Decision Moments

Diagnostic, predictive and prescriptive
analytics accelerate insights that improve over
time — using your existing investments

Speed is the big differentiator in business today – how quickly companies can gain new insights, make decisions, take action and arrive at outcomes. To realize the full advantage of digital transformation, organizations across industries are using analytics to achieve these insights from data that is constantly increasing in volume, velocity and variety. To gain a true competitive advantage, companies must find ways to accelerate the insight process and simplify technological complexity with data analytics tools that leverage existing investments.

For data analytics to drive greater growth, efficiency and innovation, businesses need to embrace big data by creating data lakes that can be analyzed by intelligent sense-and-respond systems. Business users across the organization, including sales, marketing, finance and human resources, need to make sense of large amounts of business data from multiple sources. Using data lakes and self-learning systems, companies can make fast, evidence-based decisions, deliver targeted digital solutions and surge ahead of competitors. While this is a useful realization, many companies are finding it challenging to achieve this on their own.

Mindtree's Decision Moments provides the data analytics platform organizations need to accelerate the insights required for today's high-speed business environments.

Mindtree
Welcome to possible

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Create More Value from Digital Transformation

Mindtree's Decision Moments is the first data analytics platform to apply continuous learning algorithms to large data pools, allowing businesses to uncover compelling insights that improve over time. This sense-and-respond system helps businesses create more value from their digital transformation.

Decision Moments helps companies quickly use a wide variety of data to discover and validate industry-specific business problems that can improve business outcomes across the organization:

Personalization	Decision Moments improves customer retention, cross-sell and up-sell efforts and customer lifetime value.	
Sales and Marketing	Decision Moments allows for more accurate revenue projections, forecasting, marketing mix, campaign effectiveness measures and new product development.	
Business Efficiency	Decision Moments enables preventive maintenance to limit or stop unnecessary downtime, and deliver more effective fraud detection and supply chain optimization.	

What sets Decision Moments apart from other platforms is that it provides a nimble, agile and customizable data intelligence platform that simplifies technological complexity by easily adapting to fit the requirements of your organization's existing data analytics investment. And it's also flexible enough to modify in response to changes in the market, technologies or business needs.

To reduce development time in order to make delivery fast and easy, the API-driven and visualization-led solution uses pre-built technology components designed to optimize big data programs.

Accelerate Decision Making and Jumpstart Analytics with Industry-Specific Algorithms

Want to improve your data-driven decision making process? Decision Moments delivers the intelligent features and functionality your business needs to accelerate data analytics capabilities and drive better outcomes. The platform includes industry-specific analytical apps that make it easy to rapidly build analytic prototypes. It speeds decision making by ingesting heterogeneous data sources into a business data lake and enabling self-service that allows business users to manage that information using meta data.

Need improved data governance? Decision Moments audits all ingested, incoming data and provides dashboards so your analytics team can verify compliance and simplify management. With infinite data fan-in and fan-out, the platform delivers efficient storage capabilities as well as linear scalability for data producers and consumers

If you want to enable diagnostic, predictive and prescriptive analytics across business functions, Decision Moments includes more than 20 industry-specific machine-learning algorithms based on deep learning techniques.

What this means for your business is that the solution allows you to use clustering and regression analysis to gain insights into customer perceptions, behaviors and experiences. What's more, with Decision Moments you'll not only learn more about your customers and forecast possibilities, but what actions your organization can take to seize an opportunity.

But that's not all. By leveraging deep learning techniques like image recognition and text mining, Decision Moments can also help to automate customer service operations and conversational bots to improve efficiency. And using collaborative filtering, the solution can even recommend the next product launch that is most likely to succeed.

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Leverage Comprehensive Business Apps, Prepopulated Data Sets and Prebuilt Components

Success doesn't just go to the fastest – it also goes to the best equipped. Decision Moments allows you to leverage 25 business apps across retail, consumer goods, travel, banking and insurance industries. And its 100 prebuilt data sets let you accelerate time-to-insight and solve industry-specific problems so you can make faster, better decisions. These apps are omnichannel-ready and API-driven for a consistent experience, and constructed using a reactive paradigm to automatically produce changes through the data flow, enable resilience and further enhance the user experience.

In addition to industry-specific business apps, the solution provides built-in self-service business intelligence (BI) and visualization capabilities to speed processes and decision making. The solution keeps your consumer and enterprise data protected with the robust security of the CIA Triad for confidentiality, integrity and availability.

