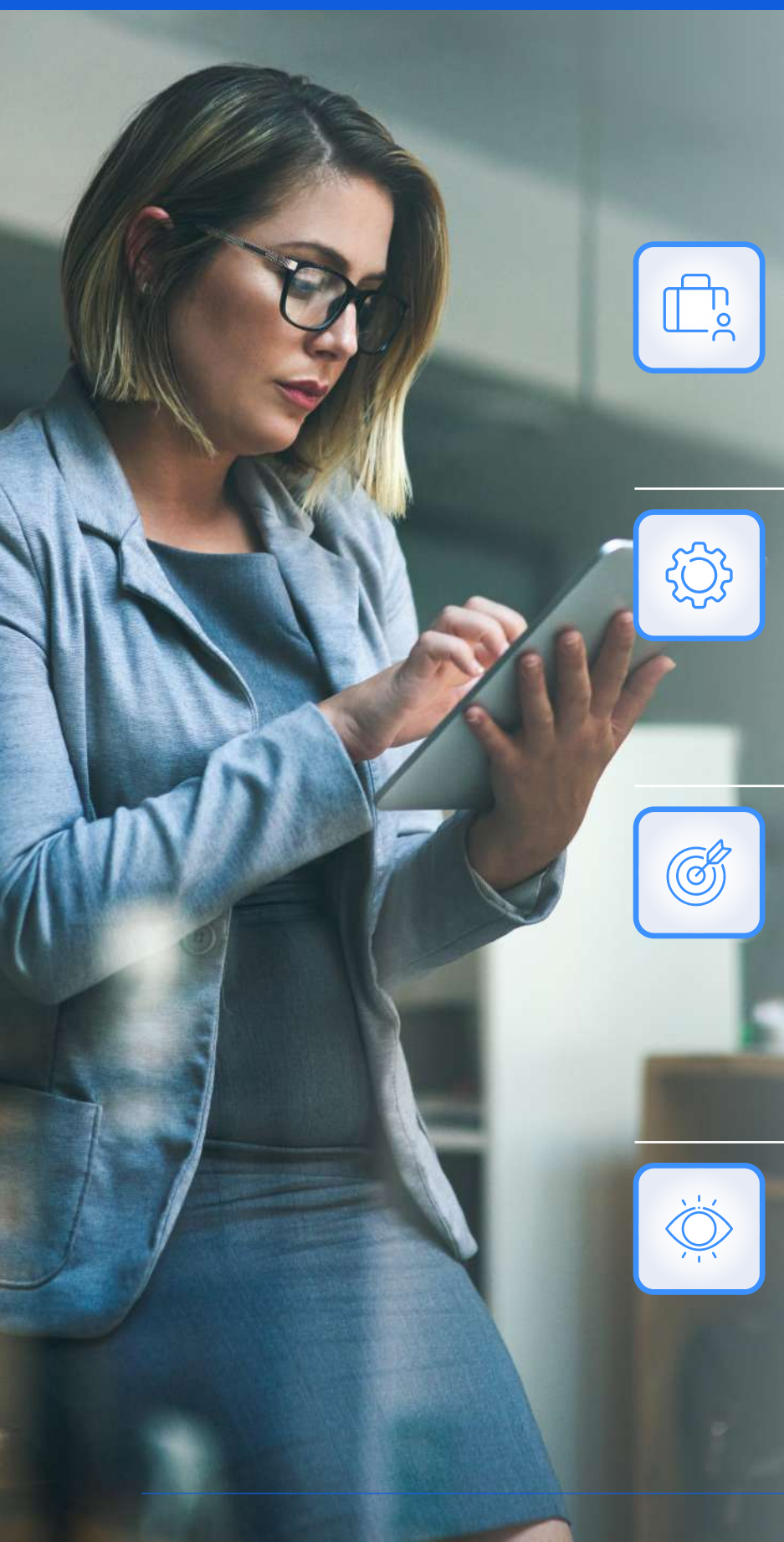**HCLTech** | Supercharging Progress™

Unlock the power of data with HCLTech's insights and analytics capability

Uncover hidden insights, gain valuable business intelligence, and drive better decision-making

Traditional BI (or business intelligence) is no longer relevant.

