



HOW DOES DATA LAKE AND ANALYTIC INSIGHTS HELP ENTERPRISES IN AUTONOMOUS DECISION MAKING?

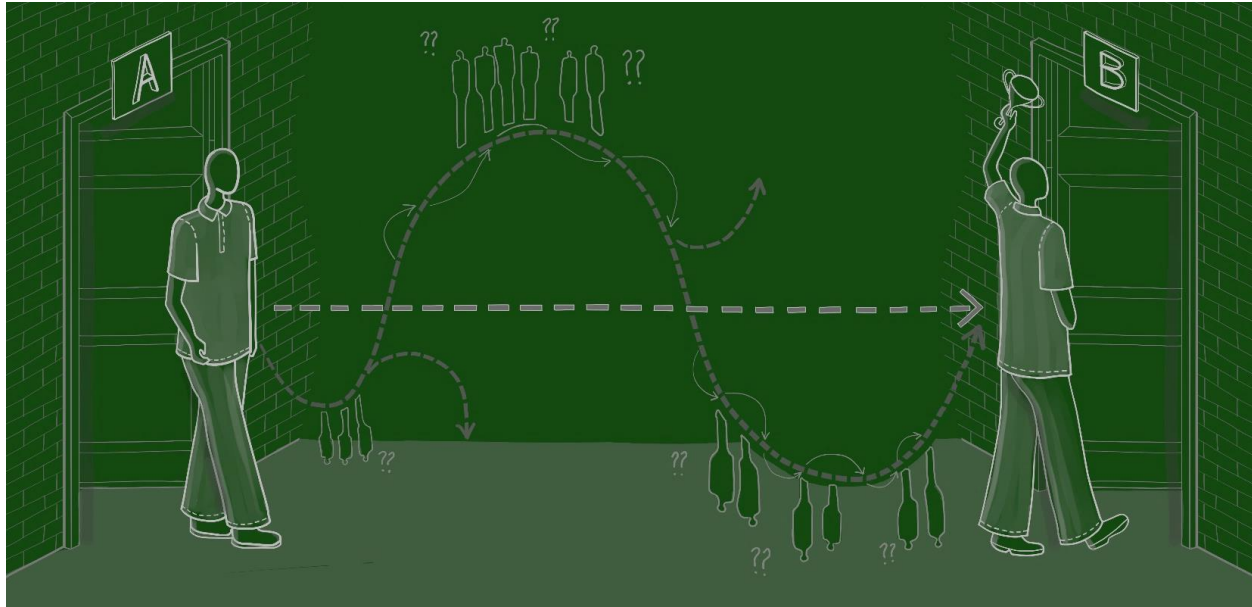
Prepared by



OMFYS Technologies India Pvt. Ltd

TABLE OF CONTENTS

Introduction	3
Data Lake and Analytics for Auto Decision	4
Approaches	5
Big Data Processing Options	7
About OMFYS	8
The Author	8

