



TATA CONSULTANCY SERVICES
Experience certainty.

DAEzMo™

Analytics & Insights



In the 21st century, enterprises are striving to be 'data centric' as they realize that data is one of their core assets. To derive the true value of data and leverage it for decision-making, enterprises need to ensure that their datasets are real-time, holistic, and accurate. However, traditional data warehouses are ill-equipped to manage the massive explosion of data that enterprises face today. Hence, organizations are feeling the urgency to embark on a transformation journey towards a modern unified data platform with next-generation data capabilities for cognitive analytics, real-time processing and consumption of actionable insights.

Tata Consultancy Services offers TCS DAEzMo™ - Data and Analytics Estate Modernization, a state-of-the-art solution suite combining approaches, methodologies and Machine First™ accelerators to build a scalable and future-ready data platform. DAEzMo is central to our core analytics and insights offerings, setting the foundation for AI implementation, helping democratize actionable insights across the enterprise.

Overview

Modern organizations typically have data flowing in from a variety of sources, and it could prove challenging to reconcile structured, semi-structured, and unstructured data formats on a single, scalable platform, which also has support for real-time and batch data transactions. Additionally, it is essential to offer business users the speed, flexibility, quality, and ease of discovery that they expect when utilizing this data for business-specific insights. In the absence of a robust data posture, enterprises would witness delayed time-to-revenue, and even risk losing out to competitors.

To address this, TCS brings a holistic offering covering critical requirements from advisory to modernization and continued value generation. DAEzMo combines TCS' multiple proprietary accelerators for Machine First operations with a set of field-proven processes and methodologies for enterprise modernization. This offering helps build the requisite foundation for advanced analytics, ensuring future-proof, data-centric business growth. TCS leverages its technology partner ecosystem and its Co-Innovation Network™ (COIN) to bring state-of-the-art technologies that address clients' business challenges. This allows enterprises to achieve accelerated insight generation across key verticals as well as explore new opportunities for business growth.

Our Solution

DAEzMo comprises the following capabilities:

- **Data democratization through data office:** Overall data strategy, design, operations and governance, including quality management, privacy and protection
- **Comprehensive solutions:** End-to-end solutions for modern data warehouse, data lake implementations and appliance re-platforming
- **Machine First Delivery Model™ accelerators:** TCS DEER (data lake enabler), ADEPT (big data platform enabler), DEZYPHER (data warehouse analyzer), BITS (quality assurance), MasterCraft™ DataPlus (data privacy), DIME (data quality), DATADIVE (data/metadata discovery), DAEzMotif (fuzzy pattern search), Vitellus (visualization-as-a-service), MDM Jumpstart, and Report Migrator
- **Field-proven methodologies:** A seven-step process framework, including whitepapers, blogs, point of views, useful utilities, best practices, lessons learnt as well as reference architecture and estimation templates for major target platforms
- **Platform-agnostic implementation:** Proven architecture and design patterns for native applications
- **User onboarding support:** Support services for new data platform adoption

