

Advanced Analytics and Data Science

White Paper



Time to rethink your data strategy!

Organizations are building capabilities to preempt possible contingencies, and Advanced Analytics and Data Science (AADS) have been the key enablers in that transformation. In fact, Data and Analytics will not see any degrowth and quickly scale-up post-COVID as a key technology enabler. The ongoing pandemic and business impacts associated with it have made organizations realize the value of structured and unstructured data and the business benefits that can be derived from its analysis and visualization.

\$122 Bn

Forecasted size of Global Enterprise Data Engineering Market by 2025
– ReportLinker

\$19.20 Bn

Forecasted size of Data Visualization Market by 2027
– Fortune Business Insight

\$104.1 Bn

By 2022, worldwide spending on data and analytics software will reach \$104.1 billion"
– Gartner

150 zettabytes

Over 150 zettabytes of data will need analysis by 2025
– Forbes

50%

Approx. 50% of CX execs say that data silos are hurting their digital CX initiatives
– Industry sources

CAGR 33.1%

Global AI market to grow at CAGR 33.1% between 2019 and 2026, primarily driven by rising adoption of cloud services
– Industry sources

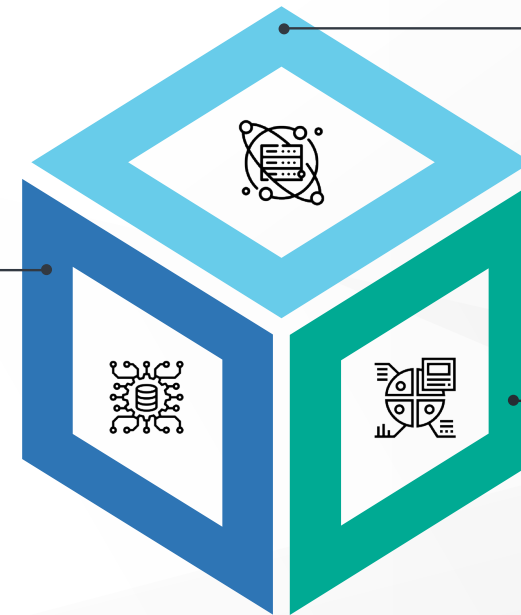


Advanced Analytics and Data Science- a 360° approach

With the right blend of capabilities and technology, Zensar can leverage Advanced Analytics and Data Science to help your organization achieve digital success. We use a multi-pronged strategy to address key Data and Analytics market trends through our services and solutions.

Data Engineering

Derive maximum value from all data assets structured or unstructured, using our skills and accelerators



Data Science and Applied AI

Improve customer and employee experience and transform business operations using using AI techniques and advanced machine learning algorithms

Data Visualization

Comprehensive and integrated view of all operations and processes with precise KPIs to empower business users with effective decision-making through intuitive storytelling

Technological Alliances | Services and Solutions



Our Offerings

Value Proposition

- Seamless product discovery; an integrated and personalized experience for customers
- Higher conversion rate in marketing campaigns with precise customer profiles and segments
- Automated monitoring of product quality with anomaly detection



Data Science and Applied AI

- Data Science as a service
- Advisory and architecture design
- AI/ML roadmap definition

- Fast track analytics adoption leveraging pre-built KPI frameworks
- Empower frontline teams with search and AI driven analytics
- Reduce cost per report with report rationalization and governance



Data Visualization

- Advisory and architecture design
- Data preparation and KPI identification
- Secure and intuitive data visualization

- Be future-ready with an enterprise data strategy
- Improved data security with data governance framework
- Reduced data Total Cost of Ownership with modern data landscape and management



Data Engineering

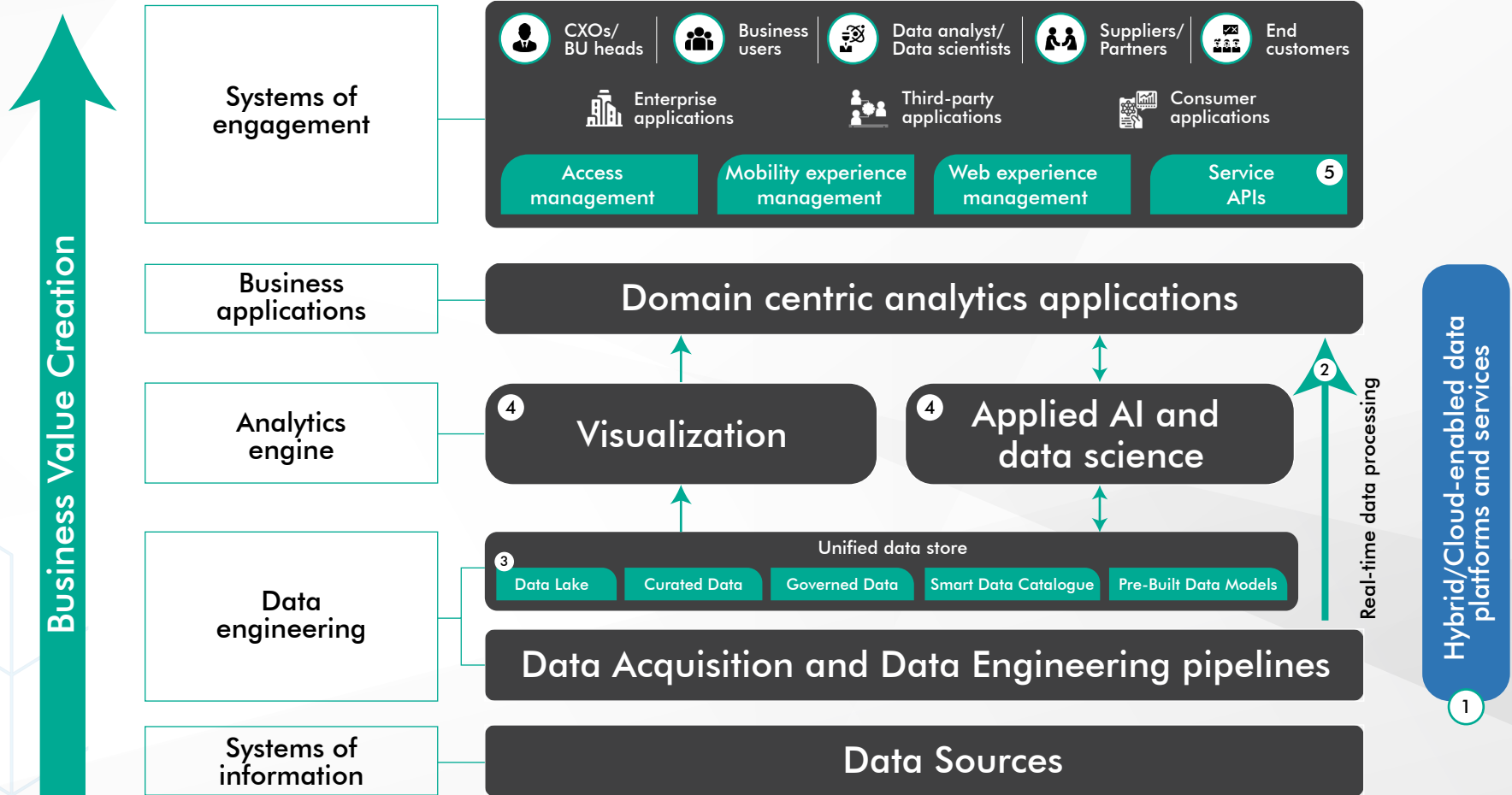
- Advisory and architecture design
- Enterprise data governance
- Data integration and transformation