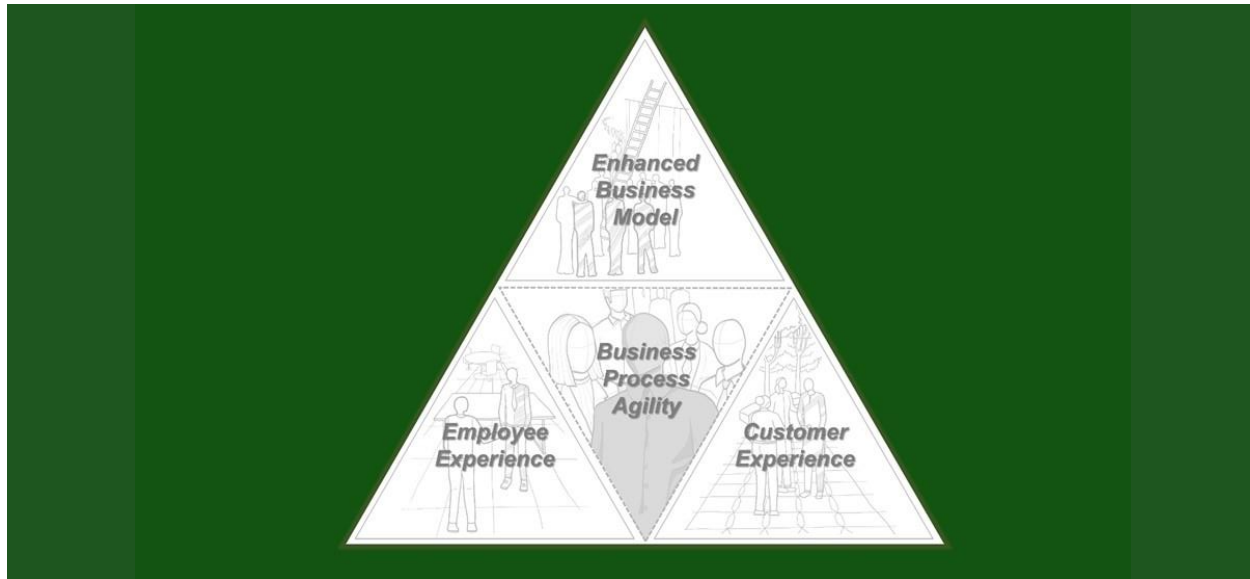


INTRODUCTION

The definition of a good relationship may have roots in various aspects of today's world, holding different significances. When it comes to a service, the definition of a good experience is a culmination of both sides of the service provided.

There is always an expectation of experience where a question must always be answered in a conversational manner. If we take an example of an organization – as an employee – one has their employee records, welfare, salary, training, travel, expenses approval, administration, policies etc. All of these come under different jurisdictions and solution systems. The different systems in place never seem to coincide in data which results in the process of retrieval becoming confusing and tedious, thus shattering the above mentioned expectation of experience of the interface.

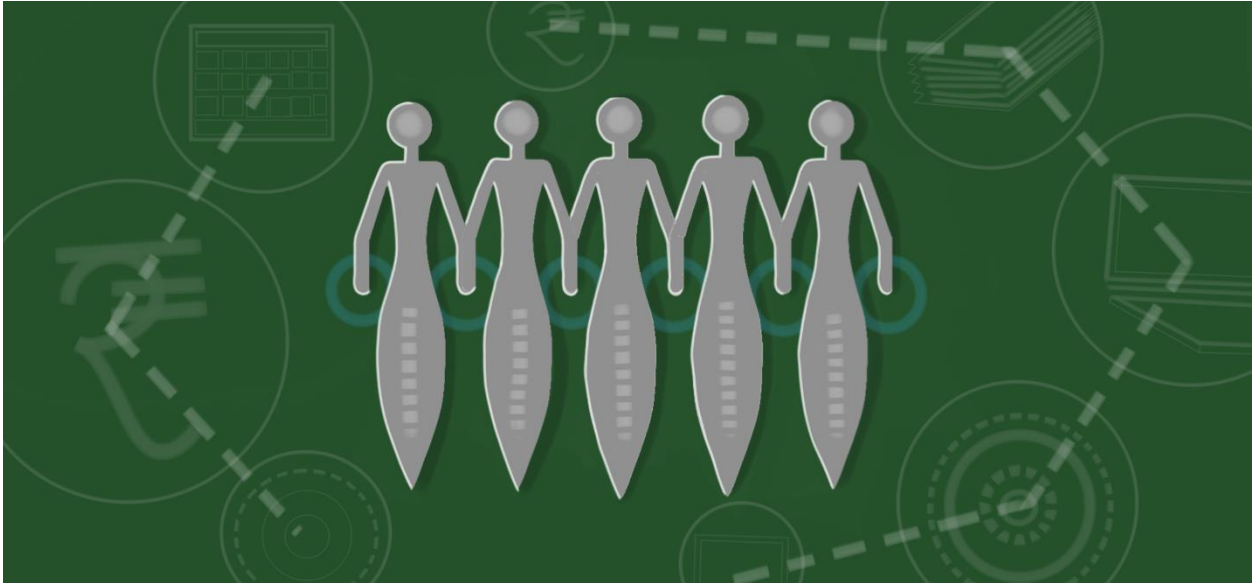
The customer of today, has been habitual to a wide variety of helpful user interface, and is in constant need for finding better alternatives. Trying to state their need by typing is slowly starting to be replaced by voice activated aids. This is a great example of the disruption of the multiple processes coming between the order and the delivery by negating any form of human intervention.



DATA LAKE AND ANALYTICS FOR AUTO DECISION

The institutions of today catering to a larger influx of customers usually have an approach to scatter the data amongst its employees, who further deal with their part of the data using their own rules and methodologies, making the culmination a Herculean task. Centralization of the data source and nullification of the human interveners can sound like a Utopian concept, but is very much possible. This is where the concept of a Data Lake and Middleware originates.

The data to be dealt with often includes differences in terms of types, format and relationships. This scatter of data requires transformation into a structured level, with addresses and meaningful representation. Then, grouping similar categories together aids in further automation functions. Broadly, the data goes through data Lakes, data mining and then it is made ready for analytics and decisions – under the Middleware.