Big data can be big trouble if it's not managed correctly. To streamline big data projects, Decision Moments offers access to a design store with 35 prebuilt technology components for big data programs. These components help you deliver security and cross-tenant data isolation while improving availability for business users. Prebuilt components also accelerate insight generation by providing DevOps and automation for big data applications and a unified API interface that supports polyglot data management.
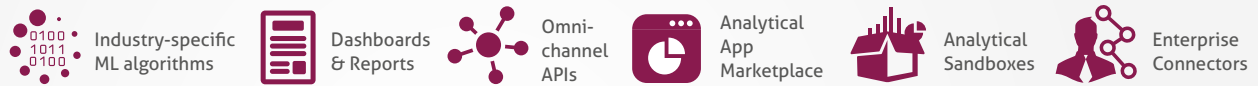
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Building blocks that enable Decision Moments to deliver insights at the speed of data.

| Customer Facing Apps | Product Recommendation | Customer Retention | Customer Life Time Value | Campaign Effectiveness | Market Mix Modelling | Sales Forecasting | Preventive Maintenance | Fraud Detection | Community Engagement |

| Key Features | Industry-specific ML algorithms | Dashboards & Reports | Omni-channel APIs | Analytical App Marketplace | Analytical Sandboxes | Enterprise Connectors |

Micro services enabled API Layer

| Reusable Components | Polyglot Data Ingestion | Metadata Management | Dashboard Templates | Decision Engine | Polyglot Data Storage | Data Security & Governance | Auditing | Multi-tenancy |

| Big Data Environment | Microsoft Azure — Azure Big Data PaaS Offerings | Hadoop | Spark | R | noSQL |

| Cloud | Microsoft Azure |

Combine Cloud-Native Solution with Powerful Modeling Sandbox

To gain the full value and cost savings of a data analytics platform, it needs to be in the best cloud environment – one that is global and supported by the best technology. Decision Moments is powered by Microsoft® Azure® services, including the Cortana® Intelligence Suite, in a cloud-native solution.

Decision Moments provides the right mix of Platform as a Service (PaaS) and Infrastructure as a Service (IaaS) to deliver the speed and flexibility that companies need to outpace their competitors. Organizations can use Decision Moments to build Analytics as a Service (AaaS) for ease of integration with big data ecosystems and consistently generate insights from the Internet of Things (IoT) and big data.

Decision Moments also gives your teams a powerful modeling sandbox to explore opportunities and collaborate with colleagues. This means users can create analytics sandboxes to discover previously unknown knowledge from existing data – and validate new insights before investing and acting upon prospective opportunities.

Sandboxing also allows organizations to assess the performance and security of the big data tool set within the broader and existing technology landscape to identify the right mix for your organization. With powerful modeling sandbox, your organization can perform rapid exploratory data analysis to measure data quality and build analytics models to solve your business problems.

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Industry Use Cases

Decision Moments provides industry-specific, self-learning algorithms to drive faster, better decision making across a wide range of industries and organizations. Here are some use case examples that demonstrate the solution's capabilities in insurance, consumer packaged goods (CPG) and the travel industry.

Insurance

Calculating insurance premiums for properties and identifying associated risk patterns is becoming increasingly complex, making traditional methods for determining insurance premiums ineffective. To remain competitive, insurance companies need quick and precise data-driven insights to accelerate insurance premium calculations.

Decision Moments provides an IoT-enabled solution that employs sensors to monitor industrial properties and help prevent or proactively contain damages. The solution uses predictive modeling based on temperature, pressure, voltage, etc. from sensors and generates premiums scores based on associated risks.

See these Decision Moments capabilities for banking and insurance companies: Identify cross-sell opportunities, customer churn retention, telematics insurance risk and premiums, insurance fraud predictive modeling, IoT-based device risk and property insurance premium calculation, claim reserve monitoring, brand and home equity analysis, loan propensity modeling, survival analysis and next best product analysis.

Consumer Packaged Goods

Today's consumers use smart devices to stay connected and informed. As a result, they are more discerning than ever when it comes to the product and service experience. As the world moves toward hyper personalization, CPG companies need a better understanding of customer online and offline behavior to meet expectations and improve brand loyalty.

See these Decision Moments capabilities for CPG and retail companies: Perform integrated campaign analytics, market mix modeling, campaign effectiveness and analytics using social media, cross-sell and width pack analysis, collaborative filtering and market basket analysis.

Travel

When preparing for a trip, travelers typically look for information about the best route to their destination, weather conditions, locations of restaurants, events around places they visit and other details that will help them prepare for their journey. Without a single source for this travel information, users must move from app to app to get the required information. Companies need an intelligent, data science platform that can recommend restaurants, endorse events and plan routes based on weather and traffic. This will enable companies to provide concierge service to travelers and build brand advocates.

See these Decision Moments capabilities for travel companies: Gather and process all relevant information including enterprise data, partner data, and external datasets to suggest real-time actions, such as traveler personalization and recommend restaurants based on sentiment analysis.

Use Analytics Speed, Simplicity and Flexibility to Ensure Success

As the saying goes, today more than ever, time is money. The quicker you can access and analyze your data, the faster you will gain insights, make decisions, take action and arrive at outcomes in this high- velocity environment. By creating big data lakes and using cognitive computing, you can get the kind of speedy, evidence-based decision making that differentiates winners from losers.

Mindtree's Decision Moments lets you discover insights for specific industry and business problems, while using your existing data analytics investments to simplify technological complexity. The solution provides your key decision makers with the platform they need to make sense of large amounts of data from multiple sources.

With diagnostic, predictive and prescriptive analytic capabilities at your fingertips, your organization can make rapid, strategic and operational decisions, deliver targeted digital solutions and gain the full value of your company's digital transformation.

Get a free consultation on *Decision Moments*