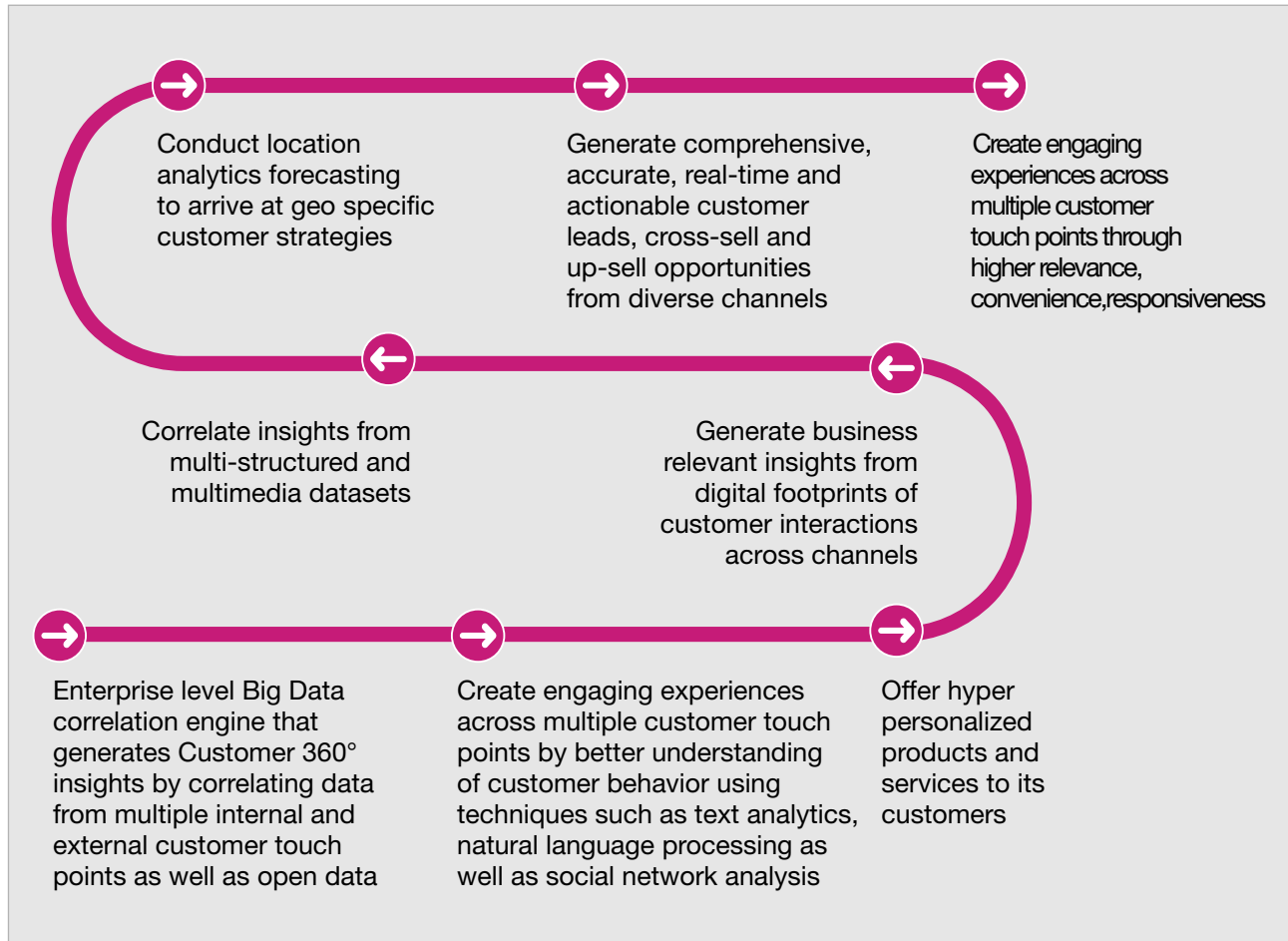# HyperGraf™
Omni-channel Digital 360

HyperGraf™ is an Omni-channel Digital 360° Solution that transforms enterprise decision making by providing the most comprehensive, accurate, real-time and actionable Customer Engagement Insight across millions of data points spread over multiple customer engagement channels.

HyperGraf™ is a Big Data complex event processing engine which enables enterprises to innovate and make strategic decisions by analyzing content, collaboration and commerce networks. HyperGraf™ generates actionable insights by correlating slivers of multi-structured customer data from diverse interaction channels and builds a single view of the customer with recommendations specific to the channels of interaction.

HyperGraf™ Differentiators

Conduct location analytics forecasting to arrive at geo specific customer strategies

Generate comprehensive, accurate, real-time and actionable customer leads, cross-sell and up-sell opportunities from diverse channels

Create engaging experiences across multiple customer touch points through higher relevance, convenience, responsiveness

Correlate insights from multi-structured and multimedia datasets

Generate business relevant insights from digital footprints of customer interactions across channels

Enterprise level Big Data correlation engine that generates Customer 360° insights by correlating data from multiple internal and external customer touch points as well as open data

Create engaging experiences across multiple customer touch points by better understanding of customer behavior using techniques such as text analytics, natural language processing as well as social network analysis

Offer hyper personalized products and services to its customers

ABOUT MPHASIS

Mphasis applies next-generation technology to help enterprises transform businesses globally. Customer centricity is foundational to Mphasis and is reflected in the Mphasis' Front2Back™ Transformation approach. Front2Back™ uses the exponential power of cloud and cognitive to provide hyper-personalized ($C=X2C^2_{TM}=1$) digital experience to clients and their end customers. Mphasis' Service Transformation approach helps 'shrink the core' through the application of digital technologies across legacy environments within an enterprise, enabling businesses to stay ahead in a changing world. Mphasis' core reference architectures and tools, speed and innovation with domain expertise and specialization are key to building strong relationships with marquee clients.

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