In today's uber-dynamic landscape, traditional business intelligence is dead. If not, it's eating away at your business. Here is why:

Ownership

Business intelligence was born in a siloed world and was driven largely by IT silos reporting on a few indicators to business departments. Today's digital-driven business is no longer home to those silos.

Function

Traditional BI solutions were built to ingest largely immutable data structures, with little to no moving targets to fulfil. Today, data is dynamic - while the scope of available data changes, so does the scope of what's possible with it.

Purpose

BI solutions were built to prepare data cubes and data parts, which served to make things easier for silos within silos. Today, that function is left to data engineers, and the data-layer has evolved significantly, rendering this purpose of traditional BI solutions obsolete in today's world of pluggable data.

Insights

BI solutions simply developed canned reports and static dashboards that were accessed once a week or a month. Today, insights must be delivered at the point of action, while reporting and dashboarding must be automated.

Quit BI. It's time for actionable insights.

Data drives business processes from inside-out today - at least, at the leading companies across all industries. Insights must seamlessly contextualize business and technology KPIs, and translate each action, reaction, and decision to business value - meaning that insights can no longer, just be insights. They must be actionable, and simultaneously demonstrate the value they bring to the table. Here are a few factors that have caused this shift:

Origin
Actionable insights are driven by customers, their personas and their unique digital journeys.

Purpose
Actionable insights are built to do exactly that - to deliver insights that enhance decision making where the action happens.

Function
With the task of data architecting and pipelining addressed by data engineering teams, actionable insights can be powered by lightweight, purpose-built APIs.

Consumption
The actionable insights approach opens up new avenues of insights consumption - like CRMs, ERPs, customer experience platforms, and more.

Security
Data privacy and security must take the front-seat in a data-driven world. Actionable insights must therefore be delivered securely, in a context-aware fashion.

Automation
While reports and dashboards are critical drivers of regulatory environments and month-end, quarter-end reviews, so is the need for customizing and automating them.

Sophistication
Insights are gaining sophistication, and their consumers ask for it. Managers now call for what-if scenarios and root-cause analyses to effect course-corrections and to improve their decisioning.

These trends, in conjunction with the rising value of data-driven actionable insights in a world of digital business, call for a 360-degree solution that addresses the insights value chain end-to-end.

Introducing HCLTech's ADvantage Analytics

One stop shop to deliver actionable insights for global enterprises

ADvantage Analytics is a multi-dimensional solution to engage users, processes and technology for analytics advancement and adoption. It enables businesses through a framework that aligns with the latest technological trends keeping business value at its core, thereby delivering actionable insights across the value chain.
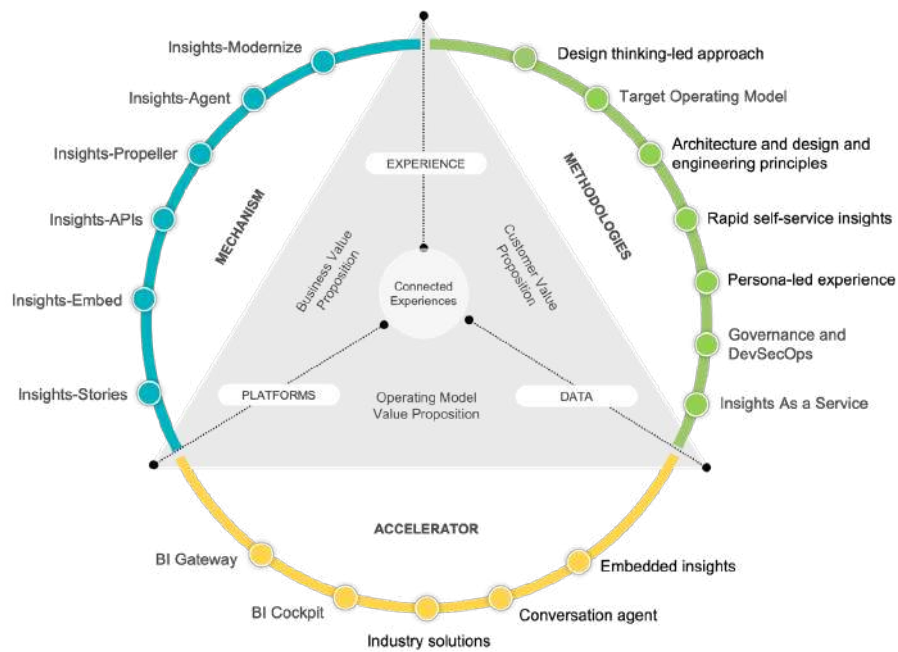
Our analytics toolsets make enterprises' insights strategy self-propelled, self-sufficient and bring promising capabilities that gear them for success in today's competitive markets, that call for hyper-personalization and excellent CX orchestration. It comprises six key offerings:

