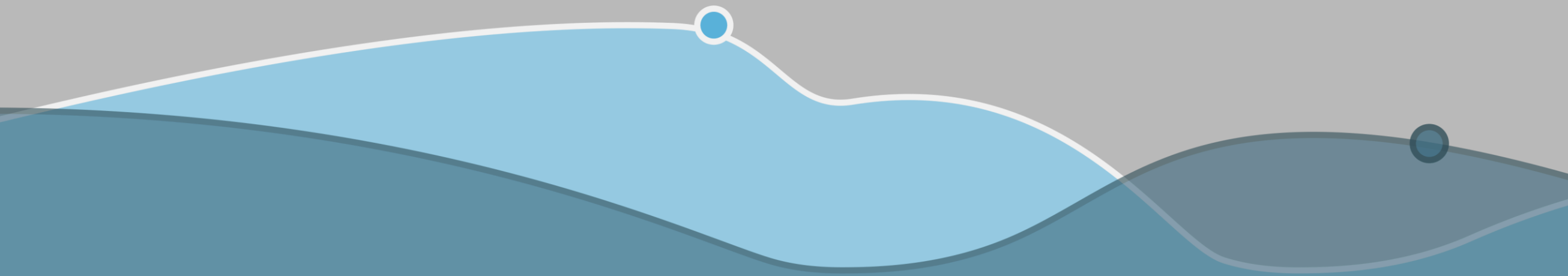




Cortana Analytics Workshop

Sept 10 – 11, 2015 • MSCC





Cognizant

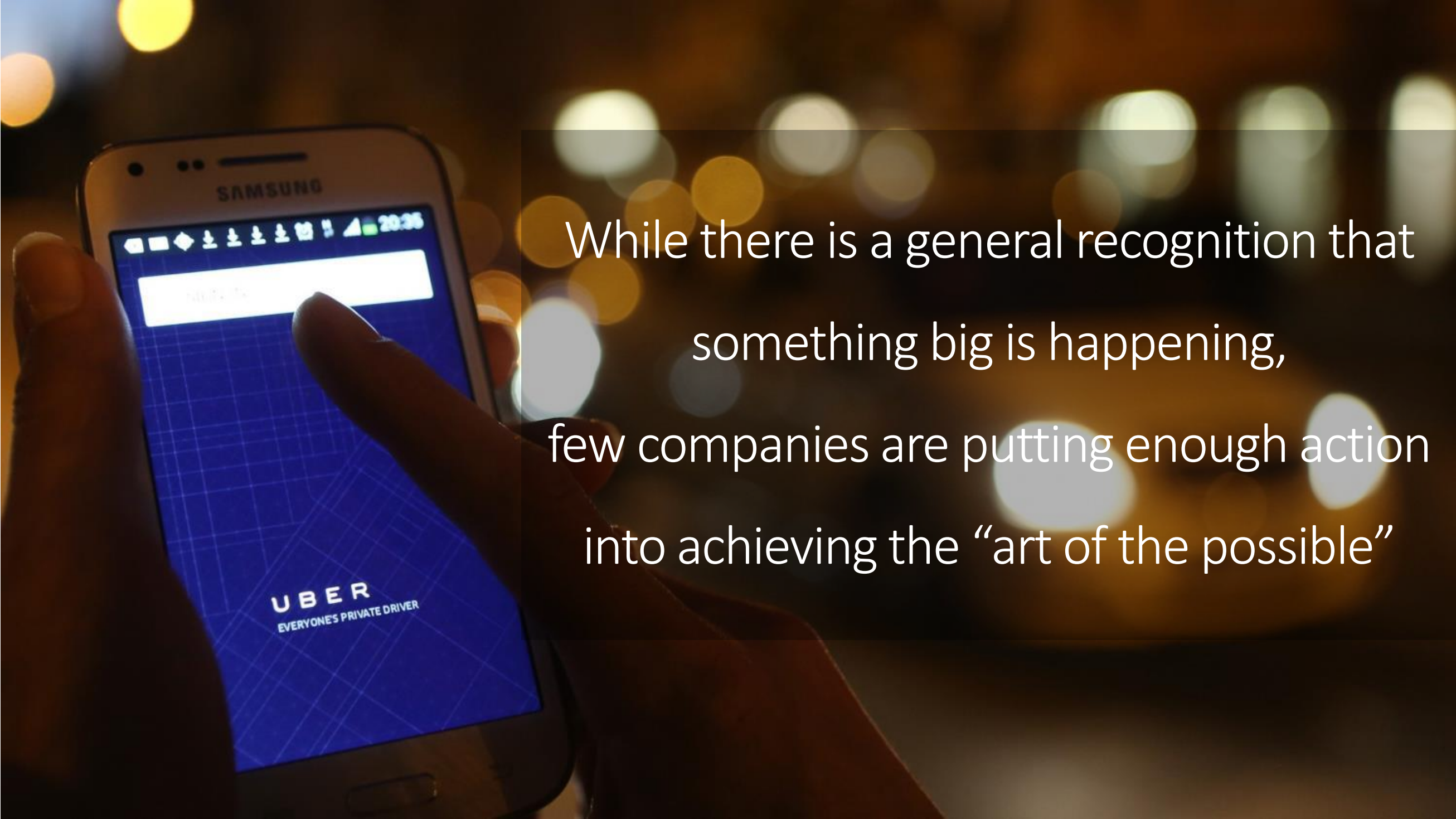
9th September, 2015

Customer Story - Cognizant and Cortana Analytics

Poornima Ramaswamy, AVP, Enterprise Analytics @ Cognizant

UBER





While there is a general recognition that something big is happening, few companies are putting enough action into achieving the “art of the possible”

Winning companies share common characteristics



Driven by Analytical
Insights



Live on
Information



Ask Right
Questions



Automate &
Self-learn

Introducing BigDecisions

Platform-driven approach for seamless Information Management and Analytics Value

