



**Realizing Business  
Value through Big Data**

Accelerating Insights  
Driving Outcomes

[www.infosys.com](http://www.infosys.com)

Building  
**Tomorrow's** Enterprise



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**For most CIOs, enabling business to make better decisions, faster, is a top priority.**

**However, most CIOs and business leaders are realizing that the traditional approach to data warehousing is inadequate to address today's big data demands. Enterprises are looking for the ability to quickly discover, analyze, and act on information to drive business decisions. Technology teams need flexibility to rapidly develop industry-specific big data applications while business requires agility for insights and actions.**

**What you need is a solution that addresses the big data needs of both business and IT.**

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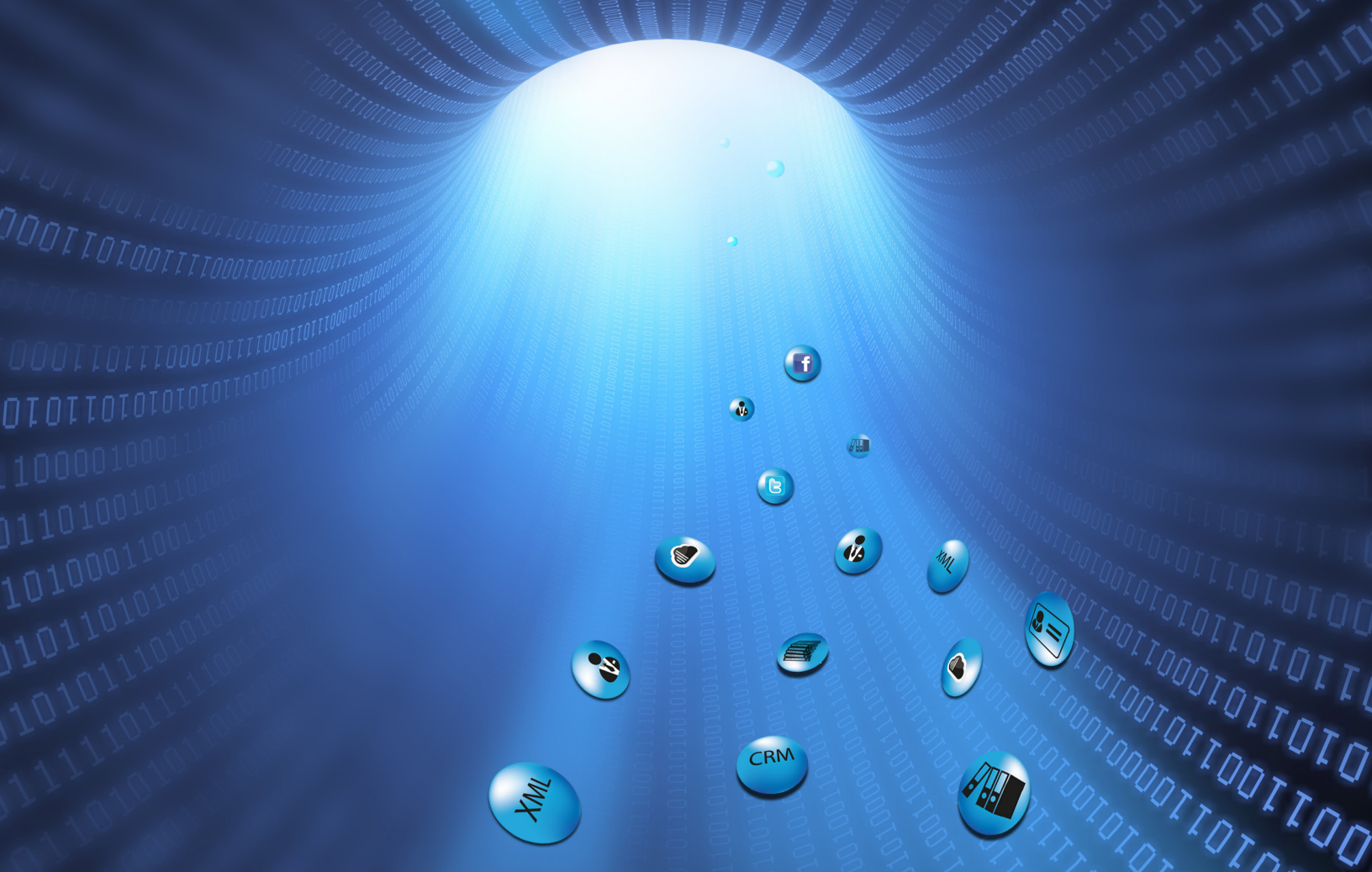
**Infosys BigDataEdge is the best data platform for empowering both technology and business to rapidly develop and action industry-specific insights.**

