

## Analytics and Automation Indispensable components of your digital strategy

In a survey conducted late last year, Gartner reported that enterprise digital revenue is expected to grow from 16% to 37% in the coming 5 years. In this transformative era of digitalization, enterprises are finding it difficult to manage transformation of their processes. The move to a digital workplace is a result of significant changes in technology, society and nature of work. It is driven by a digital mindset and competencies and not just technical skills. And to keep up with these changes, organizations need infrastructure that is automated and analytically capable of becoming the center of their transformation journey.

### A Little Context

For a digital workplace, there are numerous factors that drive the need for automation and analytics. A few key points are given below:



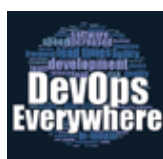
#### Managing service continuity

Keeping the lights on has become even more important in the age of digital business. With more and more applications becoming customer facing, downtime not only results in huge monetary losses, it also impacts customer experience significantly. As you modernize your application portfolio, you also need to ensure the infrastructure supporting those applications is able to provision resources quickly, temporarily and create value.



#### Supporting Cloud

Digital businesses are characterized with a need for bottomless storage as thousands of devices generate millions of events resulting in a massive data collection and aggregation exercise. Cloud offers the advantages of real-time analytics, elasticity and scalability. With most organizations experimenting with cloud in some shape or form, it becomes all the more important to have analytics and automation embedded in your cloud strategy to extract its full potential.





#### Supporting DevOps

It is not uncommon for IT to face significant pressure from the business to get new or changed IT systems into production faster. DevOps can help optimize your service management by breaking down silos and improve agility, quality and efficiency at the very foundation. Automation lies at the heart of the DevOps culture with automated provisioning of resources necessary for application development lifecycle, thus reducing the procurement time for new environments from weeks to a few hours.

## Merits of Analytics and Automation

A successful digital strategy is one that leverages and derives synergies from both analytics and automation together. Despite their many advantages, it is entirely possible to have your proverbial investment eggs in too many baskets. It is imperative for your organization to take a step back and look at how your investments fit into your overall vision.

	Benefits	Considerations
 <p>Analytics</p>	<ul style="list-style-type: none"> <li>The ability to design a workflow and user experience that best fits your organization</li> <li>Seamless integration of data from multiple sources</li> <li>Real-time, predictive analytics capabilities allow you to forecast events based on current data</li> </ul>	<ul style="list-style-type: none"> <li>Ensure analytical insights are converted into actionable steps to derive value</li> <li>Ensure mechanisms are in place to measure value and ROI delivered</li> </ul>
 <p>Automation</p>	<ul style="list-style-type: none"> <li>Save cost by freeing up expensive resources doing redundant tasks</li> <li>Increase speed &amp; predictability by automating repeatable tasks and deploying best practices</li> <li>Accountability through automated reporting and auditing</li> </ul>	<ul style="list-style-type: none"> <li>Ensure you are not taking an ad hoc opportunistic approach, but a systematic metrics-driven approach</li> <li>Unchecked growth of automation tools can increase system complexity</li> </ul>

While other technologies like social media and mobility are also important when it comes to digital business, automation and analytics have matured to a level where there is immense potential to be exploited. They are the basis of something much more than just technology, blurring the lines between technology, people and the workplace. Enterprises that understand and take advantage of this in not only their customer engagements but also their internal operations are the ones that will be able to ride the digital wave and stay competitive.

## 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<sup>2</sup> = 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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