



BigDecisions™ - New Approach to Information Management and Analytics

Since the very beginning, the role of Enterprise Analytics (EA) has been to enable effective decision-making. Even in the wake of radical business and technological changes such as the speed of business, regulations, digitization, big data, smart machines, social matrix, etc., the underlying principle and the end objective still remains the same. So, what does this mean for Information Management and Analytics now and future? Despite all these changes bringing in newer contexts and perspectives to look at available information, the role of EA is still the same, the only difference being how available information is being handled and brought in for business consumption. It is not a battle of principles, rather an endeavor to go beyond traditional boundaries and be future ready!

A New Beginning

The flux in the information management and analytics space warrants a new approach to how decisions are made, and this approach should only be limited by the current technological boundaries.

In order to stay competitive, businesses need sophisticated BI and Analytics that leverages all available information. The reality on the ground also warrants judicious selection of technology with reasonable maintenance and nimble arrangements that are able to cope with the dynamic business demands. **Cognizant BigDecisions™ Business Solutions Platform** will enable you to address the specific needs related to the changing dynamics of EA.

BigDecisions Business Solutions Platform

Cognizant BigDecisions Business Solutions Platform comprises of:

- **Relevant Business Apps** that are intuitive, business process aligned and offer bite-size BI and Analytics.
- **Robust Core Platform** that is capable of acquiring, managing, and using Universal Data.
- **Rapid Value Delivery**, a flexible, agile and economical implementation path.

The above mentioned components enable organizations to:

- Start analyzing and monitoring specific business functions in 4-6 weeks.
- On-board any new information source for use in 5-8 weeks.
- Provide infrastructure flexibility through various deployment options.
- Adopt tried and tested technological selections and combinations.
- Realize business value across a library of assets per business process.

- Reduce uncertainties on realization time and cost parameters.

Future Ready, Right Now

Operating within the constraints of today's business realities and transforming the information systems to future information assets needs a new 'platform' oriented mindset. With a robust, agile and industrialized information delivery platform, business users will be empowered with intuitive and self-service analytic apps that will help generate actionable insights and foresights.

A modular "Platform" based approach away from isolated point-solutions

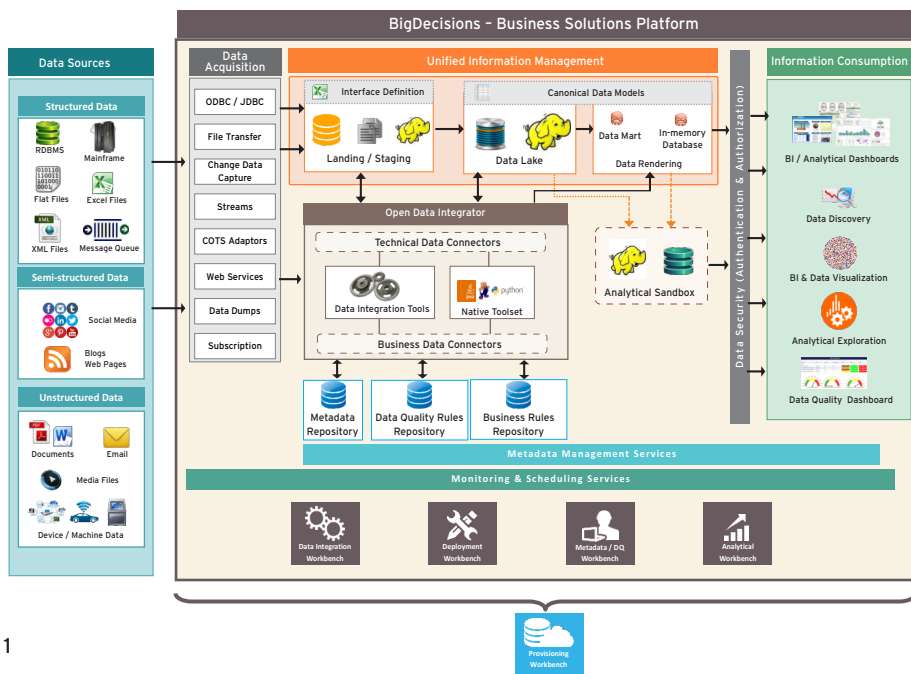


Figure 1

About Cognizant Enterprise Analytics

Cognizant Enterprise Analytics drive tangible business benefits to every customer and shifts analytics from being cost centers to revenue centers. We future-proof visionary businesses by combining in-depth domain expertise with analytics and information management best practices that help clients optimize decisions and results. Enterprise Analytics is committed to helping clients run better through a range of integrated analytics and enterprise performance management services and solutions. We help clients run differently by grounding our services and solutions in foundational components including mobility, cloud, big data and smart data. Our end-to-end blend of business and technology solutions already reflects the future of analytics, and enables us to create transformational value through innovation and agility.

For more information please send an e-mail to our global team at inquiry@cognizant.com or visit our Web site at <http://www.cognizant.com/enterpriseanalytics/big-data>



World Headquarters
 500 Frank W. Burr Blvd.
 Teaneck, NJ 07666 USA
 Phone: +1 201 801 0233
 Fax: +1 201 801 0243
 Toll Free: +1 888 937
 Email: inquiry@cognizant.com

European Headquarters
 1 Kingdom Street
 Paddington Central
 London, W26BD UK
 Phone: +44 (0) 207 297 7600
 Fax: +44 (0) 207 121 0102
 Email: infouk@cognizant.com

India Operations Headquarters
 #5/535, Old Mahabalipuram Road
 Okkiyam Pettai, Thoraipakkam
 Chennai, 600 096 India
 Phone: +91 (0) 44 4209 6000
 Fax: +91 (0) 44 4209 6060
 Email: inquiryindia@cognizant.com