

**MODERNIZE  
DATA ESTATE TO BUILD  
THE FOUNDATION FOR  
PLATFORMS OF INTELLIGENCE**



## Data is Driving the Evolution to a Digital Next Enterprise

“Data is the New Oil” has been the mantra for many enterprises for the last decade or so and they have invested heavily in building the ecosystem to derive insights from it. However, as digital is becoming more pervasive and the nature of the data ecosystem has undergone a dramatic change – volume, velocity, veracity, velocity, and value – enterprises struggle to derive value and gain a competitive advantage from data. To evolve to the Digital Next enterprise, an organization must provide superior customer experiences, manage effective plus efficient operations, bring agility and real-time connectedness across the enterprise.



## Modern Data Platform to Power the Platforms of Intelligence

To evolve to a Digital Next Enterprise, organizations are investing in building platforms of intelligence and ITC Infotech has been helping them to deliver real-time and predictive insights across the enterprise functions. But, at the core of these platforms of intelligence is the modern data foundation. The modern data foundation needs to be scalable, flexible, secure, and support data science and rapid experimentation to be future-ready. It should be performant and cost-effective.



## Legacy Data Ecosystem Impedes the Evolution

Enterprise carries the legacy baggage of past investments and the obsolete systems are not geared to meet the demands of the new normal. The legacy infrastructure, hosted on-premises are inflexible and are hardly able to keep pace. Data silos and lack of integration with numerous streams of data impede informed decision making.

## Legacy Data Ecosystem Challenges



## Modernize Data Ecosystem to be Cloud-based, AI-powered

According to a recent report by Forrester, infrastructure modernization accelerates efficiency by 65 – 85% while increasing productivity by about 50%. The enterprises must modernize their infrastructure and streamline the data ecosystem to address issues of scale, access, real-time analysis, and security. A cloud-based, AI-powered data ecosystem is a must to gain a competitive advantage and build resilient systems in the face of any adversities.

Modern data platforms on the cloud can help organizations handle a 10x increase in customer data sets, reduce license costs by 30-50%, and derive deep insight from raw data. The compliance-ready platform keeps the adherence to regulatory requirements such as HIPAA, BCBS, GDPR, and more.

Modern Data Infrastructure on the Cloud creates a scalable and secure ecosystem for faster time to insight. Enterprises can access consumption-based AI services at a broader scale and mitigate risks with pre-built security components. CIOs can accelerate the ‘test-run-scale’ journey with advanced analytical capabilities on a single platform.

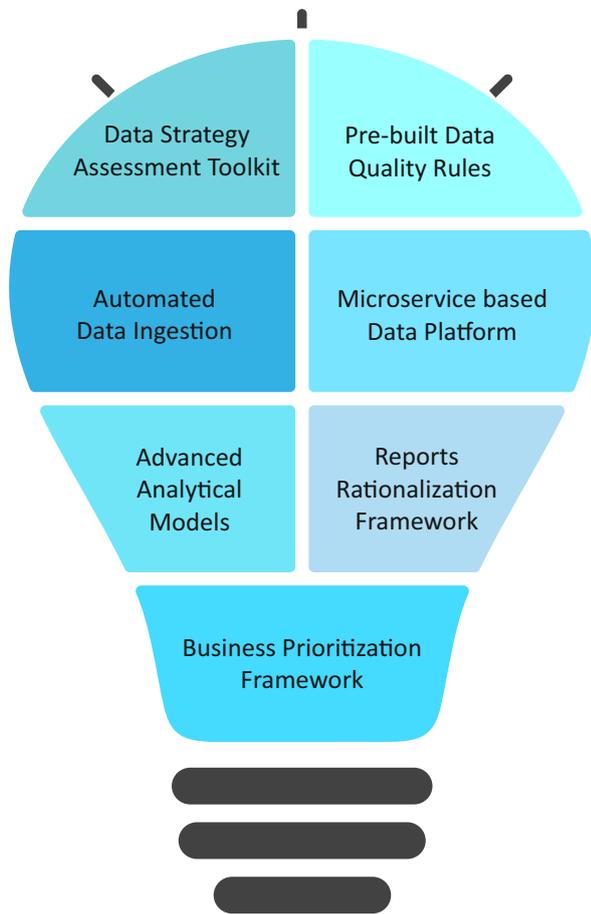


# ITC Infotech Data Modernization Services

Strategy and Design of future-ready analytics roadmap by identifying use cases that meet business needs and deliver improved ROI

- Data Migration from legacy systems to a modern platform
- Modern Data Lake creation by re-engineering legacy data platform to translate, optimize, and transform business logic and Metadata
- Data Governance Framework Design for enhanced security, improved data quality, Master Data Management, and workflows
- Data Visualization to rationalize existing reporting landscape, enable self-service analytics and reporting, Semantic Layer and Cubes
- AI and Advanced Analytics integration to implement, manage and optimize statistical, non-traditional machine learning for predictive and prescriptive analytics

## Key Accelerators



## Microsoft Azure Expertise for Infrastructure Modernization

- 1 200+ Cloud Architects and Azure IaaS/PaaS experts
- 2 Certified Azure consultant with experience in Design, Build, Migration and Maintenance
- 3 Industry solutions portable on Microsoft Platform
- 4 Command Centre dashboards with Azure native tools and analytical models across CPG, Manufacturing, and Banking verticals



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## Our Proven Track Record



### European CPG Major Gains Business Advantage with Predictive Analytics

Our experts designed an end-to-end digital platform leveraging core MS Azure PaaS products and services to enable faster predictions for brand uplift. The solution delivered 10+ development spikes covering 103 user stories.



### US-based Home Shopping Network Integrates Data Sources on Azure

Our experts modernized the data ecosystem with a scalable ingestion service platform enabling analytics, BI, data science, and self-service capabilities. 170 ETL jobs and 17 TB of data successfully migrated from legacy systems including Netezza and Oracle to Microsoft Azure-based platform for a unified view of data and real-time analytics.



### Leading European Bank Reduces Time to Market by 40% with Data Modernization

Our experts modernized the legacy platform using open-source tools and service-oriented architecture including APIs and microservices for better data management, reducing ingestion time by 80%. The client could improve productivity and reduce cost with AI and ML-powered analytical capabilities for better business decisions.

#### About ITC Infotech

ITC Infotech is a leading global technology services and solutions provider, led by Business and Technology Consulting. ITC Infotech provides business-friendly solutions to help clients succeed and be future-ready, by seamlessly bringing together digital expertise, strong industry-specific alliances, and the unique ability to leverage deep domain expertise from ITC Group businesses. The company provides technology solutions and services to enterprises across industries such as Banking & Financial Services, Healthcare, Manufacturing, Consumer Goods, Travel and Hospitality, through a combination of traditional and newer business models, as a long-term sustainable partner.

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