



WHITEPAPER

UNLOCK BUSINESS VALUE THROUGH THE COMBINATION OF ANALYTICS AND ARTIFICIAL INTELLIGENCE

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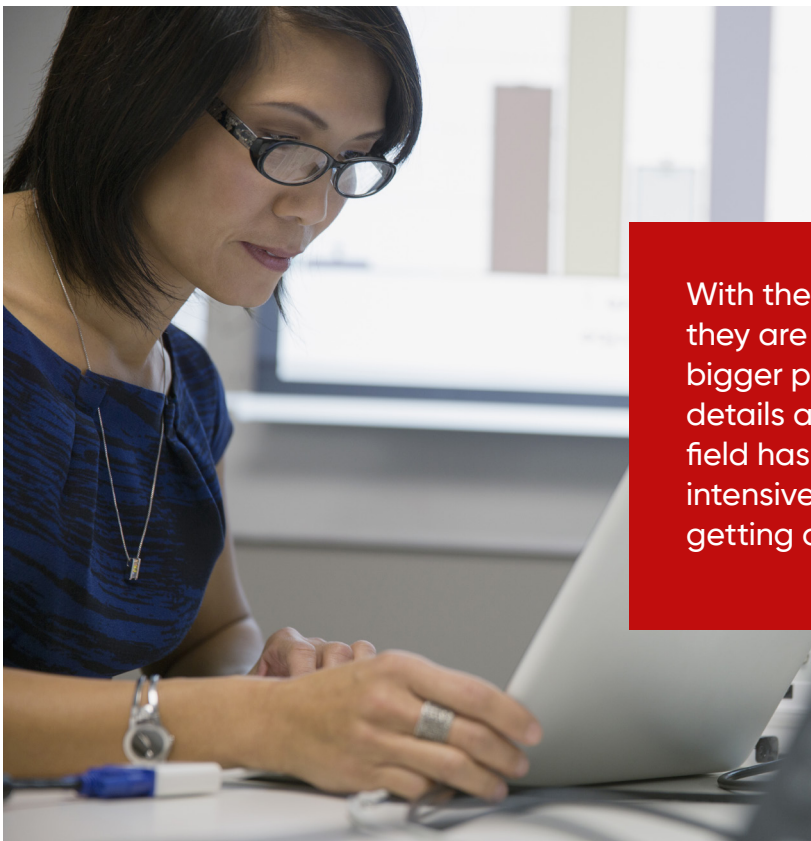
ABSTRACT

Artificial Intelligence (AI) powered Analytics is taking data management to the next level for almost all industry sectors without having to rely on technical staff or data scientists. Technology is helping create blue ocean opportunities amidst red ocean realities.



INTRODUCTION

The field of Analytics has come a long way from simple slicing and dicing of structured data stored in data warehouses using Data Warehousing and Business Intelligence principles. Today, enterprises are seeking new ways to delve into their unstructured data recesses as well as streaming data with the help of high end technologies such as AI-powered Analytics. These technologies are helping enterprises relate to their usually untapped data and monetize it to create business value.



With the help of these technologies, they are able to understand the bigger picture as well as find finer details and utilize the findings. The field has found huge value in data-intensive industries and is widely getting accepted due to the sheer

PROBLEM STATEMENT



Staying competitive and turning around the business quickly has become a challenge for enterprises amidst red ocean business scenarios. Having macro as well as micro-level insights with respect to the bigger picture at the right time and the right place are becoming business imperatives.

SOLUTION

Almost 80% of data that gets generated today is in unstructured format, which is perceived to be of no value. This includes the regular spreadsheets, documents, pdf formats as well as journals, metadata, telephone records, audio, video, analogue data, images, etc. AI-powered Analytics helps enterprises to utilize this data and unlock tremendous business value. The intelligent use of this data, which previously remained unreachable, improves the way enterprises interact within their business landscapes. It improves the speed, accuracy, and productivity giving way to plethora of opportunities in an agile environment.

helps enterprises get a hold on modern day data management through the strategic convergence of data quality principles, cloud, and AI to derive highly specific insights that are both transparent and explainable. With AI, analysis of high volume unstructured data is done within minutes. This combination helps business users to easily and efficiently deal with data themselves and perform high value analytics for faster and better decision making without the help of technical staff.

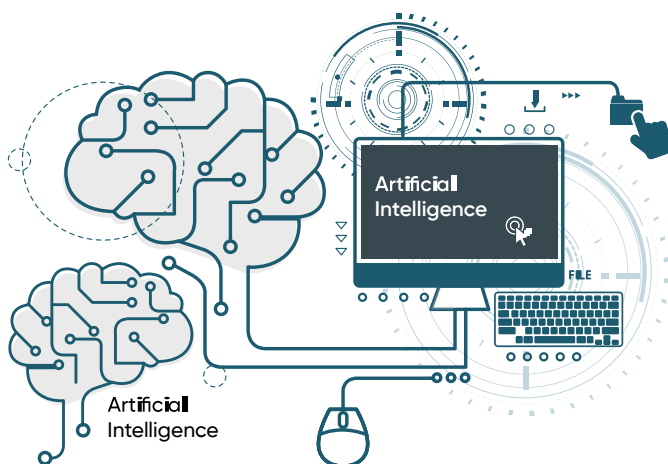
The hybrid technology embraces a multi-source, multi-cloud architecture and helps enterprises transform highly complex unstructured data sets into meaningful information in a flexible yet high speed, high volume, and high variety environment. Fast analytical engines powered by tremendous compute power assist in managing the entire orchestra with a top level business objective of monetizing data, converting it into a profit centre, and unlocking value.

