

# Empowering business users with insightful analytics



# We make your digital journey real through our unmatched 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 across key domains including Process and Experience Consulting, Platforms and Application Services and Big Data and Analytics.



## Digital Consulting

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



## Digital Applications and Platforms

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



## Data and Analytics

Expert data and analytics services that connect businesses, platforms and stakeholders across the global digital eco-system and address the entire data lifecycle, from ingestion 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.

**5+ yrs.**  
Global Gold  
SI Partner

**500+**  
Certified  
Tableau Consultant

**50+**  
Global Client  
Engagements

Visualization & Storytelling



Mobile BI



Conversational BI  
(talk to your data)



Search & Collaboration



Self-service & Advanced Analytics



COE Support & Services



## Self Sufficient BI

Self-service BI expands BI applications to meet a broader range of business needs and problems. It allows analysts to create and access BI reports, queries, and analytics without IT intervention or extensive knowledge of BI functionalities like data mining and statistical analysis.

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

## Art of Storytelling

HCLTech has partnered with Fortune 100 clients to help enterprises tell a visual story with data, across BI Technologies, using a unique medium of "Art + Technology" with the highest customer satisfaction and delight with custom and 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

## Embedded Analytics

HCLTech is bringing power of analytics to any application by using its home grown accelerators with Tableau developer resources to easily plug Insights into websites, applications and software.

- Improve application's UX by enabling business users visualize insights from within the application.
- White-labeling analytics tenant to match look and feel of the host application
- Deploy anywhere – your data is always 100% in your control
- Seamless integration to get rid of the silos and usage of multiple interfaces.
- Enabling SSO allow users to use Embedded Analytics without any friction.

## Service Offerings

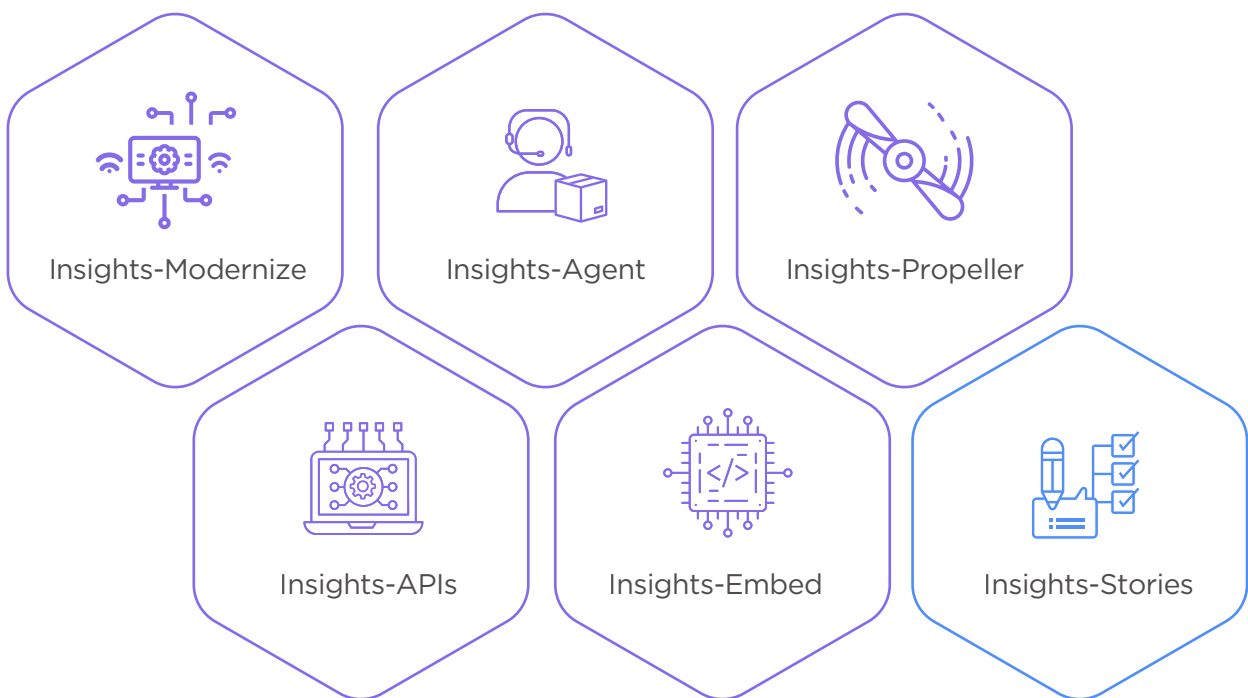
HCLTech Analytics Center of Excellence provides dedicated focus on BI products to provide broad capabilities and solutions for a superior customer experience that will strengthen the partnership between business and IT.