**Real-time Data Discovery**

**Develop Rich and Rapid Insights**

**Action Decisions**

**With a repository of over 250 algorithms, 50+ visualization options, and industry-specific applications, businesses can generate insights up to eight times faster and action decisions in real time.**



# Discover

## Bring light to dark data

**Studies show that enterprises are collecting an average of 80% more business information today than a year ago. But getting through to relevant data is a nightmare. It takes between two weeks and two months to even connect to a new data source. Data is a dark secret for most enterprises.**

**But what if you are able to quickly discover relevant information from existing, underutilized data?**

**The benefits would be immense: Superior insights to drive growth, optimize business, and automate compliance.**

**With over 50 pre-built connectors, you can seamlessly access a wide spectrum of internal and external sources, both structured and unstructured. Our patent-pending connector framework abstracts and automates over 80% of common connector functions, enabling you to pull information from new sources in a matter of hours.**

**In fact, we have been able to reduce the time to discover and aggregate data by up to 40 percent.**

The screenshot displays the 'info Source' interface within the Infosys BigDataEdge environment. The main window is titled 'Information Sources' and features a 'Create New Info Source' button in the top right corner. On the left, a 'List of Information Source' panel shows a tree view under 'Internal' > 'Transaction', with 'ATM\_Transaction' selected. The main area shows the configuration for 'ATM\_Transaction'. A 'Create New Info Source' dialog box is open, allowing the user to define the source details. The dialog includes fields for 'Feed Name' (ATM\_Transaction), 'Feed Type' (RealTime), 'Category' (Internal), and 'Sub-category' (Transaction). Below these, there are dropdowns for 'Data Type' (string) and 'Sort Order' (Ascending). The dialog also has an 'Ok' button. In the background, a table lists the columns for the 'ATM\_Transaction' source, with columns like 'transaction\_type' and 'transaction\_type' listed under 'Column' and 'Data Type' respectively. The table also includes 'Sort Order' and 'Category' columns, with 'Configuration' links and 'X' icons for each row. At the bottom of the main window, there are 'Clone', 'Delete', and 'Update' buttons.

Column	Data Type	Sort Order	Category	Configuration	
transaction_type	string	Ascending	primitive	<a href="#">Configuration</a>	X
transaction_type	string	Ascending	primitive	<a href="#">Configuration</a>	X
transaction_type	string	Ascending	primitive	<a href="#">Configuration</a>	X





# Accelerate

## Generate insights eight times faster

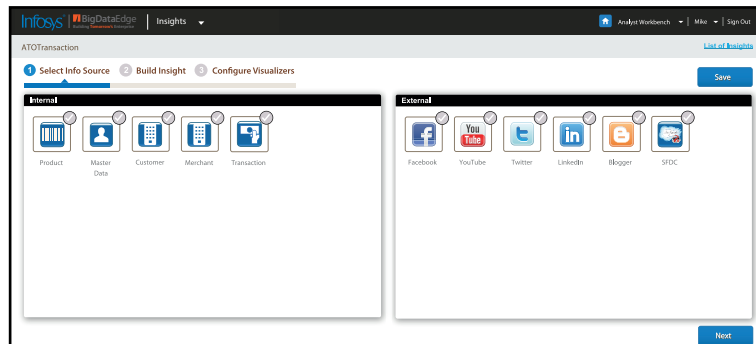
**Business analysts want to develop meaningful insights rapidly, but the current tools are just not geared up for this. By the time the insight is ready, it is too late to take any decision.**

