

# Art of Storytelling @ Scale



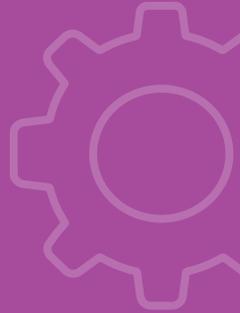
# We Make Your Digital Transformation Journey Real Through Our Unmatched Big Data and Analytics Service Portfolio

Our Digital and Analytics service offerings take our customers' digital transformation journey to completion through end-to-end, full life-cycle digital capabilities in big data and analytics, digital platforms, digital consulting, digital ecosystems, BI products, and automated reporting across key domains including Process & Experience Consulting, Platforms & Application Services, and Big Data & Analytics.



## Digital Consulting

"Spearhead" services for digital transformation which apply the power of design-thinking to reimagine your business processes, business decision-making, digital platforms, digital capabilities,, customer and user experience, and help you achieve a truly digital state.



## Digital Applications & Platforms

Comprehensive design, build and modernization services for Digital Platforms & Applications; leveraging modern, lightweight, API-led, micro-services based technology architecture for a holistic digital transformation.



## Data & Analytics

Expert data & analytics services that connect businesses, platforms & stakeholders across the global digital eco-system and address the entire data lifecycle, from ingestion in data assets to insight for powerful, data-driven decisions.



## Gartner recognized Tableau

for the expansion of range of data source connectivity, an increase in analytical depth of tool, the flexible choice between server and online data interaction, and high variety of use-cases it can be deployed against.

**3+ yrs.**

Global Gold  
SI Partner

**100+**

Certified  
Tableau Consultant

**20+**

Global Client  
Engagements



Visualization & Storytelling



Mobile BI



Conversational BI (talk to your data)



Search & Collaboration



Self-service & Advanced Analytics



COE Support & Services



## Art of Storytelling

HCL has partnered with Fortune 100 clients to help enterprises tell a visual story across their digital journey with data, across BI Technologies, using a unique medium of "Art + Technology" with the highest customer satisfaction and delight with custom & innovative visualization solutions delivered across client engagements.

- ▶ Innovative Process Methodology
- ▶ Corporate Brand Adoption
- ▶ Persona Driven
- ▶ Rapid Prototyping
- ▶ Scalable Design Approach (across devices)
- ▶ Agile & DevOps Model

## Conversational BI

HCL has partnered with a boutique firm, Alpha AI to bring natural language solutions & services to our clients on data which gives the users a unique capability of search, visualize and create narratives just by text or voice command.

- ▶ Create dashboards and presentations within 60s without any coding or training
- ▶ Ask natural language questions and analyze your own existing dashboards
- ▶ On-premises natural language search engine
- ▶ Reach answers in sub-seconds, even for 50 to 100 Mn records

## Socialize BI

HCL has helped enterprises to build custom solutions for data shoppers seeking datasets to meet their reporting & analytics needs. Data is made available through a data catalog for easy search (Metadata & data based) and fast access. Data assets can be monitored, monetized, subscribed and used for research, modeling or analysis.

- ▶ Secured with complete governance and control
- ▶ Eliminate Shadow IT - BI & Data Marketplace
- ▶ Visual Storytelling
- ▶ Engaging & Personalized Experiences
- ▶ Increase User Adoption
- ▶ Platform Independent