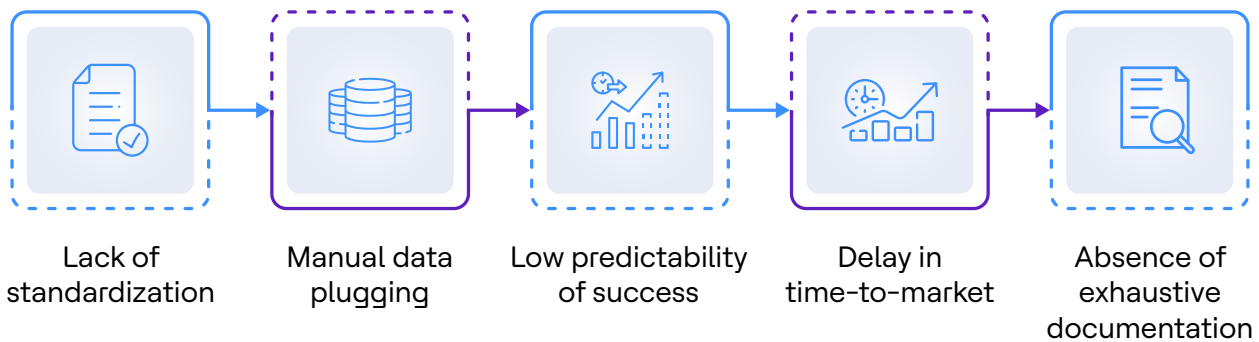|		
Insights-Modernize	Insights-Agent	Insights-Propeller
Insights-APIs	Insights-Embed	Insights-Stories

Insights-Modernize: Accelerated approach to analytics platform modernization

As business intelligence toolsets become obsolete, enterprises must migrate to a new solution that is built to respond to the markets of today. A key part of this process is the migration itself, which is fraught with difficulties, such ad:

Lack of standardization	Manual data plugging	Low predictability of success	Delay in time-to-market	Absence of exhaustive documentation

HCLTech's Business Intelligence Gateway is built to respond to these challenges that are characteristic of modern-day BI migrations. It is a complete BI migration solution that enables automated migration from legacy to modern BI systems, with a no-code, highly intelligent, approach.

It assists BI migration projects along six key components:

Scans the existing BI toolset for reports, and their dependent objects like source tables.

Enables rationalization of the output fields through a GUI interface.

Leverages inbuilt scoring logic to assist obsolescence identification basis usage data of existing reports.

Builds data models, measures and attributes, and automatically builds data source connections in the target environment.

Deploys and validates semantic layer, and publishes it to the target BI server.

Closes the loop by enabling access of the migrated semantic layer for reporting, dashboards and analytics.

Insights-Agent: Delivering voice and text intelligence via a conversational engine

Insights-Agent is a dialogue driven platform that assists sales and service reps through their interactions with their users across multiple messaging and virtual assistant channels while ensuring a consistent brand experience. Powered by an array of NLP, Machine Learning and Artificial Intelligence based interpreters, the framework simplifies the deployment of chatbots enabling the organization to hold intelligent, human-like conversations with their customers around the clock. It further facilitates enterprises to create and deploy a virtual assistant interface with a customizable personality in addition to their existing channels for insights.

Key features:

Superior experience to customers in the form of multi-channel personalized self-service

Platforms for customers to interact, navigate, transact, ask questions, and get exactly what they need

Element of control to users, whilst maintaining the context and integrity of the conversation within the same engagement window

Can be integrated with existing CRM/ERP systems over a brand's website, mobile apps, contact centres, and smart speakers

Insights-Propeller: Delivering insights at the point of business

Dashboards and reports don't work, because nobody looks at them. But if insights are no longer about dashboards and reports, then what constitutes an intelligent business? And how do insights power business actions and decisions at a granular level?
The phrase data-driven business is the key to understanding insights delivery and activation in the digital business of today. We help you become a data driven business with Insights-Propeller. Insights Propeller pushes data-driven insights directly to business users and the point of action. This helps executives make smarter decisions that create and maximize business value.