- Business Intelligence Strategy and Roadmap
- Installation \ Upgrade, Migration and Maintenance
- Performance Optimization and Monitoring
- BI on BI – Measure Effectiveness of BI Programs
- Co-innovation Labs
- Solution Boot Camps
- Licensed Reseller and Support
- DevSecOps
- Platform Support and Maintenance
- BI consolidation and Migration using our BI Gateway

# Introducing HCLTech's ADvantage Analytics

One-stop shop to deliver actionable insights for global enterprises

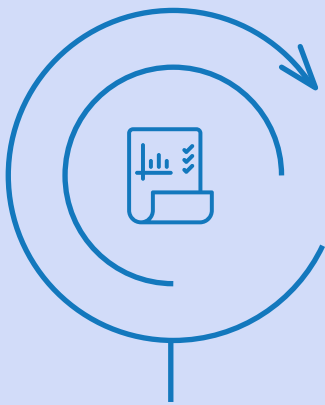
ADvantage Analytics is a multi-dimensional solution to engage users, processes and technology for analytics advancement and adoption. It brings businesses up to speed with the needs of top data-driven companies within a framework that responds to the technological trends of today and tomorrow and enables 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:



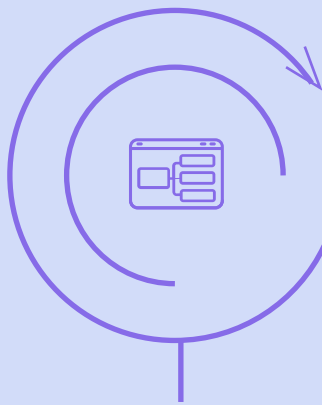
# Insights-Stories: Powerful storytelling with data visualization

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 the 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.

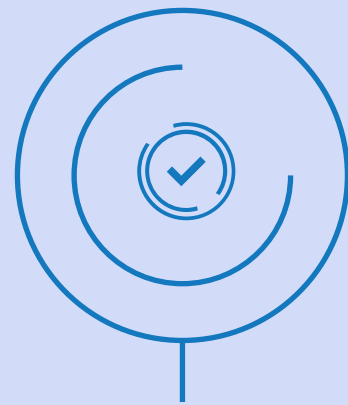
## Here is how Insights-Stories achieves powerful storytelling with data:



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



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.



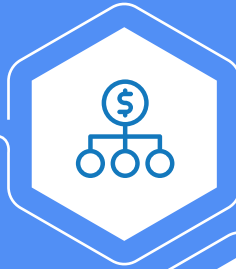
Thorough customization, extensive quality checks and user acceptance tests with documentation to facilitate a seamless handover of data-driven orchestration to the enterprise.