BUSINESS VALUE OF THE AUGMENTED TECHNOLOGY

- 01** Allows to make a paradigm shift from Big Data to All Data and develop solutions around customer needs by reinventing and accelerating processes, innovating on a cutting edge, and rebuilding business models
- 02** Steps-up Self-Service Analytics and helps business users to analyze unstructured data in a highly flexible manner in near real-time providing better analysis of business scenarios
- 03** Offers a compelling experience to business users to make quick decisions based on unstructured data without engaging either data scientists or technical staff
- 04** Integrates voluminous data from different business services and data sources using a single platform that provides decision makers a better visibility of the macro-level as well as the micro-level picture
- 05** Helps business users to be highly creative in discovering and utilizing business insights and address an impending threat or emerging opportunity/revenue stream
- 06** Assists in identifying patterns, forecasting and predicting scenarios through a vast array of diverse data sets
- 07** Helps achieve a state of data democratization such that business users access and utilize role-based information, not just plain data, without any human intervention
- 08** Helps to analyze multi-variate operations spread across geographies, reduce complexities, control costs, eliminate false positives, and improve compliance

HOW IT IS POPULARLY DONE

The market has innovative Analytics and Pattern Mining platforms, which provide Deep Analytics and are highly intuitive and interactive. They accelerate data correlation by extracting information from multiple individual systems and graphically highlight the associations between seemingly unrelated entities.



They can decipher sentiment while quickly decoding patterns – an acute simplification of a complex procedure, which otherwise takes months to identify a single pattern using conventional methods.

These platforms are capable of continuous self-optimization by analysis of emerging patterns to understand things beyond human cognition. Having a highly accurate and precise Human Data Interface, the platforms are capable of amplifying human intelligence.

The versatile and technology-agnostic platforms also help to blend synergies from various mediums such as social media, mobile/telephone records, documents, pdfs, emails, etc. to provide a holistic picture of events and a 360 degree analysis of entities. The views and patterns are highly explainable and traceable to the supporting documents as well as their summaries thus providing complete transparency to business users.

The platforms are built using AI along with layers of other cutting edge technologies, such as Pattern Mining, Artificial Intelligence, Machine Learning, Robotics, Optical Character Recognition, and Natural Language Processing. A flexible BI framework is used to form the dashboarding interface. The fast analytics engine steps-up analysis of petabytes of data and the visual dashboards facilitate quick understanding of relationships between entities. The robust platform is capable of expediting days' worth of data correlation effort to a few minutes.

Use Cases:

- 1 Monitor key communication nodes in a fast-paced, data-backed environment and create alerts about entities and their activities that come under the purview of anti-social activity
- 2 Tap into huge amount of data generated at the enterprise level every milli-second, analyze patterns, and identify potentially fraudulent transactions and prevent recurrence
- 3 Scrutinize high amounts of data to support Anti-Money Laundering bill and reduce false positives and thereby reduce procedural costs and fast track regulatory compliances
- 4 Examine vibration records of rail tracks and heavy machinery and diagnose problems early on through predictive maintenance to avoid high cost repair work
- 5 Digitize, analyze, and monitor voluminous records for internal/external audit and arrive at clear patterns and outliers, which can be drilled further to find related digital assets in summarized as well as long form
- 6 Monitor high volumes of banking data to trace and track Non-Performing Assets early in the lifecycle to avoid heavy business losses

CONCLUSIONS



AI-powered Analytics is helping enterprises seamlessly analyze All Data to discover business insights towards addressing threats and business opportunities. The augmented technology helps enterprises go beyond analytics of regular structured data to high value analytics of highly unstructured data. The near real-time analysis of data is helping them to unlock business value and take the data management concept to the next level at the same time creating new revenue streams through data monetization.

ABOUT DATAMATICS

Datamatics provides intelligent solutions for data-driven businesses to increase productivity and enhance the customer experience. With a complete digital approach, Datamatics portfolio spans across Information Technology Services, Business Process Management, Engineering Services and Big Data & Analytics all powered by Artificial Intelligence.

It has established products in Robotic Process Automation, Intelligent Document Processing, Business Intelligence and Automated Fare Collection.

Datamatics services global customers across Banking, Financial Services, Insurance, Healthcare, Manufacturing, International Organizations, and Media & Publishing.

The Company has presence across 4 continents with major delivery centers in the USA, India, and Philippines. To know more about Datamatics, visit www.datamatics.com

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