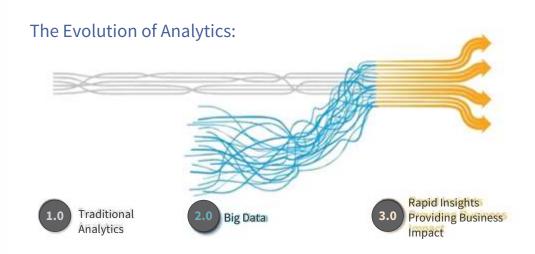# LEVERAGING DATA FOR DIFFERENTIATION

The world is facing a data surge never seen before. Unstructured data - from online behavior, purchases, mobile devices, location tracking, sensors, and other sources - has been growing at a rate of more than 50 percent per year. By 2018, the Big Data technology and services market is expected to grow at a 26.4% compound annual growth rate to $41.5 billion, or about six times the growth rate of the overall information technology market. And for the early majority, 2016 will be the year that they tackle how to really build the Data Lake. Meaning, what governance, cataloging, lineage, security & lifecycle management will be involved.

Financial services institutions are positioning themselves to strive based on their access to and use of big data. They are increasingly looking at customer experience as a key differentiator to retain and expand their customer base with a technology based on capabilities-driven approach.

The Evolution of Analytics:

1.0 Traditional Analytics

2.0 Big Data

3.0 Rapid Insights Providing Business Impact

Data challenges that are impacting business

- Pervasive data growth, BIG DATA
- Continual business and technology transformation
- Ability to respond to the unknown – ad hoc analysis optimize risk and reward strategies
- Dynamic integrated of structured and unstructured data
- Decision latency and time-to-value

The prescription is neither linear nor simple, yet it's vital that banks approach their problems and opportunities with a sense of urgency. It is only by addressing these challenges quickly they can achieve the competing benefits of growth, differentiation, efficiency, business resiliency and agility required to win in today's economic reality.

Data Value Chain

ITC Infotech's end-to-end solutions include offerings across the spectrum of traditional data warehouse and analytics to advanced analytics and big data technologies.
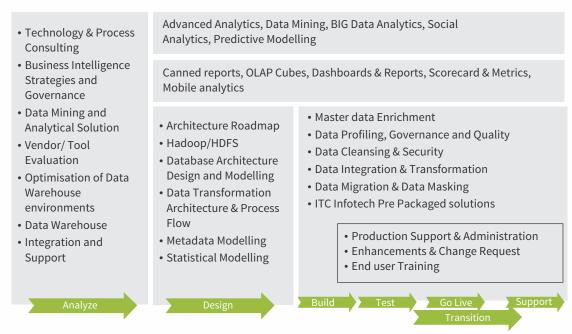
Infrastructure Setup	Platform & Technology Setup	Data Integration	Data Governance	Domain & Analytics	Visulization
• Infrastructure choice • Infra Sizing • Infra Setup • Infrastructure Administration	• Cloudera • Hortonworks • Microsoft • Google • Pivotal • IBM • SAP	• Data Inestion • Data Storage • Data Quality & Standardization • Real-time Data & Comples Event Processing • Data Virtualization	• Data Security • Data Masking • Meta Data Management • Master Data Management • Data Lineage • Data Retention • Data Access • Control & Staewardship	• Batch Analytics (Behaviour and Predictive) • Interactive Analytics • Stream Analytics • Machine Learning	• Data discovery • Self-service BI • BI Reports & Dashboards • Health check Scorecards

Service Offering

Data Journey

Managing data to drive insights and growth

One of the most important assets of any business is its data, but for banks, data comprises not only the operational information needed to run the business, but also the value of its inventory – the financial assets the bank is managing. For years, banks have been setting up sophisticated systems for managing data and mining it for insights. When they handle this right, they can turn a major cost into a major advantage and extract additional value from the information they have.

We offer Business Intelligence, Data Warehousing & integration, reporting, analysis and visualisation. We also provide expertise in cutting-edge capabilities, such as BIG Data, Mobile BI and Predictive Analytics. Our comprehensive services and solutions include:

• Technology & Process Consulting • Business Intelligence Strategies and Governance • Data Mining and Analytical Solution • Vendor/ Tool Evaluation • Optimisation of Data Warehouse environments • Data Warehouse • Integration and Support	**Advanced Analytics, Data Mining, BIG Data Analytics, Social Analytics, Predictive Modelling**	
	Canned reports, OLAP Cubes, Dashboards & Reports, Scorecard & Metrics, Mobile analytics	
	• Architecture Roadmap • Hadoop/HDFS • Database Architecture Design and Modelling • Data Transformation Architecture & Process Flow • Metadata Modelling • Statistical Modelling	• Master data Enrichment • Data Profiling, Governance and Quality • Data Cleansing & Security • Data Integration & Transformation • Data Migration & Data Masking • ITC Infotech Pre Packaged solutions • Production Support & Administration • Enhancements & Change Request • End user Training

Analyze → Design → Build → Test → Go Live → Support → Transition

ITC Infotech data solutions include offerings that enable financial institutions put data into actin.

ITC Infotech data solutions include offerings that enable financial institutions put data into action.

- Integrated view of customer solution provides banks powerful insights into customers using internal transactional data and external social, web and location data.

- Customer value management - A closed loop analytical process to understand customer segments with a focus to enhance customer knowledge to drive value creation opportunities across the organization & deliver an improved customer experience and higher customer engagement.

- Social media analytics solution can be integrated into any existing BI tool or can be subscribed as a low cost cloud variant. The solution draws integrated insights from Web (social networking, search engines and web portal) and Data Warehouse and provides actionable analytics and insights to increase social media ROI.

- Multi-channel usage analytics dashboards help banks understand the channel usage trends providing them with insights on the channel usage mix with views on customers, products and transactions.

- Real time dashboards that help banks derive actionable insights from multiple sources.

- Multiple big data use cases that drives business value and include customer journey analytics, digital acquisition, transaction data mining, contact optimization.

About ITC Infotech

ITC Infotech brings a strategic organizational focus for the BFSI industry and provides rich domain experience powering services across Application Development, Maintenance & Support, Testing, Infrastructure areas and Domain led Business Consulting. Our services spans across Core Banking and Channels including Retail, Corporate and Wholesale banking, Treasury and Capital Markets and Insurance. We bring in rich experience and expertise of creating focused engagement models varying from large scale Extended Enterprises to individual project centric engagements for leading fortune financial institutions.

ITC Infotech is a global IT services & solutions company, and a fully owned subsidiary of USD 8 bn ITC Ltd – one of India's foremost private sector companies.

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