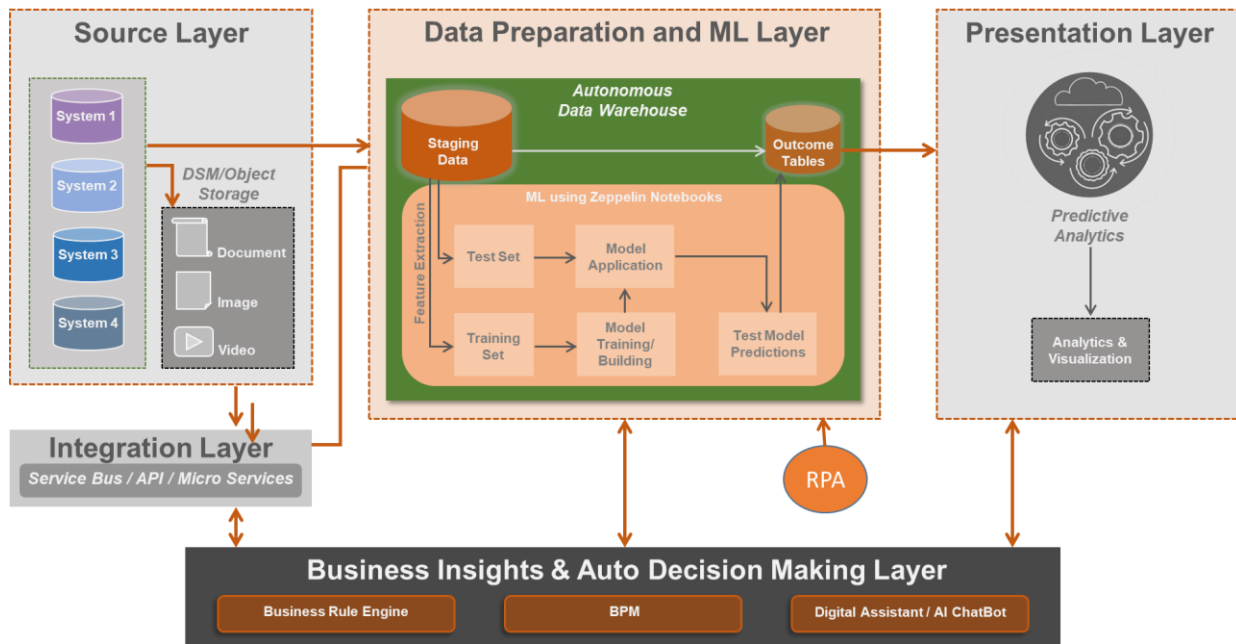


APPROACHES

In case enterprises have matured data in source systems and they are under control and well-orchestrated, then those data can be connected to autonomous middleware followed by an analytic tool for analytic insights, visualization and auto decision.

If the enterprise data size is too large or complex, then Big Data processing approach has to be considered. In some cases, business insights and decision making depends on real time data streaming or combination of data streaming as well as processing synchronized data sets. In such cases Big Data processing approach is unavoidable.

If Qualified Source Data have been Streamlined and Ready for Analysis



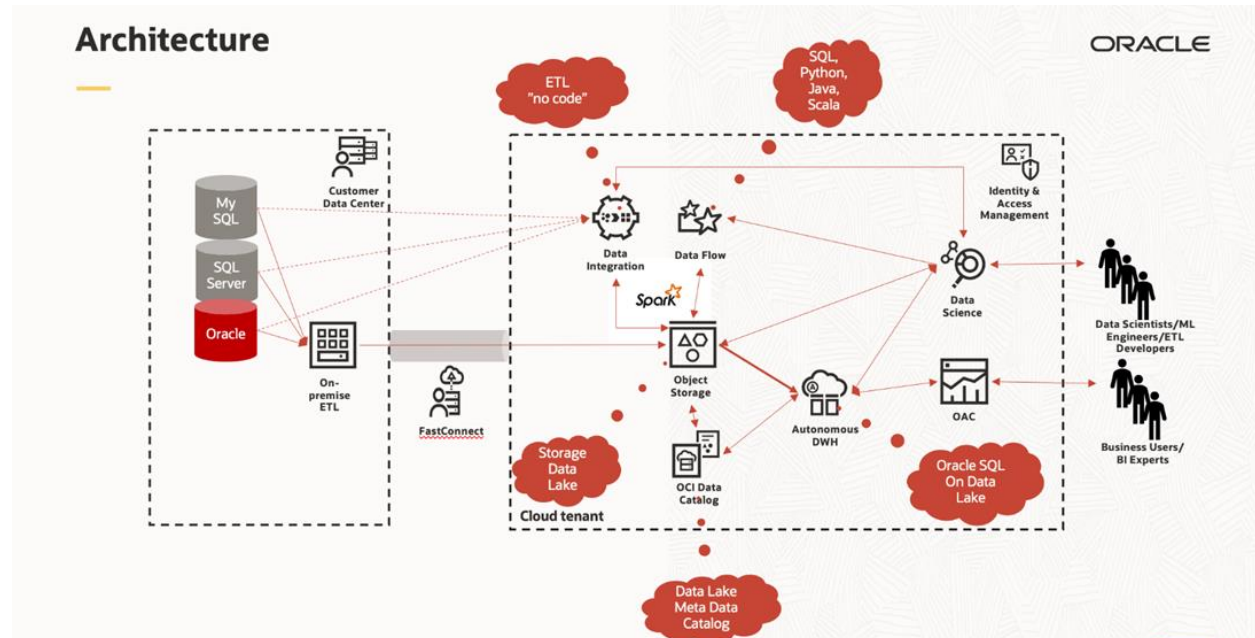
Oracle Digital Assistant acts as the interface for the data input, both for employees as well the customers. Not only it is the single interface for multiple systems, but also for multiple channels (Mobile application, web portal, social media Channels, etc.).