Explore “Art-of-the-Possible”

Access Universal Data

Prebuilt *BizApps*

Self-Service Data
Discovery

Apply Advanced
Analytics

Use Big-data & Smart
Data Lakes

Leverage Foundational Capability

Accelerated Data
Ingestion & Integration

Industry specific
Canonical Data-Models

Searchable Metadata

Algorithm
Marketplace

Infrastructure
Provisioning

Platform to build state-of-the-art Information Architecture and enable business users with analytical tools

From Capability to Components

Insights for All

Enabling analytical democracy across the organization.

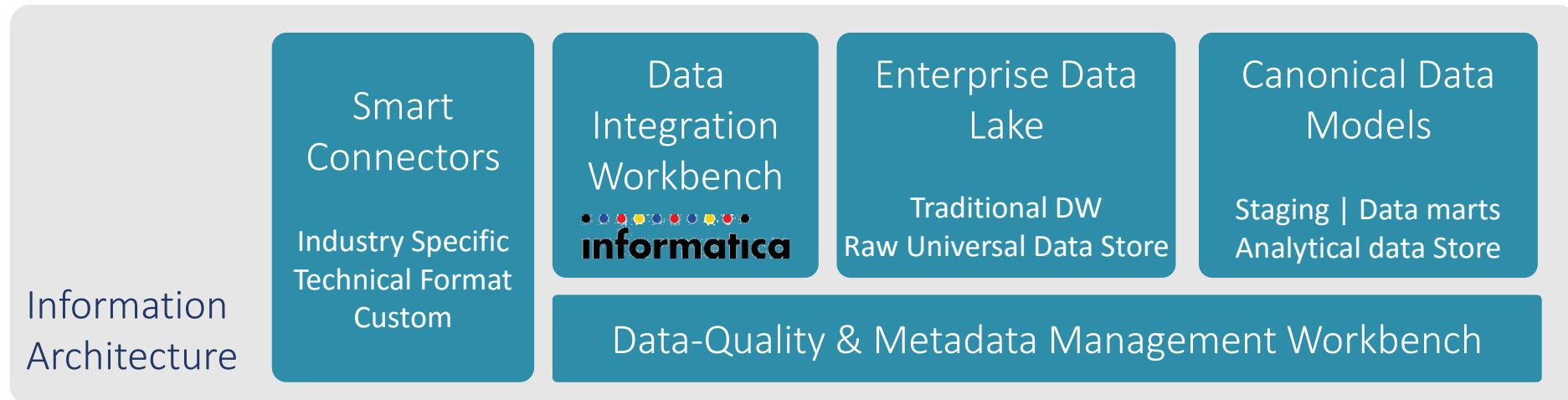
For business users, analysts and data scientists.



Leverage Universal Data

From structured data to complex, fast digital data.

