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# Your Guide to Responsible Data Foundation.

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databricks

# Are you ready to monetize this digital treasure?

Your business is interacting with customers, employees, suppliers and other stakeholders continuously across channels including applications, web, phone, email, chat and social media.

Each interaction is more than just a digital record. It is an opportunity to improve a process, understand a customer or create value for a stakeholder. The volume and variety of these interactions is growing at an enormous pace, creating both exciting opportunities and complex challenges.

Enterprises need to deliver personalized omnichannel experiences while respecting customer privacy. This ensures the security, consistency and accuracy of their data, while gaining trust by being transparent and creating value at a lower cost.

This e-book will lay out how Wipro & Databricks are helping enterprises globally manage this data deluge and successfully monetize their treasure.



**Srinivasaa HG**
Sr. VP & Global Head of Data, Analytics & AI, Wipro

Now, more than ever, enterprise organizations need open, governed and multi-cloud data foundations. Strong data foundations allow companies to rapidly evolve, develop comprehensive and robust AI strategies, and be ready for the future ahead. Partners like Wipro help customers maximise their investment, optimize for total cost of ownership and take control of their total data intelligence assets under management to drive their AI agenda.



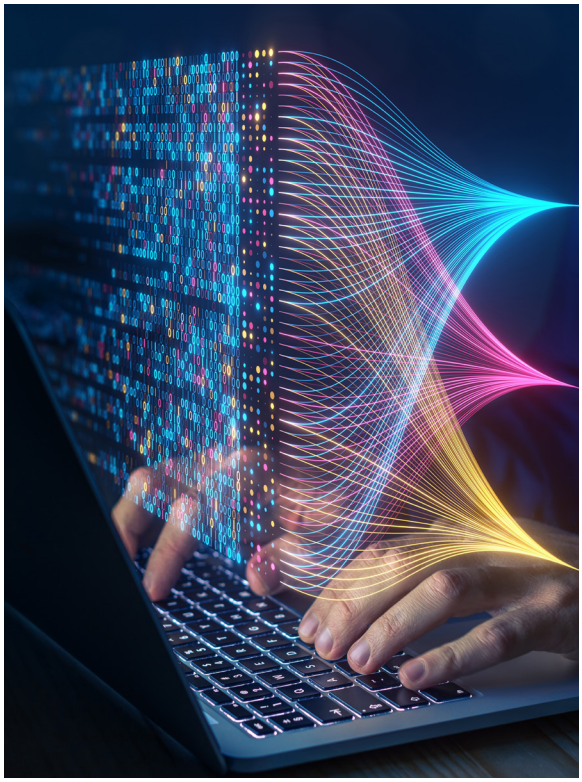
**Dael Williamson**
Field CTO, Databricks

> If you can manage and improve the quality of your data while considering ethical guidelines, complying with regulations, reducing bias and safeguarding against data breaches, you're already halfway there."

## Ensuring AI and GenAI are secure, ethical and trustworthy

**Responsible data foundation is more than just keeping sensitive information safe. It's about building trust across data and AI with all stakeholders.**

With developments in Artificial Intelligence (AI) and Generative AI (Gen AI) gaining ground every day, there's a lot of excitement when it comes to the potential it offers. As AI becomes more mainstream, it is imperative that organizations use the 'right' data to make the 'right' decisions during this transformation. Using the 'wrong' data can lead to incorrect decisions being made with far-reaching consequences, ranging from reputational damage to compliance fines and legal liabilities.



# The five core data challenges

Knowing what could get in the way, makes it easier to navigate. Having enough data is never the problem. As we've already identified, it's created whenever you perform a task during your regular business day. The real issue is identifying what's useful–and knowing how to use it.



**How Wipro enabled a healthcare tech leader to improve care for behavioral health patients:**

Wipro, using Databricks as a transformation and data processing engine, migrated a healthcare tech leader's historical and current data into a single platform that reduced data latency from 16 hours to 10 minutes—and with it, the time taken to give patients information from days to within one hour. Add in a 40% reduction in total cost of ownership, and Databricks' implementation has been a major success.

## Fragmented and siloed data

Legacy ecosystems full of disparate apps, formats, databases, structures and systems are often complex and difficult to manage—with valuable data scattered and stored separately.

