Vitellus Advanced Data Visualization Solution Accelerator
Digital Enterprise Unit
Businesses today increasingly rely on advanced analytics and computing techniques to identify patterns, detect anomalies, and glean tangible insights from the soaring volumes of complex datasets at their disposal. However, conventional data visualization mechanisms are proving rather ineffective in enabling effective interpretation of the highly technical results generated by such tools. Consequently, companies are seeking intuitive visualization platforms, which can facilitate customized interpretations of data, improve the data-ink ratio, and deliver meaningful insights that foster faster, informed decision making.

Tata Consultancy Services’ (TCS’) Vitellus, an advanced data visualization solution accelerator, offers a turnkey GUI based self-service platform to create quick, intuitive visualizations. TCS offers services for Vitellus that help business users discover actionable insights by presenting them with compact visual representations of data, thus reducing the cycle time for information representation and consumption, and total cost of ownership (TCO).

Overview

Enterprises often fail to realize business value from data and analytics as they grapple with traditional information representation techniques that are difficult to interpret, and lead to extended cycle times. Investing in visual design capabilities, research, and strategy on a global scale, therefore, has gained increased importance for multinational corporations. With advanced data visualization technology, businesses can now visually represent data analysis results in an impactful manner.

TCS’ Vitellus is a web-based, ready-to-use GUI tool that delivers an advanced data visualization platform, augmented by our value added services such as research, design, customization and deployment. The tool promotes high-end analytics by leveraging our growing repository of basic and advanced visual representations including network, tree or hierarchy, layouts, maps, time-series, and correlation. Vitellus includes an interactive JavaScript graphics library built around open-source visualization libraries such as D3.js. It also comprises prebuilt, configurable components that can be adapted to each organization’s existing technology landscape. Further, we offer services to integrate our solution with web applications and existing reporting portals, business intelligence (BI) tools, and advanced analytics packages. By adopting our robust platform designed for rapid deployment, firms can uncover hidden patterns and trends from data to improve objective decision making, and strengthen competitive advantage.

Our Solution

TCS Vitellus is best understood as both a GUI based tool, and a framework. As a tool, it delivers a self-service, ready-to-use, drag & drop, Advanced Visual Analytics platform for business analysts, data scientists & SMEs. This platform can transform data into intuitive visual concepts that aid discovery of hidden trends within the data or uncover root causes.

As a framework, it offers a light weight, standardized, flexible and interactive graphics library that promotes reusability and eliminates programming by leveraging the pre-built, re-usable chart services. There by fostering emphasis on the visual concept design rather than development.

Overall, Vitellus enables Rapid Delivery and Agile Development. By adopting TCS Vitellus, firms can improve objective decision making, and strengthen competitive advantage.

Benefits

**Higher user adoption:** Improve the analytics experience for business and IT teams by reducing their learning curve, and simplifying the implementation of high-end visual analytics

**Increased convenience:** Avoid complexities by using a simple, ready-to-use, self-service solution that removes dependency on niche data visualization skill sets
The TCS Advantage

You can avail the following advantages by adopting our data visualization solution:

- Comprehensive solution: Our advanced, proprietary visual analytics solution offers a comprehensive range of unique, customized, advanced visualizations. By combining flexible self-service and data discovery capabilities in a single interface, we help you extract more value from data and analytics.

- In-depth expertise: We bring to the table proven expertise in data visualization and analytics, complemented by rich experience in catering to leading global brands.

- Assets and artifacts: Our experienced consultants, backed by mature best practices, templates and guidelines for visualization design and implementation methodologies, can enable you to realize increased return on your analytics investments.

Customization and reusability:
Leverage customized visuals developed specifically to address your business needs - support visual conceptualization with our reusable representations such as the pre-defined chart services; achieve scalability, drive rapid delivery and agile development, and lower TCO

Actionable insights:
Enable enterprise users, including business analysts, data scientists and subject matter experts, to gain a simplified view of data through effective visualization and mining; unearth actionable insights by deciphering trends, patterns and outliers

Competitive edge:
Use intuitive visual aids to attain fresh perspectives from data, and enhance the speed and efficiency of decision making for improving business performance
Awards & Recognition

To know more
Visit the Big Data page on tcs.com
Email: digital.enterprise@tcs.com
Blog: Digital Reimagination™

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.

For more information, visit us at www.tcs.com

IT Services
Business Solutions
Consulting