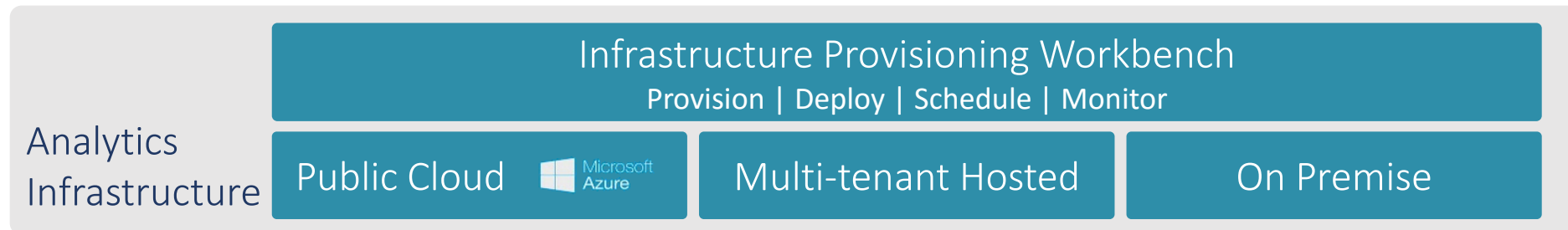
Robust Information Architecture to support all analytics needs.



Scalability & Flexibility

Harness the power of Cloud.

Or deploy on premise.



Numbers Don't Lie

14+ *BizApps* available in analytics app-store

50+ *Smart Connectors* across various data types

15+ *Algorithms* for advanced analytics

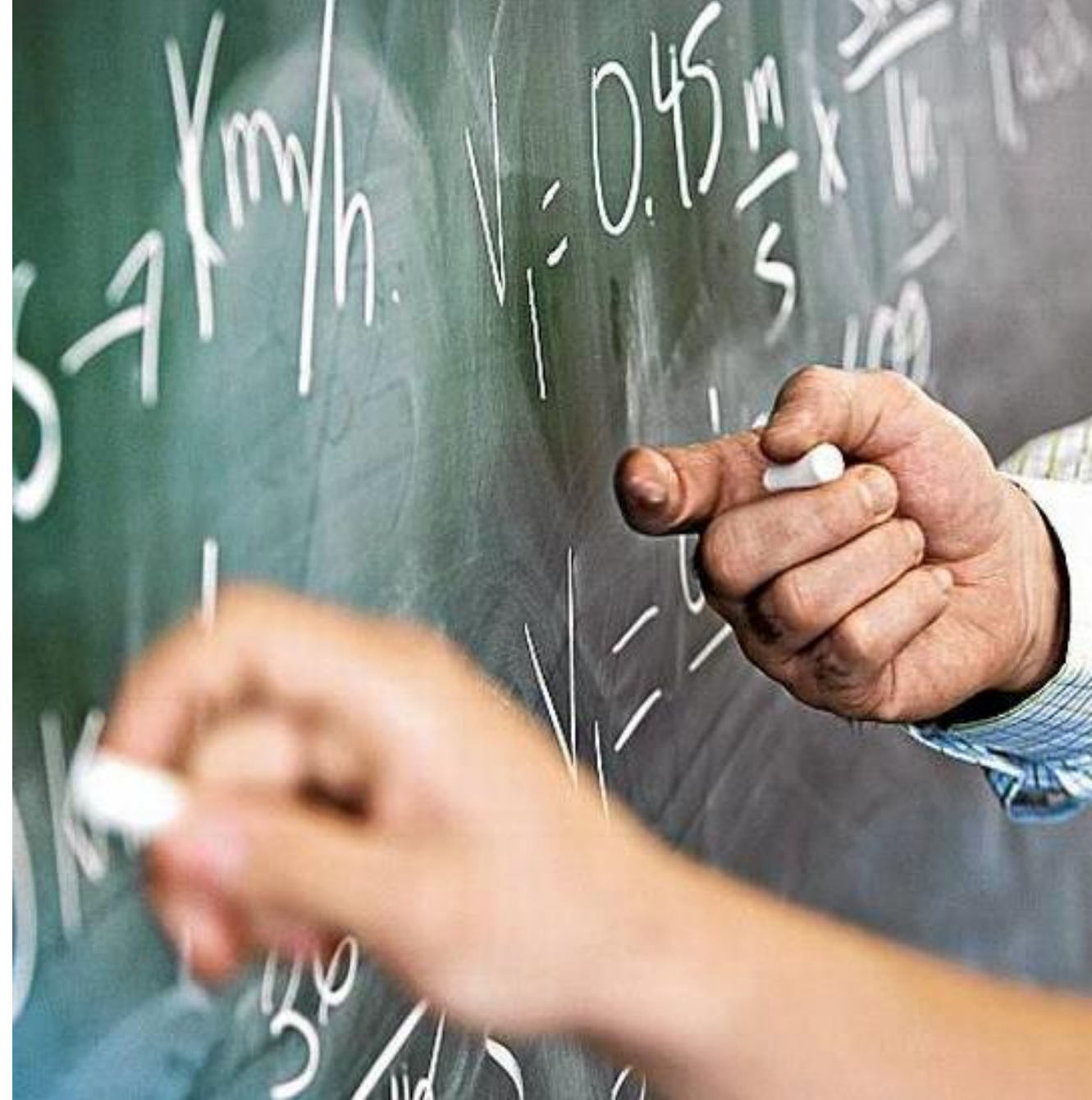
12+ *Technology* options across platform stack

