

India, January 19, 2015

[Mphasis](#), a leading IT services provider, today announced its partnership with [Aureus Analytics](#) to bring advanced predictive analytics and big data solutions to insurance and banking players. Under the partnership, Aureus' comprehensive big data and analytics capabilities will complement Mphasis' established customer base in Insurance and Banking space thus creating a huge potential for value add to end customers.

The new solutions will focus on Customer Management, Risk and Operations and boost efficiencies by rapidly unifying data, construct complex analytics and manage business critical issues to make the right decision. The problem specific products and Big Data-ready platform will support speedy insights at the point of decision by leveraging massive internal and external data sets.

The banking and insurance industries are embarking on a multichannel customer experience transformation globally. The collaboration will allow tracking starting with Business Key Performance Indicators (KPIs) all the way to operational and Information Technology KPIs. By bringing analytics where they are needed the most, Mphasis, together with Aureus Analytics will help revolutionize the industry and deliver better service to customers and better results to companies.

"Mphasis' grip in the Indian insurance market is quite strong. Our strong reach coupled with Aureus' innovative Big Data driven predictive analytics solutions will make outcome based business models a reality. With this partnership we look at driving a culture of data driven decision making because of timely availability of information to people who make decisions or interact with customers" says, **Elango R Chief Human Resources Officer and Head Emerging Geographies Business Unit, Mphasis**.

"The impact of Big Data analytics is significantly higher if made available at the point of decision. Our aim is to make this possible and bring the power into the hands of business users in an easy and seamless manner over the cloud. Our products and platform will support Mphasis by bringing efficiency, reliability and predictability of outcomes. The partnership will further strengthen its customers' experiences thus increasing the rate of customer acquisition, retention and operations." said **Ashish Tanna, COO and Co-Founder at Aureus Analytics**

Aureus Analytics has a Big Data-ready platform called Aureus Statistical Analytics Platform (ASAP) and a suite of industry and problem specific predictive analytics products- Aureus Persistency Analytics (AUPERA) and Aureus Customer Analytics (AUCUA). Its solutions bring power to the decision makers and practitioners by enabling analytics at the point of decision.

Aureus Analytics bridges the interpretation gap between multi-dimensional data and actionable insights to help businesses leverage the power of its most important asset- their Data. Aureus brings together the four essential pillars that are required for a successful Big Data Analytics solution – Deep Domain Skills, Big Data Capabilities, Data Sciences skills and Analytics expertise.

With Mphasis' customer base spread across the globe, this partnership will deliver solutions that will catalyze quick decision making, reduce operational inefficiencies and boost bottom lines for all insurance players.

About Aureus Analytics

Aureus Analytics is a provider of industry specific Big Data and Analytics solutions. Its products and platform empower actionable insights at the point of decision. Aureus is headquartered in Singapore and has a development center in Mumbai, India. Read more at www.aureusanalytics.com

Our Social Media Channels:

Facebook: <https://www.facebook.com/aureusanalytics>

Twitter: <https://twitter.com/AureusAnalytics>

LinkedIn: <https://www.linkedin.com/company/aureus-analytics>

YouTube: <https://www.youtube.com/user/aureusanalytics>

About Mphasis

Mphasis (an HP Company) enables chosen customers to meet the demands of an evolving market place. Mphasis fuels this by combining superior human capital with cutting edge solutions in hyper-specialized areas. Contact with us on www.mphasis.com

Our Social Media Channels:

Facebook: <https://www.facebook.com/MphasisOfficial>

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