This kind of inconsistent storage across systems and servers that don't talk to each other makes data harder to analyze.

These environments are also often costly to upgrade, which holds you back from unlocking the full potential of AI and machine learning.

- **But even upgrade costs pale in comparison to the annual global cost of $3.1 trillion in revenue and productivity lost to silos.**[1]

## Security threats

- **Between lost revenues, regulatory fines and more, the estimated cost of cybercrime is estimated to reach more than $15tr by 2029.**[2]

Keeping financial, customer and project data out of the hands of criminals and controlling data access to combat internal threats is a constant concern.

If you're not looking after your data properly, you're likely jeopardising sensitive information which can quickly erode customer trust—meaning they're less likely to do business with you in the future.

1 Source: JP Morgan
2 Source: Statista

## Data cleansing

Inaccurate, incomplete or biased data can lead to unreliable and flawed decision-making, especially when it comes to training AI systems.

- **Poor quality data can cost your business an average of $15 million every year, according to Gartner.**

- **Worse still, inefficiencies from incorrect data can lead to losses of up to 30% of annual revenue.**[3]

## Lack of governance

62% of businesses cite data governance as the biggest data-related obstacle getting in the way of their AI initiatives. This is likely due to the need to verify data quality to train AI on trusted information, as well as adhering to strict mandates on data privacy and security.

- **After all, over €5.88 billion (around $6.7 billion) in GDPR fines has been issued by regulators since 2018.**[4]

A lack of clear policies and procedures creates a cloud of confusion around process integrity and data security, hindering crucial responsibilities like making business-defining decisions, managing metadata and master data, sharing information with partners and gaining the trust of stakeholders

## High costs

Dealing with all these challenges—let alone resolving them—is no cheap feat: Siloed data wastes valuable resources and is expensive to connect; security breaches are renowned for their associated costs; decisions based on faulty data can set you back massively; and increasingly complex regulations open you up t o expensive fines if you're not compliant.

3 Source: Datavid
4 Source: Statista

# Responsible data foundation

## What's your plan?

Wipro and Databricks offer a unique approach to tackling these challenges by integrating Wipro's responsible delivery of 'Data to Value' solutions with Databricks' Data Intelligence Platform that is simple, open, and cloud-agnostic.

## The 5 As principle of Responsible Data

### 1 Availibility

The first principle is availability. This is all about making sure data, applications and systems are always there to support and train your AI ecosystem. This can be achieved through democratized, autonomous and economics-based data ecosystems that are provisioned by "on-demand" services.

### 2 Authenticity

The second principle is authenticity. Trusted data can be ensured in several ways: using intelligent systems that guarantee data quality; securing it with encryption, access controls and real-time monitoring; governing it by removing silos and implementing clear policies for management and regulations such as GDPR, HIPAA or CCPA; and increasing transparency and observability with a focus on and openness and traceability.

### 3 Adoption

The third principle is adoption. There's no use investing in AI if it isn't used. You need to incentivize users to engage with your ecosystem with personalization, self-service, and augmented analytics that inform how to encourage usage.

## 4 Awareness

The fourth principle is awareness—ensuring clear knowledge of what is available. The most common practices here involve integrating silos into one data lake, deploying knowledge-based data addition, and harnessing information governance to keep track of your data.

## 5 Augmentation

The fifth and final principle is augmentation. In other words, enhancing the input of data with intelligence-based data integration, self-learning, and a collaborative approach that ensures quality and consistency.



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**How Wipro leveraged Databricks to improve delivery rates and increase efficiencies for a global logistics leader:**

Wipro worked with for a global logistics leader to create a data platform that manages the real-time handling of over 40 million scans and images to ensure the availability and accuracy of data support, as well as supporting prediction for smooth deliveries.

## Every business needs a plan for what it's doing with its data. Responsible data management with Wipro and Databricks helps support and keeps data:

**1 Secure**

Keeps the information you collect under lock and key from unauthorized access.

**2 Ethical**

Make sure that what you collect is used in the way you say it will be and follows data privacy laws.

**3 Trustworthy**

Keeps what you have clean, consistent and reliable, so others can analyse and use it in good faith.

Our Responsible Data Foundation is built on the principles of data governance, security and the removal of data silos.

