LEVERAGE BIG DATA TO POWER AN INTELLIGENT ENTERPRISE

Embed intelligence in every process for your Enterprise
To take their business to the NEXT level, enterprises need to turn meaningful data driven insights into actionable results. They need to leverage real time Big Data to lead tomorrow.

DATANEXT delivers AI First Banking that enables you to personalize at-scale and deliver smarter omnichannel experiences. With DATANEXT, enterprises can enable rapid innovation, uncover high value, unrealized opportunities and boost revenues with lower costs.
AI First Banking for the Retail Customer

**Name:** Sonia  |  **Age:** 30 Years  |  **Occupation:** Working Professional

- **Seamless integration with nonbanking apps**
  
  Bank app recognizes Sonia's spending patterns and suggests coffee at nearby cafes.

- **Sonia uses smile-to-pay to initiate payment**

- **Analytics backed personalized offers**
  
  Sonia gets 2% off on health insurance premium based on her gym activity and sleep habits.

- **App offers money management and savings solutions, prioritize card payments**

- **Aggregated overview of daily activities**
  
  Sonia receives end-of-day overview of her activities, with augmented reality, and reminders to pay bills.

- **Savings and investment recommendations**

  Sonia receives integrated portfolio view and a set of actions with the potential to augmented returns.

- **Facial recognition for frictionless payment**

  Sonia receives personalized money management solutions.

**Intelligent  |  Personalized  |  Omnichannel  |  Banking and beyond Banking**
AI First Banking for the Corporate Customer

Name: John | Age: 40 Years | Occupation: Treasurer of a large Manufacturing Unit

Customized lending solutions
- John answers short questionnaire; app scans his facial moments.
- Firm is credited with funds after application approval
- Bank is integrated with client business management systems
- John gets a loan offer based on company projected cash flows

Seamless inventory and receivable management
- App suggests items to reorder, give visual reports on receivable management. John receives customize solutions for invoice discounting factoring etc.
- Integrated platform source suppliers and buyers
- John assisted in sourcing and selecting the right vendors and partners

Beyond banking support services
- John gets prefilled tax documents to review and approve; files with a single click
- Serviced by ab AI-powered virtual adviser
- An AI – powered virtual adviser resolves queries. John seeks professional advice on a lending offer

Intelligent | Personalized | Omnichannel | Banking and beyond Banking
Data Studio
Enable data engineers & scientists to prepare, enrich, blend, and clean data using 50+ built-in functions. With interactive visual interface data scientists can explore and chart data using inbuilt visualisation tools, and thereby curate accurate datasets. It helps right from data discovery, to data sampling to building of data pipelines required for AI modelling.

AI Studio
Leverage the power of Machine Learning technologies (Scikit-Learn, MLlib, XGboost, H2O etc.) in a visual UI. Build & optimize models in Python or R and integrate any external ML library through code APIs (Dato, Skytree, etc.). Marry Big Data with AI to enrich data, predict scores, get recommendations and work smarter. Using AI Studio AI, build and tune statistical as well as intelligent models to meet business requirements.

Campaign Studio
AI Powered engine that builds, modifies and manages campaigns in real time. Use intuitive visual designers with built in components to build and change campaign execution logic, process flows etc. End to end solution for goal driven campaign management, from setting up of program to defining goals, mapping budgets, expenses and more. Run parallel multi step, multi wave campaigns that share resources.

85% customers will demand “smarter” experiences, supporting autonomous behavior, by 2025.
Extract Actionable Insights from Big Data

Data Cloud
Enable enterprise wide data compliance and governance construct for administrators to manage and maintain various data programs across products and functions. Fetch data across multiple data in real time or use batch jobs. Data refresh and data retention can be defined at each data source level or at data cloud level itself.

Data System
Use ready data connectors to fetch real time data for conducting in-depth analysis. Create seamless end to end AI process journeys with configurable or third party connectors. Accelerate execution on a single platform.

Data Box
Prevent data lakes turning into data swamps by controlling access, enabling audit trail, while ensuring the right data is available to the right users. Auto update data to maintain data freshness. Enable users to create a data boxes themselves where they can model and test all scenarios by curating various datasets.

70% of organizations will shift to real time data, providing more accurate context for analytics, by 2025.
Data Model Designer
Pre-process big data to draw relationships between various systems and entities. Extract, transform and load databases from one database and place it into another database. Mine big data to transform the raw data in a useful and efficient format. Resolve relationships between multiple data tables and store in DATANEXT database.

Analytical Explorer
View data graphically, in a tabular form or in your preferred format. Design graphs and tables that will be used in data processes. Select multiple data sources and apply formatting to graphs such as legends, data labels, chart titles.

Dashboard Designer
Create intuitive, powerful data dashboard with zero coding through drag and drop visual designers and prebuilt dashboard themes, be it marketing dashboard, monitoring dashboard, opportunity dashboard and more.

Use Big Data in Your Own Way

80% of data and analytics innovations will use graph technologies, enabling rapid decision making across the enterprise, by 2025.
Working With Thought Leaders Globally

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