Data-driven decision-making.

Mastech InfoTrellis' diverse expertise in the Big Data space has helped assist global enterprises integrate, govern, and generate actionable insights from all their data sources.

Client	Engagement
Global Electronics/IT Giant	Data Integration and Analytics

Challenge

The client wanted Sales & Marketing teams to have a 360° view of their customers, which would provide a never-before-seen perspective about the customer. This information would include customer purchase data, quotes, and service transactions. However, to facilitate this vision, the client first had to assess billions of records, synthesize data from several structured and unstructured sources, and derive analytics on an ongoing basis.

Solution

We provided sales representatives and marketing professionals with a Customer Dashboard, embedded into Salesforce. This was the foundation for omni-channel sales and marketing, advanced analytics, and data science, which helped provide a holistic view of the client's customers.

Outcomes

Our solution helped empower more than 22,000 sales and marketing employees make personalized customer decisions. This resulted in increased customer satisfaction and greater sales opportunities for the client.

Client
Multinational Computer
Technology Corporation

Engagement
Data Synchronization,
Sanitization, and Analytics

Challenge

The client wanted to provide exceptional customer experience across all touchpoints. The challenge, however, was to analyze the vast amount of source data available, and make that data relevant for more resonant customer communications.

Solution

We built a data lake on the client's Cloudera CDH cluster, and paired with real-time services through a Customer Dashboard. This involved the synchronization of IBM MDM data, which was sourced though various records, including e-mails, chats, social communications, and browsing history, facilitated through contextual matching technology. Thereafter, the data was enriched and reports were created, through Big Data analytics and visualization tools, to deliver the most meaningful insights.

Outcomes

Our solution helped sales and marketing personnel populate the most relevant, universally available information. This enabled scalable, data-driven, personalized communication with customers, therein considerably increasing customer service quality.

Client
American Fortune 500
Department Store

Engagement
Data Integration and
Analytics

Challenge

The client wanted to build a data lake with self-serve analytics capability to empower their broad user base. In order to make this possible, the client would first have to ingest and prepare data from more than 40 internal and external sources, and make those sources available for self-serve reporting.

Solution

We developed a solution roadmap and actively lead and contributed to the architecture, design, development, and deployment of the data lake solution in a multi-phased approach. This involved the enablement of faster information capture through a questionnaire-based approach, and the creation of a repeatable strategy for ingesting, linking, preparing, and analyzing new data in the data lake.

Outcomes

Our solution empowered more than 30 internal users, across different functions within the organization, derive self-serve analytics to gain meaningful insights on current and future use cases, thus giving users the ability to significantly improve business operations.

Scan the QR code or visit the profiles below to stay connected

www.mastechinfotrellis.com

f Mastech InfoTrellis Inc.

MD_InfoTrellis

in Mastech InfoTrellis Inc.

MASTECH
infoTrellis

A division of Mastech Digital

11044 Research Blvd, Ste #A-430
Austin, TX - 78759
United States

North America: Pittsburgh | Chicago | Boston |
Dallas | Austin | Fremont | Tampa | Orlando | Toronto

India: NOIDA | Chennai

Phone : +1-512-580-2442

Email : info@mastechinfotrellis.com