Services



Drive Business Value through Data and Analytics

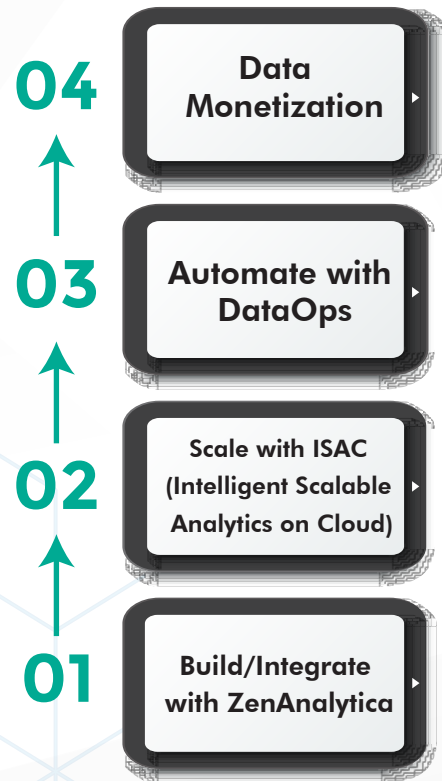
We follow the Data Science best practices and workflows and start by defining the business problem at the project's onset. We bring in the right stakeholders to the table, be it business leaders or data scientists. Once we have zeroed in on the problem, the right data sources are identified. After this, we help stakeholders analyze and derive insights by picking the right tools to handle the data's volume and veracity. All of this invariably leads to business value.





Solutions based on Data and Analytics maturity

Zensar's data-driven approach involves bringing together data from varied sources. It greatly improves the overall data quality and helps in plugging the missing gaps. The next step is migrating the data to the Cloud as it provides unlimited storage space, remote working, and, most importantly, an array of world-class analytics tools that are tough to build in-situ. We then improve the cycle time of retrieving data and conducting data analysis. This is important as faster-time-to-insights leads to a quicker realization of business value, especially in these times, when speed is of the essence.



- Our solutions towards a completely data-driven future
- **Automate** the **data value chain**
- Leverage the best of **Agile and DevOps in analytics**
- **Democratize** access to data
- Find the **right combination** of Cloud services
- Move **analytics to cloud** in no time
- **Adopt AI/ML** using proven methods
- Bring all **disparate data together**
- **Increase** the **accuracy** and effectiveness of insights
- **Expedite** business **decision-making**



~60% faster response to market trends



Enhanced agility with ~40% reduction in TCO



~30% improved RoI from data investments



Why Zensar?

Industry Recognitions



Innovator: Applied AI and Advanced Analytics Services 2020



Aspirant: Advanced Analytics & Insights Service 2020

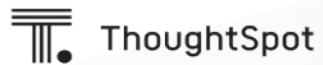


Mentioned in Gartner's Market Guide for Delivery of Managed Services Leveraging AI 2020



Market Navigator Report: Data Warehouse Solutions for P&C Insurers 2020

Alliances and Partnerships



Business Benefits



40% reduction in Total Cost of Ownership(TCO)



~23% reduction in operational cost



Improved data quality



Increased accuracy in insights



zensar

An  **RPG** Company

We conceptualize, build, and manage digital products through experience design, data engineering, and advanced analytics for over 200 leading companies. Our solutions leverage industry-leading platforms, and help clients be competitive, agile, and disruptive as they navigate transformational changes with velocity.

With headquarters in Pune, India, our 10,000+ associates work across 33 locations, including San Jose, Seattle, Princeton, Cape Town, London, Singapore, and Mexico City.

For more information please contact: marketing@zensar.com | www.zensar.com