

# Digital Analytics

## Next Generation Platforms and Analytic Services for Modern Enterprises

Our Digital Analytics Practice helps customers transform their analytic environments – or even explore advanced analytic methods in pursuit of competitive differentiation. Our core practice offerings address common digital analytics themes by applying advanced technology, science and delivery to next-generation analytics platforms. Our experts help you navigate the rapidly evolving ecosystem of analytic and visualization tools, strategies and providers, and apply them based on your business objectives and technical requirements.

### Full-Suite Offerings for Analytics in the Digital Age

#### Analytics Platform Modernization *Lift & Shift*

Big Data is a method for collecting large volumes of data from a variety of sources to analyze and make better-informed decisions at a high velocity.

Modern analytics platform solutions better handle large multi-source data, complex datasets, streaming devices or all three.

#### Data Production Optimization *DataOps*

DataOps is the practice of operationalizing data delivery through automation and self-service across the entire Big Data analytics service lifecycle.

DataOps is the holistic recipe for shifting more resource capacity from data management to differentiating innovation

#### Advanced Analytics *AI. IoT. ML*

Advanced analytics goes beyond descriptive reporting to generate new information, recognize patterns, and predict outcomes and probabilities.

Predictive analytics has endless use cases in the digital and IoT era, focusing on the identification of future events and values with their respective probabilities.

#### Integrated Intelligence *Insight-to-Action*

Single front-end BI tools aren't adequate for delivering data insights to diverse audience types. Greater access to data is creating information overload. Action isn't clear.

Integrated intelligence is a delivery strategy to expose an array of enterprise visualizations, managed alerts and KPIs using the right push mechanisms or even a single portal to present analytics from multiple tools.

#### How We Deliver Solutions

Our Digital Analytics Practice offerings are delivered through successive stages to total transformation: Discovery Workshop, Envisioning, Design, Build, Launch and Optimize.

In our envisioning engagement, we begin by aligning technical and business requirements to strategic priorities and progress through stages that ultimately teach your team to scale and support the use case we design. This approach mitigates implementation risks, reduces time to full production, and raises the bar for innovation delivery.