**What if you are able to empower your business team to rapidly build insights and self-serve their needs?**

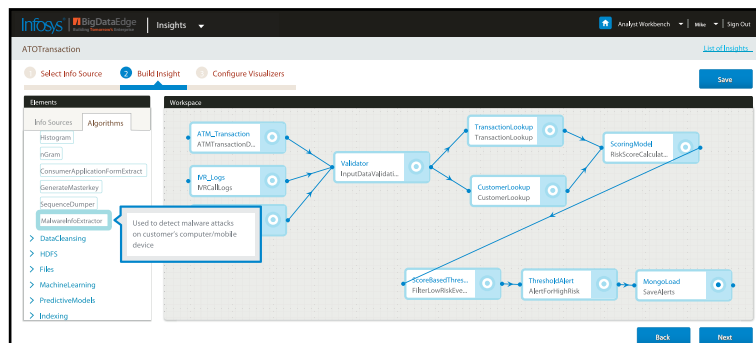


With our 'Insight Builder' capability, business users are empowered to create insights in three simple steps:

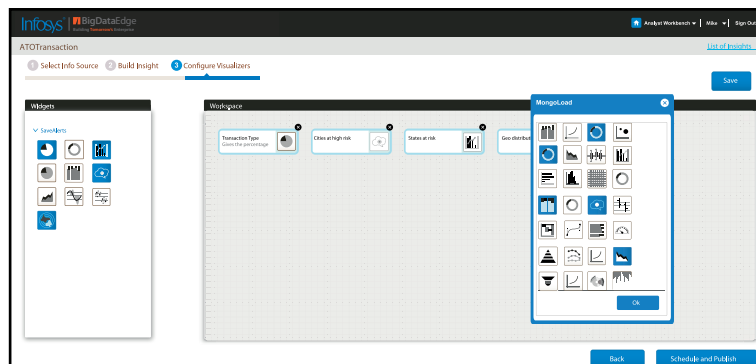
- 1 **Select the information** source from an available list of over 50 enterprise systems and external sources.



- 2 **Build the insight** using our repository of 250 pre-built algorithms by simply dragging, dropping, and configuring these on a rich visual interface.



- 3 **Select the visualization** output from over 50 available reporting options.



With this, the insight is created and ready for use in a matter of hours, not days.

Now, who says building insight is a complex task?