## Wipro and Databricks collaborate to build a responsible data foundation

By enabling our customers with industry-leading Databricks Data Intelligence Platform built on lakehouse architecture, Wipro accelerates a smarter data supply chain that is agile, scalable, resilient, secure and delivers reliable data for data consumption needs of the business.

Combining the best elements of data lakes and data warehouses, it eliminates silos and helps reduce costs and deliver on your data and AI initiatives faster. This open data platform strategy along with robust AI/ML features is the pillar of building a stable foundation.

**Wipro has made significant investments in four key areas to accelerate Databricks deployments:**

1. Modernization with Wipro Data Intelligence Suite (WDIS)
2. Transformation with Unity Catalog (UC) enabled by WDIS
3. Acceleration of GenAI journeys with Wipro Enterprise Generative AI Studio (WeGA)
4. Realize business value faster with Industry Business Solutions (IBS)



## WDIS

**Saves 40% effort on cost and effort in migrating legacy DW, Hadoop and ETL systems to Databricks**

- Focuses on modernizing legacy data estates, including data stores, data pipelines and visualizations to Databricks Data Intelligence platform, powered by a set of low-code/ no-code, AI/ML-infused accelerators, enabling end-to-end automation of the cloud transformation journey covering assessment/ discovery of legacy platforms to devise a plan/strategy to migrating legacy workloads to finally monitor and operationalize them in hyperscaler platforms.
- The WDIS-powered Databricks Unity Catalog solution enables comprehensive assessments, seamless upgrade, validation, and administration of Hive Metastore assets to the Unity Catalog in Databricks.

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**How Wipro is using Databricks to help a global energy leader to meet its sustainability goals and reduce emissions**

A global energy leader is on a journey to build a future of sustainable energy and reduce its own primary greenhouse gas emissions by 20% for 2030 and 100% for 2050. It chose Wipro to help track and report these emissions with an integrated solution that utilizes the Databricks architecture to manage its vast array of data. This includes raw data collection, validation and aggregation. Currently rolled out across three sites, it is already helping to track and report emissions while identifying further opportunities to reduce its greenhouse gas usage.

## WeGA

- Wipro patented GenAI studio addresses key issues in GenAI implementations such as reducing Hallucinations, increasing response accuracy with WeGA contextual Chunker, comparing LLMs with Quality Analyzer, increasing response speed by WeGA cache and other components.
- Databricks Data Intelligence Platform helps you build, deploy, evaluate and govern AI agents in one unified platform. It includes capabilities like Vector Search, AI Gateway, Model Serving, and Agent Framework which is integrated with WeGA accelerators to rapidly deploy Gen AI applications using pre-built agents for Document Processing, Image and Voice Analysis, Recommendation Engine, Sentiment Analysis, Contract Analysis etc.

## IBS

- Industry Business Solutions (IBS) extract deep insights from data and use sophisticated techniques such as visual sciences and storytelling to simplify interpretation and decision-making, assisting customers in accelerating data to the decisions value chain. for industry specific use cases such as banking, financial services, retail etc.
- For instance, Wipro's WealthAI solution based on Databricks Data Intelligence platform is hinged on a three-step strategy including establishing trusted data foundation, generating intelligent insights leveraging AI and ML and presenting the insights through custom dashboards to business.

# Bigger, better, stronger

## The benefits of responsible data foundation

By tackling the challenges your business might face with data collection and management, you'll quickly see a range of benefits.



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### How Wipro helped a telecom leader to increase revenue and customer satisfaction while decreasing costs

One of the largest telecom leaders in the US aims to increase its NPS score and 'average revenue per unit' (ARPU) by using real-time analytics to deliver personalized customer experiences. To do this, the company needed to modernize its complex legacy platform with 100 petabytes of data, simplifying and accelerating its data-based operations. Wipro helped to modernize the company's data environment with the enterprise-grade lakehouse architecture on the Databricks platform, saving over 40% in cost and effort compared to the company's legacy platform.

## You'll be able to gain much more insightful insights from reliable, accurate sources. for AI uses. Which means no more guess work, as you'll have the data to back up decisions that you'll be confident to put your name behind.

With this success, your relationships with customers and clients will grow stronger. They'll be happy to follow more suggestions you make, and trust that their data is being looked after responsibly. Which will lead to better innovation and data-driven product development. You'll gain a better, stronger understanding of market trends to give them a competitive edge.

