

# Next-Gen Data Services

Discover 360-degree Value in the Data-to-Action Journey

The ask of today's data platform is complex and multi-dimensional. It has to meet the end customer's unarticulated needs in real-time. It has to empower business with the best of decision science capabilities. Edge AI and IoT integration, cognitive data systems, purpose-built domain data platforms, multi-cloud data warehouse solutions, polyglot data management, efficient and accurate data modernization – the expectations are rapidly evolving.

Businesses today therefore need to make data a differentiating competitive asset that can be scaled with an intelligent cloud to create new and reimagined value and sustainable growth. This calls for real-time and in-motion data platforms and hybrid cloud data systems that deliver laser-sharp operational excellence, and hyper-personalized decisions and actions.

Mphasis' Next-Gen Data Solutions and Services help our customers achieve their vision of creating a business platform through Data Modernization with the Mphasis Cognitive Mesh Cloud Ecosystem serving as the north star.

**Its highly composable and domain-oriented products are enabled by shared data infrastructure and Advanced Analytics-as-a-Service, propelled for velocity and scale with DataOps and MLOps.**

## Led by Intelligence, Driven by Customers

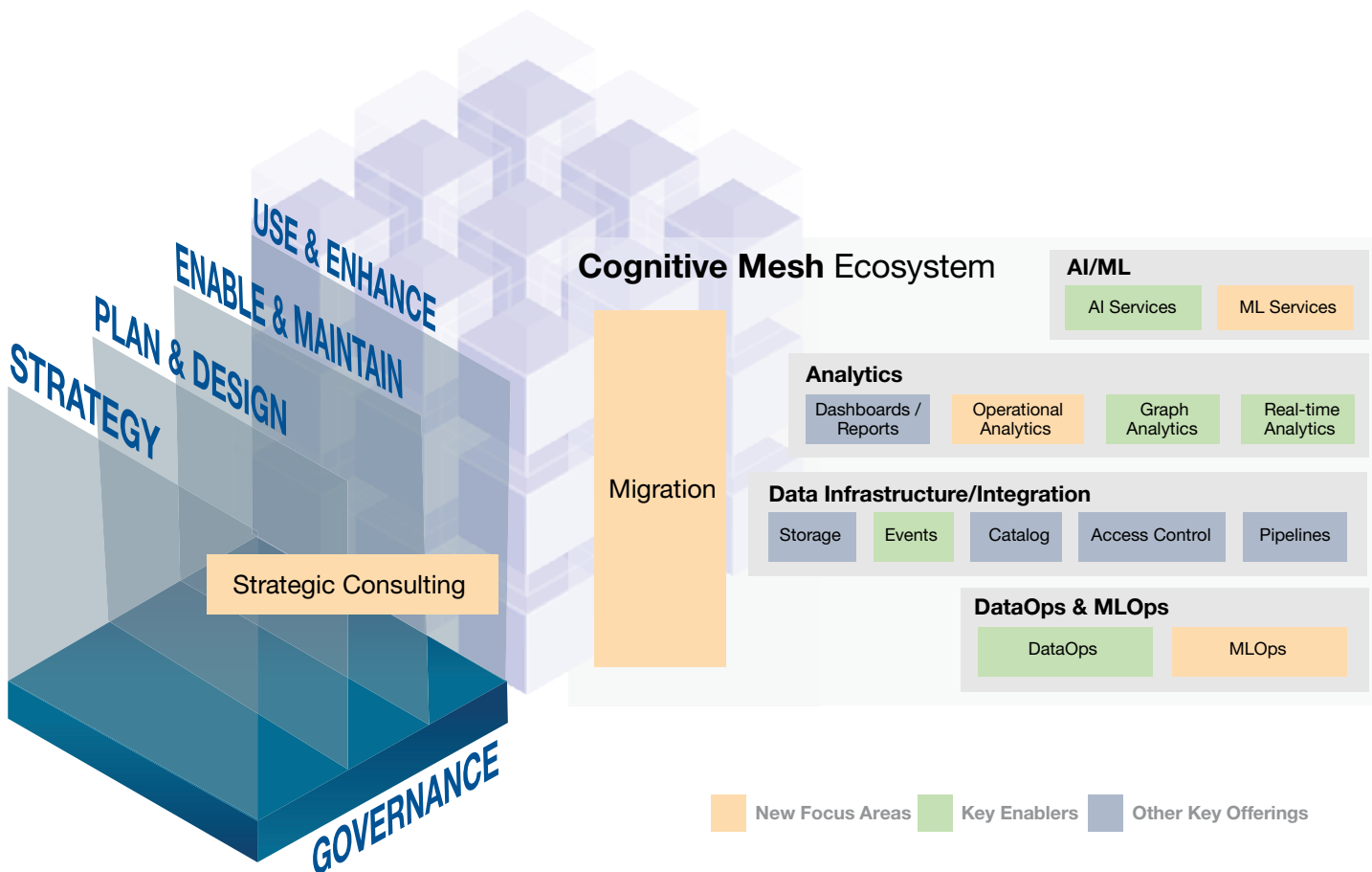
Mphasis' Next-Gen Data Solutions and Services bring a state-of-the-art intelligence layer that applies cognition to assemble a unified customer picture, and a highly interactive engagement layer that ensures superior customer experiences through hyper-personalized decisions and actions in real-time.

