



Gaining a 360 Degree View of Your Customer Data with Atos Syntel's Customer Hub Solution

When various teams work for a customer each division has their own view of the customer. This ambiguity in data has a direct impact on the bottom line. Data quality issues also lead to wrong decisions, resulting in lost customers and reduced profitability.

Key business challenges faced by enterprises include:

- **Incorrect, incomplete customer data** leading to differing versions in each LoB or division
- Intense competition in **customer acquisition and retention**
- Increased amount of customer data with the **use of Social Media**
- Unavailability of a centralized system to maintain a **single version of truth**

Thereby, it is essential to have actual, correct, complete, updated, unique customer data across the organization to overcome competition and increase customer acquisition and retention.

Atos Syntel's Solution

Atos Syntel has developed a robust **Customer Hub Solution** to maintain data consistency and quality by leveraging various Big Data tools and platforms such as Hadoop, Hive, HBase and MapReduce. Some of the functions performed by Atos Syntel's Customer Hub are:

- Identification of records for de-duplication using an open source ETL tool
- Implementation of data cleansing and relational joins using Hive queries
- Comprehensive data model covering all customer specific attributes for a single view of customers across all teams
- Complex business logic to identify unique customers using MapReduce
- Analysis of customer clickstream data for a holistic understanding of customers' purchase and visiting patterns
- Use of HBase as a repository of golden records for real-time customer lookup or modifications

Business Benefits

- **Competitive advantage** with consistent and clean customer information
- **Integration** of Social media helps in capturing customer information
- 360° view to understand customer requirement, and help them with the right product, at the right time, and at right the cost
- Helps to **build trust, retain customers, cross- or up-sell**, etc.
- Perform **customer centric analytic, profitability analysis, and incentive plan creation**

Why Us?

- A leading global IT and KPO service provider
- More than 24 offices in North America, Europe, and Asia
- Flexible onsite-offshore global delivery model
- Dedicated CoEs for **BI-DW and Analytics, Cloud, and Big Data**

ATOS SYNTEL'S BI-DW AND ANALYTICS CENTER OF EXCELLENCE

Atos Syntel's **BI-DW, Big Data, and Analytics Practice** offers end-to-end services across data management, information delivery, and information lifecycle management.

The Center of Excellence (COE) consists of product competencies, alliances, accelerators, and frameworks. We help you build cost-effective solutions for managing and integrating data and deriving insights and foresights for informed decision-making, in line with your business objectives.

Key features include:

- Innovation lab for solutions and accelerators
- Rich experience in the Big Data ecosystem
 - Defining storage patterns in HBase, HDFS, Cassandra, and MongoDB
 - ETL scripts using Pig, Hive, MapReduce, and workflow development using Oozie and Azkaban
 - Analytics and machine learning using RHadoop, Apache Mahout, and Spark
 - Real-time data processing using Storm
 - Integration with industry products such as Informatica, Talend, Jaspersoft, and Microstrategy
- Implementation experience to Insurance, Banking, Retail, Healthcare, and Telecom industries