You'll also be much better protected from fines and reputational damage. Following clear data governance processes improves trust in the accuracy of your AI models, and helps ensure you're adhering to data privacy regulations. All of which leads nicely into effective and ethical AI applications.



# Success stories in action

## A selection of case studies

> We took a closer look at the complex data engineering challenges and enabled seamless querying of data through linked servers.”

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### How Wipro is helping a global financial services leader to meet regulatory requirements and save costs with Databricks

Wipro is using Databricks to create a Unified Analytics Platform for clearer management, administration and scalability for global financial services leader. The migration will reduce unnecessary software licences and platform maintenance costs for savings of around $30 million over the next five years. It will also make compliance, user onboarding and inventory management far easier for more efficient day-to-day data processing.



## Energy and utilities case study: Williams Energy

### Cleaner data for cleaner gas

When 116-year-old energy infrastructure company, Williams Energy, wanted to create the first gas-certified gas marketplace, they needed a better understanding of the end-to-end supply chain.

We took a closer look at the complex data engineering challenges and enabled seamless querying of data through linked servers. And made it easier for third parties to access vital information to feed into their work.

The data-centric solutions have significantly reduced total cost of ownership by 40%, contributing to a substantial decline in emissions.



+ Find out more

## Leisure and entertainment case study: Rank Group

### Rank Group partners with Wipro for real-time customer insights

Rank Group, a leading international gaming, leisure, and entertainment company, chose Wipro to help create a unified view of how its customers consume products across multiple channels.

Collating and managing a single view of customer data has enabled Rank to develop real-time insights into customer behaviors, helping to provide personalized experiences, optimize marketing activity, and promote and ensure safer gambling.



+ Find out more

## Health and life sciences case study: Integra

### Integra LifeSciences Brings Medical Innovations to Life with Advanced Analytics:

Integra collaborated with Wipro and Microsoft to design and develop its next-generation data lakehouse on Azure Databricks, leveraging Wipro FullStride Cloud Services.

Using Databricks' analytics and AI capabilities, the life sciences leader could decrease manufacturing defects by 10%.

The company decreased its lag in data availability by 52% and reduced its data warehouse loading time by 60% from 8 hours to 1 hour and 45 minutes. The new platform also delivered financial benefits based on reducing operating costs by more than 45% and dropping license costs by 50%.



+ Find out more

# Responsible Data for better business value

## So, how can your organization leverage responsible data?

Businesses are starting to see the real-world applications of cleaner, more accurate data. Banks can offer more personalized services. Manufacturers can streamline production lines. Healthcare organizations can create more accurate patient treatment plans.

But what about your own business? How can your teams benefit from more responsible data management? We've taken a closer look at a few areas of a typical business, to examine the impact of responsible data.

## Sales & Marketing

**Who?**
Driving revenue, building brand awareness, and connecting the business to its target audience.

**How?**
By analyzing customer data to provide personalized experiences, automating lead generation and follow-up, and predicting consumer behavior to optimize campaigns, ultimately increasing efficiency and boosting revenue.



## Customer service

**Who?**
The people who your customers are most likely to interact with, your customer service team needs to know enough about your customers to offer them a memorable service. This is crucial for creating positive customer experiences, resolving issues effectively, and maintaining strong relationships that drive repeat business and brand loyalty.

**How?**
Responsible data can help customer service teams in personalizing interactions, automating processes to improve customer satisfaction and efficiency.

## Finance

**Who?**
The people who help your business stay healthy and keep stakeholders happy. They need to know what's happening for ensuring effective management of resources, informed decision-making, and the ability to invest strategically for long-term success.

**How?**
Leveraging data keeps your teams up to date on future trends, current market conditions and past performances. Being able to quickly and accurately assess financial risks, predict market trends, and identify potential vulnerabilities, improving risk mitigation strategies.

## Product development

**Who?**
Your product development teams ensure you can improve and offer customers more of what they want. But to do so they need accurate feedback and market insight, essential for driving innovation, meeting market demands, and ensuring long-term business growth and competitiveness

**How?**
Leveraging AI with help Product development to accelerate innovation by analysing market trends, customer preferences, and competitor products to identify opportunities for new and innovative products.

