BOSON

HOW BOSON TRANSFORMED CUSTOMER ANALYTICS FOR A FORTUNE 500 FINANCIAL SERVICES GROUP

CHALLENGE

Massive data coming from various sources, bringing huge variety, volume & velocity which is not effectively manageable with traditional data warehousing approaches.

Data comes from various areas within the company and in various forms. Unifying this data poses a massive challenge. Consolidating inputs from multiple sources, analyzing the data and communicating results that are understood and respected by decision makers.

Everyone wants up-to-the-minute information. Customer teams were under massive pressure to deliver analysis when and where decision makers need them. Customer was looking solution to provide,

- Unified View of Data
- Collaboration & Communication
- Real-time Results

PROJECT DETAILS

The client needed a centralized, more comprehensive, secure, fast and scalable database. They needed to process as much data as possible in lesser time and apply analytics to the gathered data to find useful information. They required a Data Lake for all kinds of structured and unstructured data from various sources

Following and extensive proof of concept BOSON partnered to come up with the solution of implementing a secure data Lake platform for the client. This Data Lake shall be the platform underpinning all analytical needs.

Solution created a pathway to monetize the analytics/insights and data by sharing analytics through multiple channels. Regardless of increasing data flow and number of data channels, client was able to store and process all data at a fast pace in their true forms

SOLUTION

BOSON helped them with their needs of building big data pipelines for new auditable entity onboarding. The system is scalable and extensible to multiple clients. The platform is capable of running different analytics at scale.

OUTCOMES FROM BIGDATA THROUGH BUSINESS INSIGHTS

here are four ways customer is infusing new data, analytics technologies, and methodologies into their businesses to drive business value:

1. Fuel customer growth with omni-channel analytics
2. Drive operational efficiency in the age of artificial intelligence
3. Manage risk tolerance faster with interactive visualization
4. Monitor regulatory compliance with data aggregation.

> " **Data is behind industry transformation, specifically the new tools that technology is giving us to record and analyze every aspect of a machine's operation. And Financial services is certainly not data poor –** "

Customer is one of fortune 500 leading Financial Services MNC based in Bengaluru, India

ABOUT BOSON

With industry experience over 10 years in IT and IT enabled services, BOSON work with clients across major industries to help gain advanced decision-

TOOLS AND TECHNOLOGIES

- **Azure Public Cloud**
- **SaaS**
- **Hadoop Data Lake**
- **Bigdata Analytics**