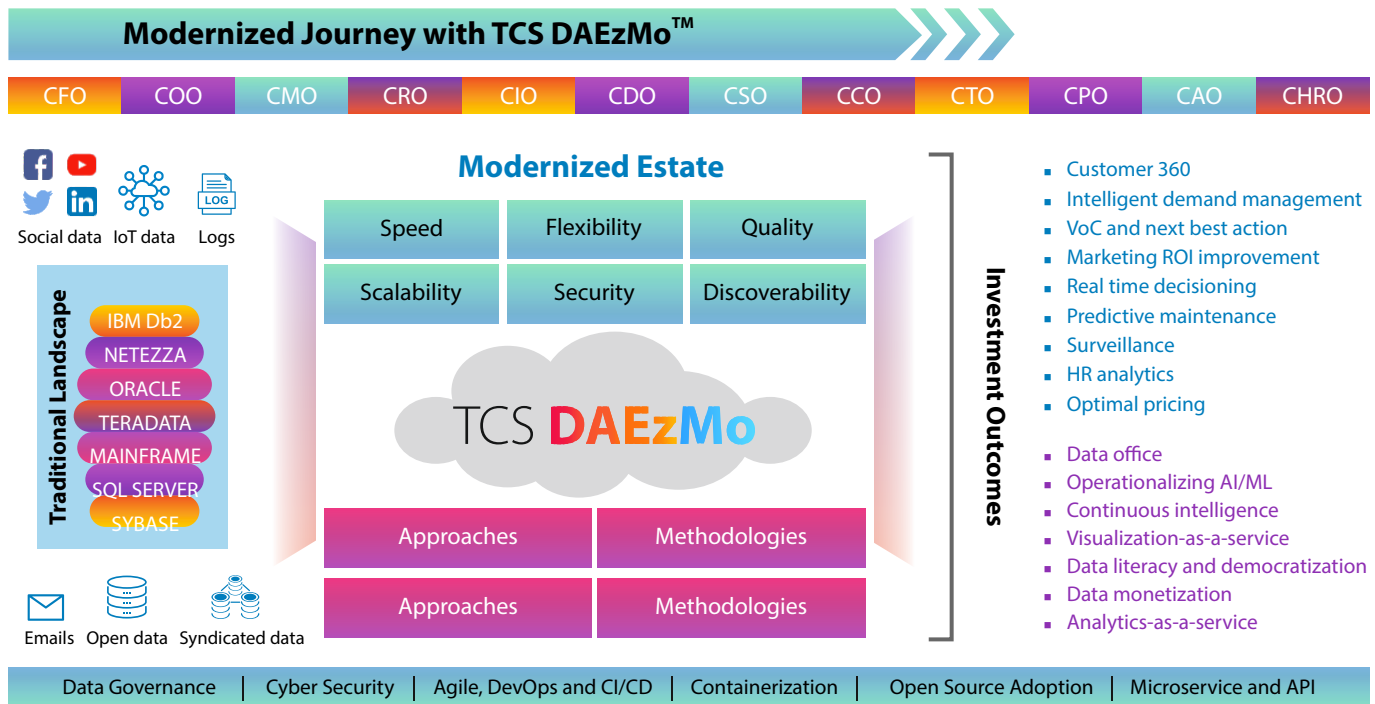


Figure 1: An overview of TCS DAEzMo™

Benefits

By partnering with TCS on their modernization journey, enterprises can achieve:

- **Rapid implementation:** Dramatically cut down modernization timelines with the Machine First approach, powered by off-the-shelf AI-driven accelerators
- **Expansive source coverage:** Integrate a variety of data sources (enterprise, machine, social, open, ecosystem, etc.) and types (structured, semi-structured, unstructured, master, transactional, streaming, batch) of data
- **Richer customer experience:** Create value for end-customers at every transaction, enabled via relevant insights (contextual offer, next-best action, customer 360, churn prediction, etc.)
- **Better alignment with business needs:** Create data to value (DTV) from modern insights platform, enabling data centricity for each enterprise function and vertical
- **Superior AI readiness:** Strengthen data capabilities with greater coverage, more sophisticated analytics, and cost-optimized open source-adoption to drive AI-led efficiencies

TCS Advantage

DAEzMo is characterized by the following key differentiators:

- **A vast network of partners:** TCS partners with industry leaders such as Amazon, Google, Microsoft, Snowflake, IBM, Talend, Cloudera-Hortonworks, MarkLogic, Collibra, Informatica, Tableau, and Qlik among others, for joint go-to-market and joint engineering
- **Global experience across verticals:** TCS brings extensive expertise and contextual knowledge, having helped clients across industries modernize their data estate
- **Realization of business use cases:** TCS' solution framework, agile execution and its culture of innovation ensures delivery of desired business value for clients
- **'Transform as you grow' approach:** Ensures quicker time to revenue for enterprises without risking business
- **Data office:** TCS recommends clients on designing and establishing a data office to create a data-driven culture integrating business and IT teams

Awards & Recognition



To know more

Visit the [Analytics and Insights](#) page on [tcs.com](#)

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About Tata Consultancy Services Ltd (TCS)

Tata Consultancy Services is an IT services, consulting and business solutions organization that delivers real results to global business, ensuring a level of certainty no other firm can match. TCS offers a consulting-led, integrated portfolio of IT and IT-enabled infrastructure, engineering and assurance services. This is delivered through its unique Global Network Delivery Model™, recognized as the benchmark of excellence in software development. A part of the Tata Group, India's largest industrial conglomerate, TCS has a global footprint and is listed on the National Stock Exchange and Bombay Stock Exchange in India.

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