It aids business decision-making through the following steps:

Constantly monitors every data element from disparate or interconnected systems, from devices across geographies.

Makes sense of big data streams and determines anomalies, alerting the right personnel if and when needed.

Contextualizes system indicators and KPIs to the language of business and generates reports.

Pushes reports and key metrics across channels at regular intervals to keep the enterprise up-to-date with the latest state of business.
Insights-Propeller: Delivering insights at the point of business 6

Insights-APIs: Moving from data to insights with a simple API call

As systems grow in modularity, businesses are leveraging modern architectures based on pluggable components to curate data pathways that are easily implemented, configured, and injected into the right system.

Insights-API helps you do the same with data-driven insights. It helps siphon your data into readable, recognizable, and insightful visualizations in a secure and scalable manner. Built to democratize insights and stress-tested for the demands of big data streams, Insights-API is a key component that powers the entire insights value chain.

Key features:

Customizable

It empowers enterprises with an extensive set of options to perfectly fit any use case

Platform agnostic

Deploys use cases seamlessly across multiple environments, devices, and platforms

Feature-rich

Enables organizations to find the best-fitting visualizations for their data - from simple scatter plots to hierarchical tree-maps

Big Data and Cloud – ready

Make sense of real-time, high-velocity data by deploying Insights-API with the right protocols

Insights-Embed: Injecting data visualization and predictive analytics into your applications

Insights make business workflows smarter only when they are taken out of silos and embedded within systems that power business processes. Today's organizations expect real-time insights directly embedded in their enterprise business applications.

To make it happen, applications require pluggable, yet secure access to data in compliance with the regulations across geographies in question. Insights-Embed helps enterprises do exactly that - by letting them inject data in the form of visual and prescriptive analytics into their own desktop or web-applications, products, and other platforms.
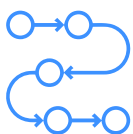
Insights-Embed helps enterprises in:

Closing the gap between Insights and business processes by unifying insights with the technology stack in use.

Injecting interactive data visualization and predictive analytics to power real-time insights directly into any enterprise business application.

Streamlining your business processes and adding value to your products.

Insights-Stories: Powerful storytelling with data visualization

The power of insights lies in the story that the data tells you. Without the story, data is merely numbers; bridging this gap is the function of insightful, data-driven narratives that power a digital business of the future.

Achieve powerful storytelling with data through Insights-Stories that is built on he philosophy of enlighten, explain, and engage. Insights-stories leverages all the critical elements of successful storytelling to build simple, easy-to-understand, actionable and engaging narratives with your enterprise data.

Here is how Insights-Stories achieves powerful storytelling with data:

Cognitive

Cognitive of the KPIs, pain points and business objectives of the modern-day business, Insights-Stories delivers contextual stories with ease.

UX Driven

A strong focus on technical UX implementation and interactivity ensures that data-powered insights go beyond a good-to-have status and serves the essential function of augmenting decisioning.

Customized

Thorough customization, extensive quality checks and user acceptance tests with documentation to facilitate a seamless handover of data-driven orchestration to the enterprise.

Business benefits

Maximize the value of existing investments
Expand analytics capabilities with your existing toolset

Customization and resusability
Reusable solutions that can be customized for your business needs at low cost of ownership

High-quality insights at low costs
Certainty of delivery based on extensive experience in building analytics platforms

Deliver insights at the speed of business
Enable increased speed of insights delivery at the point of use with customizable automation tools

Critical success factors

- lower cost of ownership
- improved time-to-insights
- scalable and effective platform
- improved adoption along an agile pathway
- set off on a self-sufficient analytics roadmap

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HCLTech is a global technology company, home to 219,000+ people across 54 countries, delivering industry-leading capabilities centered around digital, engineering and cloud, powered by a broad portfolio of technology services and products. We work with clients across all major verticals, providing industry solutions for Financial Services, Manufacturing, Life Sciences and Healthcare, Technology and Services, Telecom and Media, Retail and CPG, and Public Services. Consolidated revenues as of 12 months ending September 2022 totaled $12.1 billion. To learn how we can supercharge progress for you, visit hcltech.com.