

Mphasis Collaborates with Aureus Analytics to Provide Big Data Analytics Solutions



Mphasis announced its partnership with Aureus Analytics to bring advanced predictive analytics and big data solutions to insurance and banking players. Under the partnership, Aureus' comprehensive big data and analytics capabilities will complement Mpha-

sis' established customer base in insurance and banking space thus creating a huge potential for value add to end customers.

The new solutions will focus on customer management, risk and operations and boost efficiencies by rapidly unifying data, construct complex analytics, and manage business critical issues to make the right decision. The problem specific products and big data-ready platform will support speedy insights at the point of decision by leveraging massive internal and external data sets.

The banking and insurance industries are embarking on a multichannel customer experience transformation globally. The collaboration will allow tracking starting with Business Key Performance Indicators (KPIs) all the way to operational and information technology KPIs. By bringing analytics where they are needed the most, Mphasis, together with Aureus Analytics will help revolutionize the industry and deliver better service to customers and better results to companies.