The Rule Engine aids in the culmination of all the rules necessary for a decision to be made. Usually, with human interventions different experts take up the responsibility for the application of each rule. Under Business Process Management workflow, the formulation and movement from one point to the other point takes places based on the analyzed insights. It makes independent from any human aid. Predictive Analytic models are created for deriving predictive insights, it can be taken as feed to rule engine for ensuring more accuracy in autonomous decisions. And, the insights can be used for Visualization as well.

While RPA technology plays the role of digital workforce for carrying out repeated and scheduled tasks across the workflows with high efficiency and accuracy.

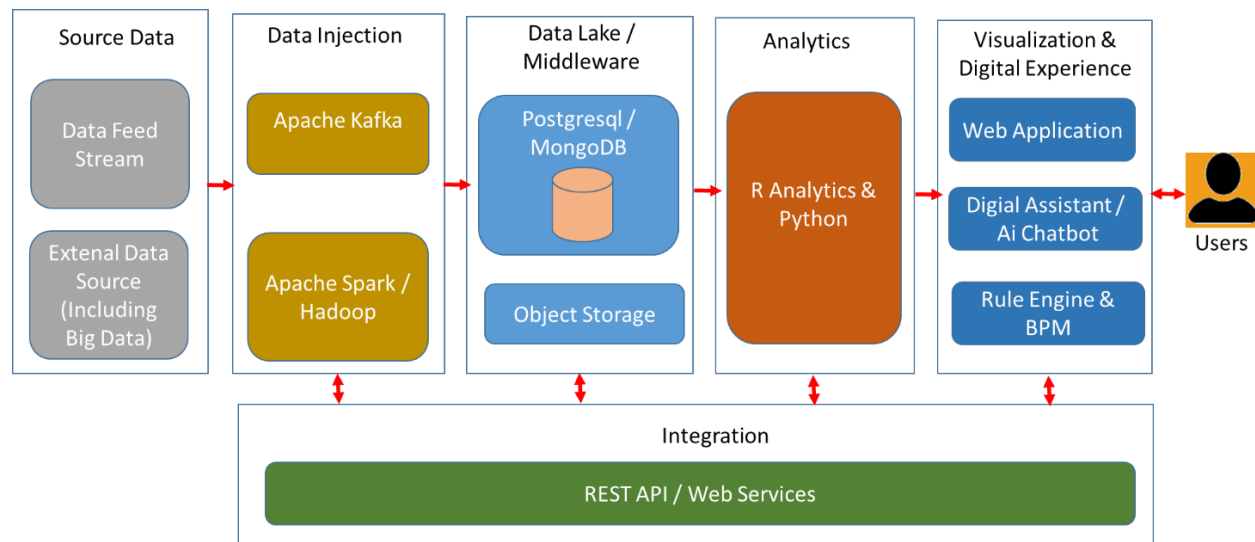
Big Data Processing Options

Using Oracle Cloud Infrastructure (OCI) and Oracle PaaS Solutions



'Courtesy to Oracle Corporation Inc.'

Open Source Solutions





ABOUT OMFYS

OMFYS, has been a successful pioneer of this concept of Digital Transformation. The goal is to achieve 4th Generation Automation, and to be a part of the disruption where technology is going to take part in autonomous decision making.

As Preferred and certified implementation partner of Oracle Corporation Inc., Automation Anywhere Inc., and Sauce Labs Inc. We are specialized and pioneered in providing digital transformation solutions using state of the art technologies. We are serving enterprise customers in India, UK and US regions as an integral part of their journey to enhance and transform their employee experience, customer experience and business process agility where in their business model gets enhanced in order to scale up to compete and lead in the challenging market.

OMFYS believes in **Excellence in Every Action.**



THE AUTHOR

Dhanya Lakshmi

Consultant for Marketing & Content Management for
OMFYS Technologies Pvt. Ltd.