Data Discovery Platform
Accelerate your ‘Time-to-Insight’
Data deluge is posing greater challenges for enterprises that need quicker and better insights into markets, customers and their own internal processes to stay ahead of competition and to deliver sustainable business performance. As data sets get larger, one must be ready to cope with and build on the high volume and velocity of real-time structured and unstructured data in different formats.

**Data Discovery Platform (DDP)**

Data Discovery Platform (DDP) enables enterprises to integrate and manage this data, provide ‘analytics as a service’ – through its pre-built apps-based architecture, thereby generating actionable insights that lead to successful business outcomes.

DDP is an integrated platform capturing and managing data to generate actionable insights through advanced analytics offering price, performance and time benefits. It accelerates the ‘Time-to-Insight’ for an enterprise using pre-built industry apps thereby enabling faster decision making aided by advanced visualization.

DDP consolidates silo-ed data (structured, unstructured, external, internal) of an enterprise into a single integrated platform and uses agile methodology with short sprint durations to deliver quick insights. While doing this, it insulates the analytics platform from operational systems so that performance does not take a hit.

**Value Pillars Of Data Discovery Platform**

- **Simplifying Processes**
  - Consolidates silo-ed data across enterprise; ready-to-use infrastructure on Cloud

- **Optimizing Costs**
  - Built using Open Source; ‘pay-per-use’ and rent-based model

- **Transforming Business**
  - Uses agile methodology for quick insights; apps store model
Analytics’ Data Discovery Platform (DDP)

**Insights**
- Descriptive
- Predictive
- Prescriptive

**Benefits**
- Zero CAPEX
- Faster time-to-market
- Reduced TCO
- Flexible tech stack
- Vertical-specific Apps

**Powered by**
- Advanced visualizations
- Models & variables
- Accelerators & algorithms
- Vertical focused apps

**Accelerate Your ‘Time-to-Insight’**
Data Discovery Platform – Industry/Use-case Apps Driven Model

DDP’s applications are specific to a business problem and industry. The unique ‘pay-per-use’ model allows you to select apps from a pre-built repository that can be fully integrated to your workflow processes.

Ready-to-Use Apps Across Industries – an Indicative View

- Customer retention
- Pricing analytics
- Campaign analytics
- Brand analytics
- Operations analytics
- Social media analytics
- Cross-selling/next best offer
- Resource optimization
- Customer acquisition
- Text analytics
- Risk analytics
- Demand forecasting
- Promotion measurement
- Customer metrics measurement
- Market-mix modeling
Success Stories

US Retail Major
150% lift using customer level Next Best Offer at POS. An optimized blend of statistical model and business rules that helped formulate the right offer to the right customer at the right time through the right channel.

Leading Airline in Middle East
Data analytics on flights, aircrafts and their seat configuration led to 100% flight assignment with uniform aircraft utilization. Delivered minimum cost maintenance plan of all aircrafts with ZERO unplanned maintenance.

Pharma Major in Europe
MILP, Hybrid heuristic techniques applied to obtain the drug launch sequence and price for new drugs across globe with maximized global revenue and minimized business risk due to regulatory changes leading to 3% to 5% improvement in global revenue.

Australian Banking Major
Attrition model to understand the probability of an account getting closed due to external refinancing. Event sequence analysis was derived to understand sequence of the events that lead to customer attrition.
About Wipro Ltd.

Wipro Ltd. (NYSE:WIT) is a leading information technology, consulting and business process services company that delivers solutions to enable its clients do business better. Wipro delivers winning business outcomes through its deep industry experience and a 360 degree view of “Business through Technology.” By combining digital strategy, customer centric design, advanced analytics and product engineering approach, Wipro helps its clients create successful and adaptive businesses. A company recognized globally for its comprehensive portfolio of services, strong commitment to sustainability and good corporate citizenship, Wipro has a dedicated workforce of over 160,000, serving clients in 175+ cities across 6 continents.

For more information, please visit www.wipro.com
US Retail Major
150% lift using customer level Next Best Offer at POS
An optimized blend of statistical model and business rules that helped formulate the right offer to the right customer at the right time through the right channel

Leading Airline in Middle East
Data analytics on flights, aircrafts and their seat configuration led to 100% flight assignment with uniform aircraft utilization. Delivered minimum cost maintenance plan of all aircrafts with 20% unplanned maintenance.

Pharma Major in Europe
MILP Hybrid heuristic techniques applied to obtain the drug launch sequence and price for new drugs across globe with maximized global revenue and minimized business risk due to regulatory changes leading to 3% to 5% improvement in global revenue.

Australian Banking Major
Attrition model to understand the probability of an account getting closed due to external refinancing. Event sequence analysis was derived to understand sequences of the events that lead to customer attrition.

Pharma Major in Europe
Attribute model to understand the probability of an account getting closed due to external refinancing. Event sequence analysis was derived to understand sequences of the events that lead to customer attrition.

About Wipro Ltd.
Wipro Ltd. (NYSE:WIT) is a leading information technology, consulting and business process services company that delivers solutions to enable its clients do business better. Wipro delivers winning business outcomes through its deep industry experience and a 360 degree view of "Business through Technology." By combining digital strategy, customer-centric design, advanced analytics and product engineering approach, Wipro helps its clients create sustainable and adaptive enterprises. A company recognized globally for its comprehensive portfolio of services, strong commitment to sustainability and good corporate citizenship, Wipro has a dedicated workforce of over 160,000, serving clients in 175+ cities across 6 continents.

For more information, please visit www.wipro.com
Data deluge is posing greater challenges for enterprises that need quicker and better insights into markets, customers and their own internal processes to stay ahead of competition and deliver sustainable business performance. As data sets get larger, one must be ready to cope with and build on the high volume and velocity of real-time structured and unstructured data in different formats.

Data Discovery Platform (DDP)

Data Discovery Platform (DDP) enables enterprises to integrate and manage this data, provide analytics as a service – through its pre-built app-based architecture, thereby generating actionable insights that lead to successful business outcomes.

DDP is an integrated platform capturing and managing data to generate actionable insights through advanced analytics offering prices, performance and time benefits. It accelerates the “Time-to-Insight” for an enterprise using pre-built industry apps thereby enabling faster decision making aided by advanced visualization.

DDP consolidates silo-ed data (structured, unstructured, external, internal) of an enterprise into a single integrated platform and uses agile methodology with short sprint durations to deliver quick insights. While doing this, it isolates the analytics platform from operational systems so that performance does not take a hit.

Value Pillars Of Data Discovery Platform

- **Simplifying Processes**
  - Consolidates silo-ed data across enterprise, ready-to-use infrastructure on Cloud

- **Optimizing Costs**
  - Builds using Open Source, pay-per-use and rent-based model

- **Transforming Business**
  - Uses agile methodology for quick insights; app store model

**Benefits**

- 
  - **Faster time-to-market**
  - Reduced TCO
  - Flexible Tech stack
  - Vertical-specific apps

**Powered by**

- Advanced methodologies
- Predictive & prescriptive
- Artificial & algorithms
- Vertical focused apps

Accelerate Your “Time-to-Insight”

- **Customer Acquisition**
  - Customer acquisition
  - Test analytics
  - Risk analytics
  - Demand forecasting
  - Promotion measurement
  - Customer metrics measurement
  - Marketers modeling

- **Customer retention**
  - Pricing analytics
  - Campaign analytics
  - Brand analytics
  - Operations analytics
  - Social media analytics
  - Cross-selling
  - Best offer
  - Resource optimization

Ready-to-Use Apps Across Industries – an Indicative View