



Enterprise Brain

A futuristic platform
for enterprise analytics
and insights



Faster, cheaper, efficient, cognitive, next-gen 'analytics & insights engines' for the enterprises of the future



Introduction

As footprints grow across industries and borders, business relationships and interdependencies are becoming increasingly complex, generating massive non-linear transactional data on a day to day basis. Traditional methods and systems meant for collecting, storing, and analyzing real-world data no longer suffice in today's highly competitive and uncertain environment. To meet the ever-changing needs of consumers, organizations need to be more decisive, agile, and resilient. Wipro's Enterprise Brain leverages semantic knowledge graphs and semantic data catalogs to enable radical improvement in the capture and analysis of real-time data, generation of quick business insights, and helps organizations take the optimum decisions.

Key Takeaways

- Captures and retains sanctity of non-linear real-world data which is generally characterized by multiple entity relationships, multi-modality, spatiality, and temporal coordinates
- Enables organizations to continually analyze the latest situational data, determine the most optimal actions, execute on them, and then track their impact
- Customizable according to organizational requirements, giving rise to brains tailored to each industry such as supply chain brain, telco brain, pharma brain, retail brain, adtech brain, and so on



Key Benefits

- **Improved visibility and risk reduction** –

Improving visibility enables a unified view of the entire dataset and thus the operational health of the enterprise.

- **Enhanced data sharing** – Business entities become connected, surpassing barriers posed by siloed databases providing scope for greater insight exchange and collaboration.

- **Efficiency** – As visibility into the end-to-end operations improves, the speed of execution and efficiency of operations increase multifold.

- **Intelligent Insights** – Helps with forecasting, predictive maintenance, customer churn reduction and satisfaction improvement, and cost optimization applications.

- Contains a collection of interlinked entities and their descriptions. Entity descriptions contribute to one another, forming a network where each entity represents part of the description of the entities

Global Data Fabric and Insights Platform

- Provisioning of supporting infrastructure
- Data consumption/ingestion focusing on data collection, data storage, data processing, data security, and data visualization
- Machine intelligence services – Leverages artificial intelligence (AI)/machine learning (ML) technologies for decision-making in areas such as inferencing, making predictions, reasoning, supporting forecasting, and making recommendations

Features

Semantic Graph based Dynamic Knowledge Engine

- Semantic knowledge graphs and data catalogs to synthesize distributed datasets





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strong commitment to sustainability and good corporate citizenship, we have over 180,000 dedicated employees serving clients across six continents. Together, we discover ideas and connect the dots to build a better and a bold new future.

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