## Risk management

**Who?**
This team is vital for safeguarding an organization's interests by systematically identifying, analysing, and mitigating potential threats, thereby enhancing resilience and supporting strategic decision-making.

**How?**
Enhance risk management by enabling predictive analytics, real-time monitoring, and automated assessments, allowing organizations to anticipate threats, make informed decisions, and respond swiftly to emerging risks. Following data governance practices ensures all departments and teams minimize the risk of non-compliance. With automated data classification and strict access controls, sensitive data can be managed responsibly and regulatory fines avoided.

## The newcomer:

### AI and the power of prediction

While AI may be fairly new in your business, it's still everyone's responsibility to get the ball rolling.

AI models can analyse vast datasets and identify hidden patterns in seconds – freeing up your experts to concentrate on other non-admin tasks.

For example, AI can be used to identify customers who are at risk of leaving and the likely reason why. Then you can choose to use it to implement targeted retention strategies and develop dynamic pricing models based on real-time market data and customer behaviour.

# Data governance checklist

## Everything you need to introduce responsible data foundation

There's the potential to uncover a wealth of insights from the vast quantities of data your business produces and stores each day. This checklist will help you get started on your journey.

**Phase 1**

## Assess your current data landscape

1. Identify key data sources across your organization (CRM systems, databases, marketing platforms, etc.).
2. Map the flow of data (How is it ingested, managed, governed and consumed by end users).
3. Evaluate the quality of your data – accuracy, completeness, consistency, and potential biases.

**Phase 2**

## Develop a comprehensive data governance strategy which should encompass:

**Data Ownership, Responsibility, and Access:**
Define roles and accountability for data management, assigning data stewards and owners to oversee data integrity and regulatory compliance, while establishing clear access levels and permissions aligned with roles and compliance requirements.

**Data Classification, Metadata, and Quality Management:**
Develop a framework to categorize data based on importance, sensitivity, and usage while maintaining accurate metadata for easy discovery and handling, and establish clear standards to ensure data accuracy, consistency, completeness, and reliability across the organization.

### Data Security, Privacy, and Compliance:
Enforce policies to protect sensitive information, ensuring adherence to regulations like GDPR, HIPAA, or CCPA, while aligning the governance strategy with industry standards and legal requirements, supported by robust auditing and reporting mechanisms.

### Data Lifecycle and Integration Management:
Implement procedures to manage data from creation, storage, and retention through to archiving or deletion, with periodic reviews of data relevance, while ensuring smooth integration across systems and departments to maintain consistency and enable efficient data sharing.

### Monitoring, Auditing, and Continuous Education:
Implement regular monitoring systems to track data usage, compliance, and quality, supported by audit protocols to address discrepancies, while ensuring ongoing training and communication to keep employees informed about data governance policies and their roles in maintaining data integrity, security, and compliance.

## Phase 3

# Implement & monitor

### Executive Support:
Securing buy-in from key stakeholders upfront is the most important factor. Gain robust backing from leadership to allocate essential resources, champion the strategy, and prioritize data governance initiatives at all levels of the organization.

### Clear Objectives and Defined Responsibilities:
Setting specific goals for the data governance strategy, such as improving data quality or ensuring compliance, and align these goals with the organization's business objectives, while clearly defining roles and responsibilities to assign ownership and accountability for data management and protection.

### Cross-Departmental Collaboration:
Collaborating with stakeholders from various groups including IT, legal, compliance, and operations is key to success

## Phase 4

# Continuous improvement

Review your data governance strategy and policies periodically to ensure they remain effective in the face of evolving business needs and regulations.

Implement data lineage tracking to understand the origin, transformation, and movement of data throughout your systems.

Foster a culture of data ownership and accountability across all levels of the organization. Encourage data sharing and collaboration between departments to maximize the value of data.



**Remember…**

Responsible Data management is not a one-time activity. It's a live and ongoing process that needs commitment from both data and business leaders to ensure your business leverages data as a secure, ethical, and strategic asset for long-term success.

# Want to know more?

# Get in touch

Wipro and Databricks can help your organization develop a comprehensive data governance strategy, implement best practices, and ensure your data is secure, ethical, and ready to fuel your digital transformation journey

Create new business value with data innovations, unlock the power of responsible data for your business today!

Visit us: https://www.wipro.com/partner-ecosystem/databricks/






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