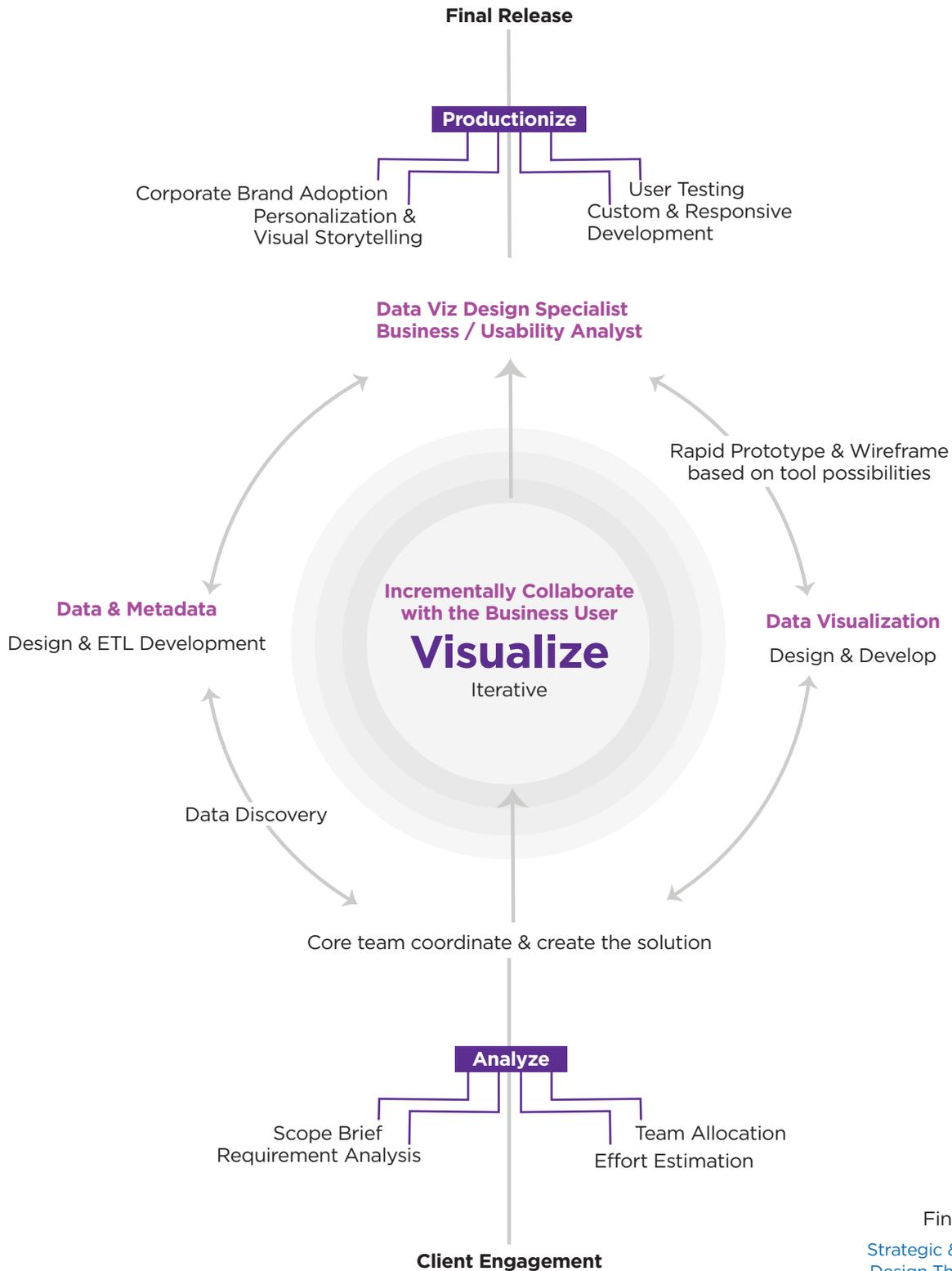
## Analytics CoE Support and Services

HCL Analytics Center of Excellence provides dedicated focus on BI products to provide broad capabilities and solutions for a superior customer experience that will strengthen the partnership between business & IT.

- ▶ Business Intelligence Strategy & Roadmap
- ▶ Installation \ Upgrade, Migration & Maintenance
- ▶ Performance Optimization & Monitoring
- ▶ BI on BI - Measure Effectiveness of BI Programs
- ▶ Training & Certification
- ▶ Co-Innovation Labs
- ▶ Solution Boot Camps
- ▶ Licensed Reseller and Support

# Visualization At Scale

“Art of Storytelling” approach and model by including incremental releases



- Final Release
- Strategic & Key Roles
- Design Thinking SME
- Data Visualization Design SME
- Business/Usability Analyst
- Visual Designer
- Report / Dashboard Developer
- UI/UX Developer