# Business benefits

## Maximize the value of existing investments

Expand analytics capabilities with your existing toolset



## Customization and Reusability

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



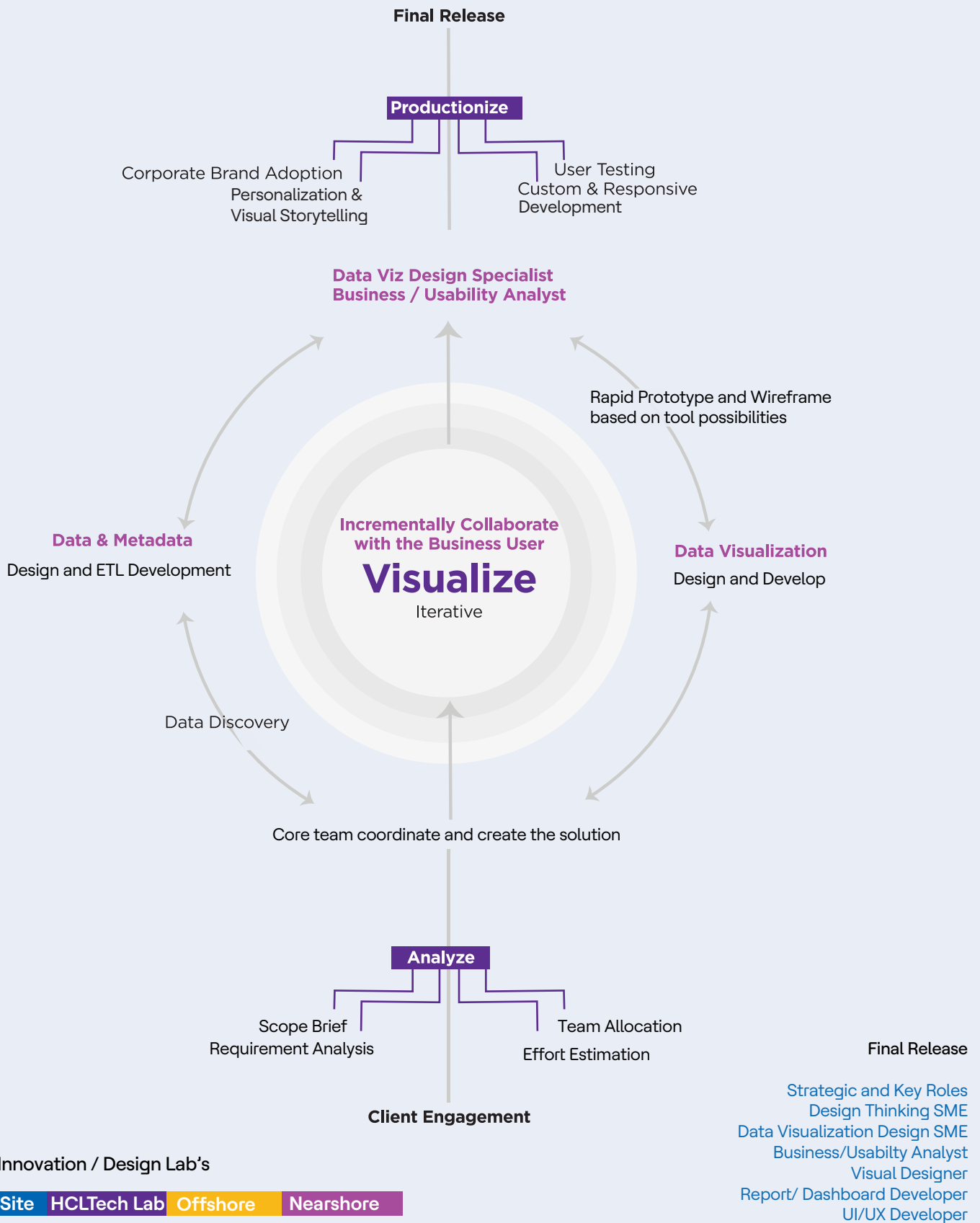
# Critical success factors

- ③ Lower cost of ownership
- ③ Improved time-to-insights
- ③ Scalable and effective platform
- ③ Improved adoption along an agile pathway
- ③ Set off on a self-sufficient analytics roadmap



# Visualization @ scale

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



Technology & Alliance Partnership



# Process methodology

Task execution methodology AVP approach (Analyze, Visualize and Productionize) with 'Design Thinking', defined across client engagements.

## Analyze

### Analyze



#### Business Requirements

Study, identify and analyze requirement(s):

- Business objective
- Data (KPI's), Reports, Dashboards
- Usability pain points
- Business audiences /user
- Tool understanding

## Visualize

### Ideate



#### Wireframe/interactive concepts

Study, identify and analyze requirement(s):

- Brainstorming sessions (incl the business user)
- Tool/technical R&D
- Whiteboard sessions
- Define visualizations and interactive flows
- Adopt branding guidelines
- Wireframe/mock-up concept
- Working prototype
- Sign-off on the design concept

## Visualize and productionize

### Build



#### Technical UX implementation

- Co-ordinate with technical teams on implementing the approved design concepts & interactive flow on the tool
- Template selection / canvas setting
- Graph / chart selection and customization
- Responsive framework design
- Image components
- Color palette setting
- Font setting (type, size, style)

## Productionize

### Launch



#### Test & Release

- Design quality / aesthetic check
- User acceptance / performance testing on the interactivity of the visualizations and flows (desktop and mobile)
- Document lessons learnt on the innovation delivered with key deliverable examples and customer feedback



# Highlights of our marquee work in Tableau

- Implemented Tableau-based reporting application and HTML5-based UI for canned reports display
- Built a standard data model to capture data from multiple sources resulting in a 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 company**

- 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 the 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 the Tableau production environment, including RCA and incident management

**Enterprise reporting and 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

# HCLTech | Supercharging Progress™

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](https://hcltech.com).

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