### The intelligence layer – Features

- **Empowered 'My Apps'** – ensures that all customer interactions and offers are aligned to customer profiles, preferences and outcome desires
- **Edge operational analytics** – to run analysis on the latest customer events to generate relevant decisions and actions in real-time

- **Full cognition** – AI leveraged to embed perception, judgement and reasoning
- **360-degree context** – unified source of truth from recent customer events, customer sentiments, merchant context and related news
- **Polyglot data management** – from enterprise and external data sources and formats, and domain lens

## Mphasis Data Offerings Framework



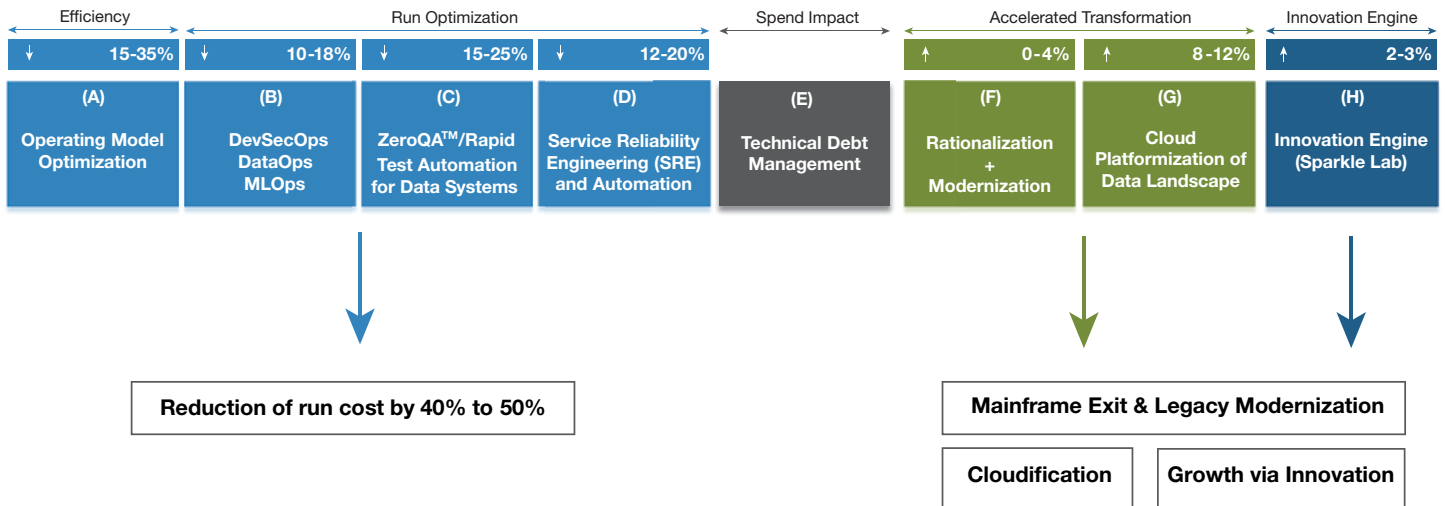
## Mphasis Cognitive Mesh – Capabilities