Setup Cloud Analytics Infrastructure in 1 Day

Deploy platform to start building apps in 1 week

Jumpstart analytics with existing *BizApp* in 1 month

Build a customized *BizApp* in 1 quarter



What does this mean for Clients?

For Business Users

Faster, standardized approach to decision making with pre-built Biz Apps

Access to richer information to bring deeper business context

Customize and configure KPIs and reports to monitor business anytime, anywhere

For Data Scientists

Faster onboarding of any data source for finding hidden correlations

Advanced Algorithm marketplace to accelerate model-building

Integrated test-and-learn environment to learn from experiments and deploy models into production

For IT Organization

Address growing and varying org needs effectively with agility, elasticity and scalability

Rapid infrastructure stand up to deliver what business wants

Deploy once, use repeatedly

Catalog-based SLA approach to predictable outcomes

Art-of-the-Possible: Cozying up to Customers

● You should know me by now!

Consumers expect brands to recognize them and provide a personalized experience

● Ready or not, here I come!

Consumers want to engage brands whenever and wherever the need arises.

● My Magic Wand

1500 times/week: average user picks up their phone
140 Tasks completed per day by smartphone owners

● I'm bored, entertain me!

Brands are competing for consumer attention.
Digital differentiation is key.

Customer Lighthouse: Victory with Customer Analytics

Marketing

Autonomous
Campaign
Analytics

Key Lifestyle
Indicators
Analysis

New Client
Acquisition
Analytics

Compliance

CJ surveillance
checks for
keywords and
monitor
transactions

Predictive Anti
Money
Laundering
Solution

Next Best
Actions
analytics

TCV
Visualization

Optimizing
Digital
Channel
Efficiency

Lowering
operating
expenses

Visualize
Customer
Journey &
Experience

Call Center Operations

Digital Services

Customer Lighthouse™
An Integrated Big Data Customer
Journey Analytics Ecosystem

Helping Marketers across Customer Journey

Targeted Marketing

- ✓ Does the customer already has any mortgage before we send any offer?
- ✓ Can we know more about customer lifestyle with information from social media, credit rating, Yelp reviews, and geolocation data?
- ✓ Can we know the “Next Best Action” based on customer’s history of responses?
- ✓ Can I predict campaign response and build scenarios to fine-tune offers?

Gauge Customer Satisfaction

- ✓ Understand what part of customer experience are leading to CSR calls
- ✓ Determine process inefficiencies where improvements can be made to the customer’s digital experience
- ✓ Discover influencers and indicators of attrition identifying trends / patterns
- ✓ Act on next steps to retain the customer or direct to a campaign

Art of the Possible: Redefining Pharma Sales Operations

● Real-time business response

New product Launches, Addition of specialty sales force and dynamic competitive pricing

● Convergence with Healthcare Ecosystem

Patient health outcome focused approach to evaluate drug performance and decide on prescription

● Adoption of Digital Channels for customer outreach

Engaging customers and influencers across digital marketing channels

BigDecisions Sales Analytics: Helping Sales Reps throughout the Day



My Appointments

- ✓ How is my day looking like ?
- ✓ Who are all there in my today's call list?
- ✓ Did I already reach them last week?

My Targets

- ✓ When did I call them last time?
- ✓ Who are all my targeted Customers?
- ✓ Am I missing to call any Tier 1 customers?

My Performance

- ✓ How am I doing in my territory?
- ✓ Is my call rate on par with goals?
- ✓ Is my attainment on right direction?

Product Performance

- ✓ How are my products doing ?
- ✓ How much should I sell to reach the goal?
- ✓ Can I glance my products at Territory level?

Sales Ops Planning

- ✓ What is my call reach and frequency?
- ✓ What are Key Messages needs to be delivered?
- ✓ Which product is growing fast can I adopt same sales strategy?

Market Information

- ✓ What is my product share with in the market?
- ✓ Changes in Patient & Prescriber Behavior
- ✓ Social buzz on Plan providers and its business impact



Thank You

To know more, write to BigDecisions@Cognizant.com

Visit <https://bigdecisions.cognizant.com/portal/>



KEEP CHALLENGING™