Agile - Innovation / Design Lab's

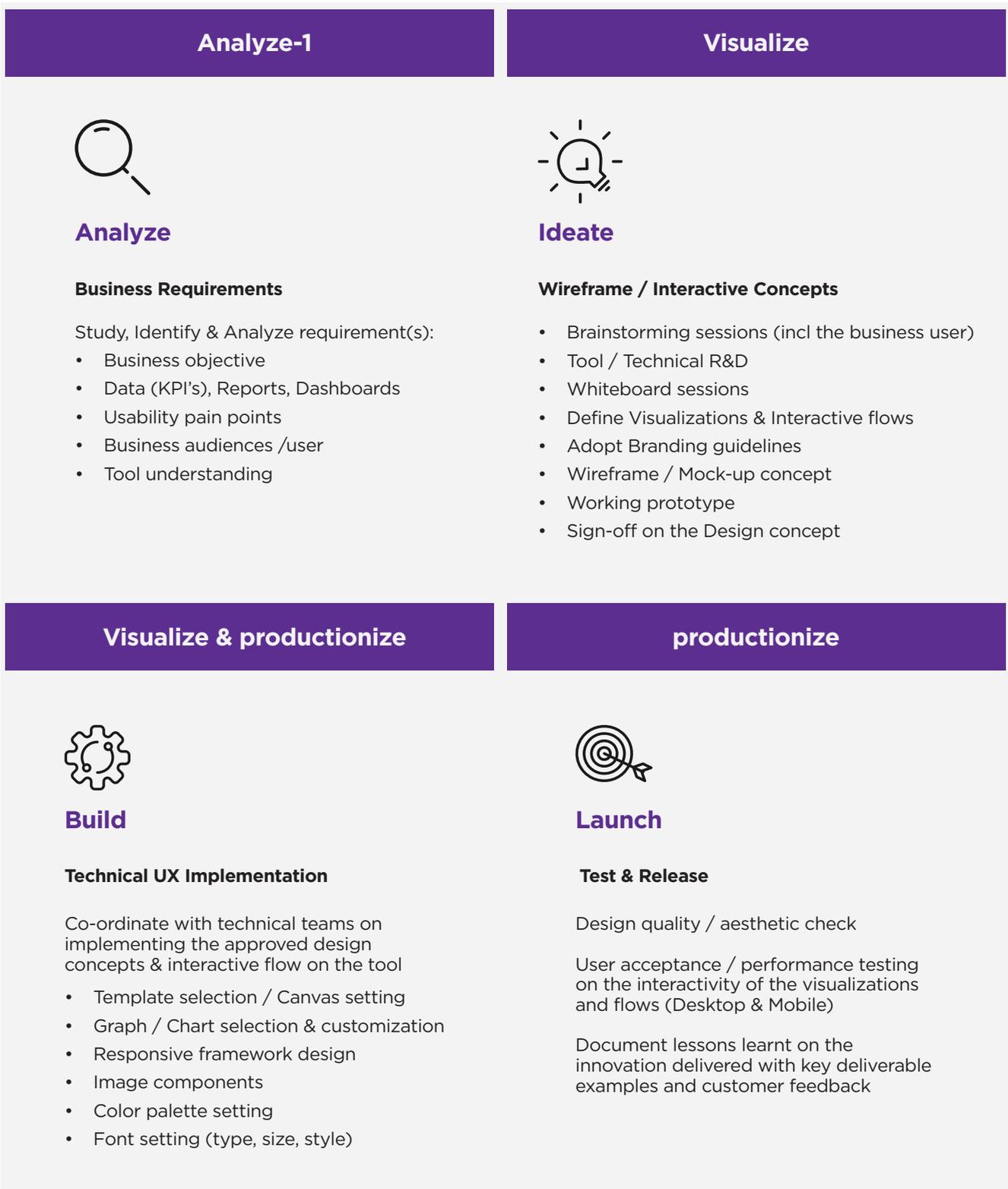
**Cleint Site** **HCL Lab** **Offshore** **Nearshore**

Technology & Alliance Partnership



# Process Methodology

Task execution methodology (A-V-P approach) with 'Design Thinking', defined across client engagements



# Highlights Of Our Marquee Work In Tableau

- Implemented Tableau based reporting application and HTML5 based UI for canned reports display
- Built a common data model to capture data from multiple sources resulting in 50%-time reduction in ad hoc reports creation

**Self-service enabled risk reporting platform for a Leading UK based Bank**

**Financial Reporting platform for One of the Largest Information Services Co.**

- Built Tableau based reports on consolidated financial data across customer segments with reduced manual revenue intervention and automated reporting
- Resulting in reduced insights generation time on both mobile and web channels for CXO organization

- Integrated data feeds from multiple source systems using Informatica and developed Tableau based reports for business decision making
- Provided managed services support for Tableau production environment including RCA and incident management

**Enterprise reporting & collaboration platform for a Leading Bank**

**Reports and dashboards Development with Tableau for a leading FS Group in US**

- Partnered with business to define critical data elements and built Tableau based personalized dashboards to improve data quality
- Resulted in ~40% reduction in data discrepancy complaints



HCL Technologies (HCL) empowers global enterprises with technology for the next decade today. HCL's Mode 1-2-3 strategy, through its deep-domain industry expertise, customer-centricity and entrepreneurial culture of ideapreneurship™ enables businesses to transform into next-gen enterprises.

HCL offers its services and products through three lines of business - IT and Business Services (ITBS), Engineering and R&D Services (ERS), and Products & Platforms (P&P). ITBS enables global enterprises to transform their businesses through offerings in areas of Applications, Infrastructure, Digital Process Operations, and next generation digital transformation solutions. ERS offers engineering services and solutions in all aspects of product development and platform engineering while under P&P. HCL provides modernized software products to global clients for their technology and industry specific requirements. Through its cutting-edge co-innovation labs, global delivery capabilities, and broad global network, HCL delivers holistic services in various industry verticals, categorized under Financial Services, Manufacturing, Technology & Services, Telecom & Media, Retail & CPG, Life Sciences, and Healthcare and Public Services.



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As a leading global technology company, HCL takes pride in its diversity, social responsibility, sustainability, and education initiatives. As of 12 months ending on March 31, 2020, HCL has a consolidated revenue of US\$ 9.94 billion and its 150,000+ ideapreneurs operate out of 46 countries. For more information, visit [www.hcltech.com](http://www.hcltech.com)