

Future-proofing the business through data democratization

For a leading market research company



Client Description

A leading UK-based market research company that provides evidence-based insights, actionable recommendations, consulting and related services for various sectors, including retail, auto and healthcare. It has approximately 30,000 employees in 100 countries working in various research disciplines, including social media monitoring, advertising effectiveness, consumer and shopper behavior, and public opinion.



Business Challenges

The customer was facing significant business challenges owing to lack of platform-based approach, which in turn was impacting the time-to-market, and data-driven insights. Inability to adopt automation, new generation methodologies such as agile and DevOps, and convergence across the company's operating units was hampering business agility.

Furthermore, the client's biggest and most advanced customers increasingly required operating units to deliver data in a more integrate-able format which created the need for a future-ready market research model.

Our Solution

We partnered with the client to redefine their data landscape with a focus on enterprise-wide data democratization and expediting business decision-making by removing bottlenecks to uniform data access. Key highlights of the engagement included:



Created a "Data for All" platform on Azure for democratization of data across key operating companies.

Provisioned data marketplace by consolidating data pipelines, APIs and patterns in a catalogue.

Brought in factory based approach to build and run services with strong automation and tools.

Built cognitive search on data lake with bots that enabled semantic search option to business users.

Employed full-stack, agile teams driven by domain-led thinking.



Business Impact

1 **70% adoption** of data platform across brands - internal and external.

2 **28% improvement** in costs and efficiencies within a span of 18 months.

3 **68% of data estate** is modernized, resulting in better time-to-market and NPS.

4 **87% of data estate** has been brought into gamut of software factory for better standardization and repeatability.



✉ For any queries, please reach out to us at digitaltransformation@hcl.com



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