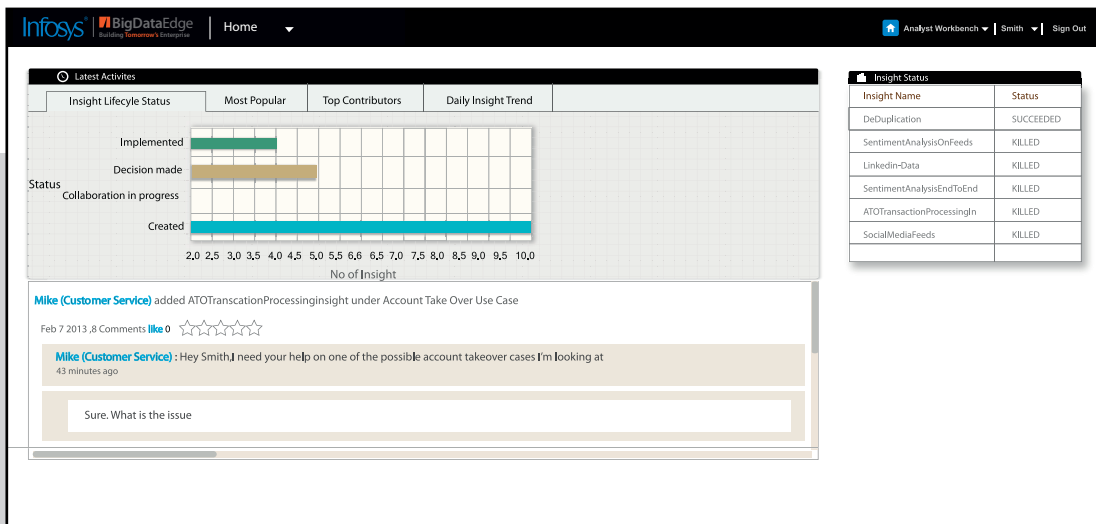
# Act

## Drive real-time business decisions

**Enterprises need a common platform around which they can discuss the insights generated. Discussions need to be in real time and collaborative to drive effective decisions. The challenge is to operationalize these decisions to drive business growth and efficiency.**

**What if the output from the insights can be automatically incorporated into your organization's business processes?**

**We enable real-time operationalization of decisions across enterprise systems. The 'Collaboration Wall' allows users across functions and regions to interact on insights and effect smart business decisions. These decisions can be incorporated in real time through the integrated workflow capability.**



Summary	Transactions	Details
Name :	Anthony Micheal Hal	Address : 4345, 12th Main Street, New York SSN : XXX-XXX-7817
DOB :	Jan 21 1989	Account No: 43100015054958112 Gender : Male

Event ID	Event Name	Event Occurrence	Channel	Event Location
0523764591	Cash Withdrawal	Feb 06 2013 06:00pm	ATM	Times Square
0523764590	Replace Card Ordered	Dec 15 2012 10:00am	Branch	Fifth Avenue
0567345678	PIN Mailed	Dec 11 2012 8:00pm	Online	New York
3467345678	Bad Login	Dec 05 2012 5:00pm	ATM	Times Square
3767345678	Address Changed	Nov 29 2012 12:30pm	Call Center	NA
365617212	New Card Ordered	Nov 26 2012 10:45am	Call Center	NA
11105673	FDR Card Block	Nov 22 2012 5:15am	IRL	NA
3414113334	Check Ordered	Nov 20 2012 7:00pm	IRL	NA
2376451289	Overdraft Protection Added	Nov 19 2012 1:47pm	Online	New York

Event Name	Status
Replace Card Ordered	Success
PIN Mailed	Success
Phone Number Change	Success
Bad Login	Failure
Stolen/Lost Card	Success
Address Changed	Success
New Card Ordered	Success

Transaction Name	Frequency
Balance Enquiry	12
Wire Transfer	07
Cash Withdrawal	05
Bad Login	03
Address Change Request	02





# Why Infosys

## Best-in-class platform

- Complete discover-to-decision journey
- Addresses both IT and business needs
- Industry-specific applications

## Focus on business value

- Generate insights eight times faster
- 40% quicker data extraction
- Real-time action on decision

## Rich experience in analytics and big data

- 6000 experts
- 300+ engagements
- Ecosystem of 20+ partners



## Key capabilities

- Extensible connector framework (50+ connectors)
- Meta data-based Virtual Data Source
- Insight Builder  
(250+ algorithms, 50+ visualization options)
- Collaboration Wall
- Enterprise workflow

## Illustrative industry applications

Account takeover . Next best offer . Proactive customer care . Micro-segmentation . Predictive analytics and monitoring



# **Want to experience it?**

**[askus@infosys.com](mailto:askus@infosys.com)**

**[www.infosys.com/bigdataedge](http://www.infosys.com/bigdataedge)**





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***Built for speed. Ready with outcomes.***

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## About Infosys

Infosys partners with global enterprises to drive their innovation-led growth. That's why Forbes ranked Infosys 19 among the top 100 most innovative companies. As a leading provider of next-generation consulting, technology and outsourcing solutions, Infosys helps clients in more than 30 countries realize their goals. Visit [www.infosys.com](http://www.infosys.com) and see how Infosys (NYSE: INFY), with its 150,000+ people, is Building Tomorrow's Enterprise® today.



Building  
Tomorrow's Enterprise

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For more information, contact [askus@infosys.com](mailto:askus@infosys.com)

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