Moving to the cognitive mesh ecosystem offers the power of the following capabilities:

- Natively real-time enabling situational experiences to the customer
- Highly composable, domain-oriented products
- Enabled by shared data infrastructure, analytics and AI/ML-as-a-Service
- Guaranteed quality through global governance
- Velocity and scale through DataOps/MLOps

# A Self-funded Transformation and Modernization Model

In a well-planned and phased manner, our Next-Gen Data Solutions and Services extract cost-savings that can fund your transformation and modernization. With deliberate seamlessness, we shift your priorities beyond efficiency improvement and optimization to accelerated transformation and innovation – at zero-cost, with potential and significant future saving.



## How we can Partner

### Approach - F2B

Engagement Layer Intelligence Layer Core  
Real-time and Batch

- Business & Technology Alignment
- Faster speed to value
- KPI-driven journey prioritization

### Platforms in Conjunction with Products

The Platform Enterprise

- Cognitive Mesh-driven reference architecture
- Decouple business logic and systems to enable faster deployment of data products
- Drive re-use and automation

### Data Tribe 2.0 Offerings Catalog

- Legacy Data Modernization Gen 1, Gen 2, Gen 3 -> Gen 4 (Cognitive Mesh)
- On-prem, Cloud & Multi-cloud Data solutions in DG, DQ, MDM/RDM, DLM, DataOps & MLOps
- OPS/BI reporting & Dashboards, Advanced Analytics, AI/ML products, CEP, Decision Support

### Design - Studio

- Create Domain & Design-Driven Capability Package
- Code Templates & Components
- Design UX
- Define Journeys
- Identify or Define Capabilities
- Validate Personas
- Design thinking for problem solving
- End-to-end journey mapping
- AI-driven experience design

### DataOps/MLOps

- At scale
- Agility and speed
- Integrated with business transformation

### Agile Teams & Communities of Practice

- Product owner
- Expertise development
- Clear separation: domain product vs. enabling platform
- Coaching culture
- Business metrics & measurements
- Retraining people

### Self - Funding

- Run Optimization: Reduce Costs 35%-40%
- IT Transformation: Deliver Faster 45%-55%
- Innovation Engine: Contextual and Continuous Innovation
- Business Transformation: Savings, and/or Freed-up capacity
- Optimize run across various levers
- Prioritize to enable lower marginal cost
- TCO management at micro journey level

### Innovation - Sparkle


- Idea Funnel: 74% Solutions
- Sparkle Project: 35% PoCs
- Implementation: 13% production
- Vehicle for continuous innovation
- Startup collaborations
- Contextual skunk work

# The Mphasis Advantage


Mphasis' Next-Gen Data Solutions and Services is underpinned by the following powerful credentials:

- 450+ PB data modernized from mainframes and other legacy databases during the last seven years
- 200+ big data and advanced analytics implementations since 2012
- 5700+ data engineers, analytical experts, data visualizers, DBAs, data scientists and cloud data practitioners
- 35+ partners in enterprise data, advanced analytics, AI/ML and data modernization space
- 80+ frameworks and accelerators in big data space
- 27+ PB data migrated to Cloud from just one on-premise data lake (2016)


## Our Success Stories




Mphasis enabled a global wealth manager and custodian to modernize their data platform in record time to manage a huge surge in business and to implement a seamless merger with one of their top competitors.




Mphasis' Next-Gen Data Solutions and Services helped a global logistics major to optimize shipments across business lines through data liberation with actionable intelligence.




Britain's largest pub company increases revenues and reduces costs with Mphasis' data analytics solution.



Mphasis' Digital Marketing and Experience (DMxP) Solution enabled a global insurance leader to achieve a 200% surge in mobile traffic.



A leading UK parcel courier company achieves personalized customer experiences, and minimizes fraudulent claims of non-delivery with Mphasis' high-volume master data management solution.



Mphasis' Transportation Management Data Hub Solution helps a Canadian logistics company to achieve 50-80% improvement in on-time efficiency.

### About Mphasis

Mphasis (BSE: 526299; NSE: 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 ( $C = X2C_{m} = 1$ ) 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. To know more, please visit [www.mphasis.com](http://www.mphasis.com)

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