



Big Data Services

G-Cloud Service Definition Document

SERVICE OVERVIEW

Cognizant's Big Data Advisory and Implementation services enable organisations to make data an enterprise-wide strategic asset by taking advantage of the wealth of data existing within and outside the organisation.

We help clients harness structured and unstructured data to derive outcomes such as customer centricity, smart business operations, intelligent products and services, risk and fraud prevention and data-driven IT transformation.

We offer solutions that encompass, but are not limited to:

- Big Data Strategy and Roadmap definition
- Idea to Implementation
- Technology Evaluation and Piloting
- Big Data Lab on Hire
- Smart data lake build
- NoSQL solutions
- Big Data governance
- Data Visualisation and Analytics
- Training and skills development
- Big Data Centre of Excellence (COE)
- Infrastructure Support
- Big STRIDE™
- BAVA Framework – Big Data Analytics Value Assessment
- Big Data Maturity Assessment Framework
- Big Data Reference Architecture
- Data Ingestion Workbench
- BRAVO-Big Data Framework for Validation & Optimization
- Opto – Automatic Optimization Tool
- Big Ops – Operational Excellence

We deliver our services as bespoke implementations adapted to your requirements utilising Big Data technologies such as Hadoop and Big Data processing techniques. We can provide visualisations of analytical insights through solutions to ensure that these insights are embedded in operational processes.

WHAT IS BIG DATA?

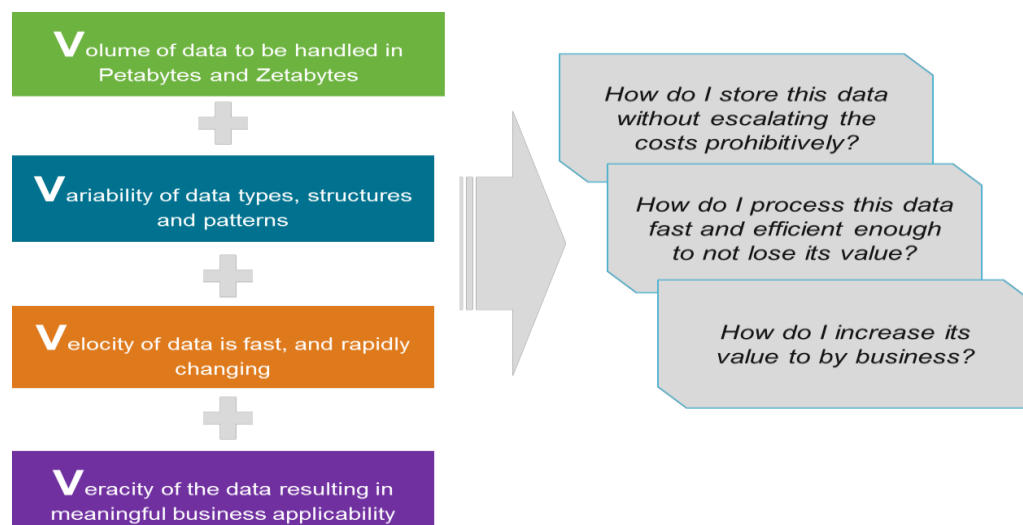
The amount and type of data being generated is significantly greater and different from just a few years ago.

This data, both structured and unstructured and from within and outside the enterprise, presents an opportunity to derive game-changing insights if harnessed properly.

The traditional data when enriched with the new semi-structured and unstructured data provides the mechanism of making data-driven decisions that are far more relevant and impactful than traditional data warehousing techniques allow.

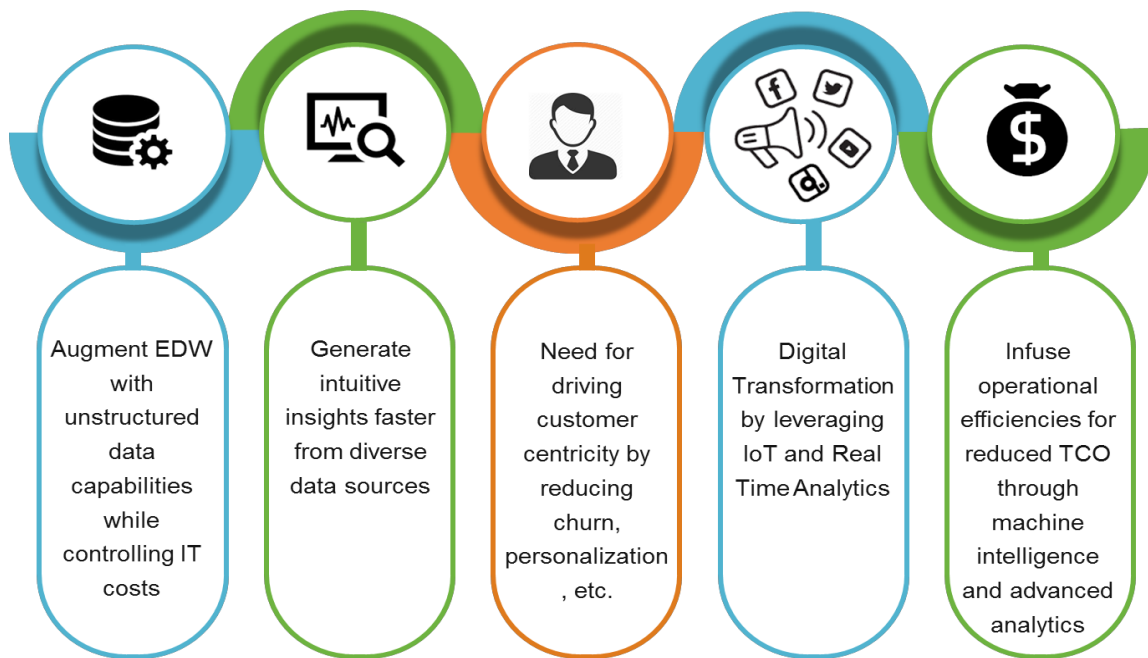


Big Data, characterised by the 4V's, Volume, Variability, Velocity and Veracity, present opportunities and challenges to use the data.



Impact of Big Data

Big Data enables critical business outcomes such as customer centricity, better management of risk and fraud cases, efficient operations and IT modernisation. Some of the scenarios in which Big Data based solutions are useful to solve problems are as mentioned below:



Cognizant's vendor neutral approach enables the need to drive the solution rather than a technology bias limiting the art of the possible. There are many software tools in the market that enable effective use of Big Data. Cognizant has partnership relationships with all of the leading providers in this space including the following:

Technology	Company
Hadoop	Cloudera, Hortonworks, MapR, Amazon EMR, Microsoft HDInsights
NoSQL data stores	Cassandra, MongoDB, Marklogic, CouchDB
Big Data processing	Informatica, IBM, Talend
Open Source (Apache Software foundation)	Kafka, Spark, HBase, Storm, Flume, etc

COGNIZANT'S BIG DATA SERVICE OFFERINGS

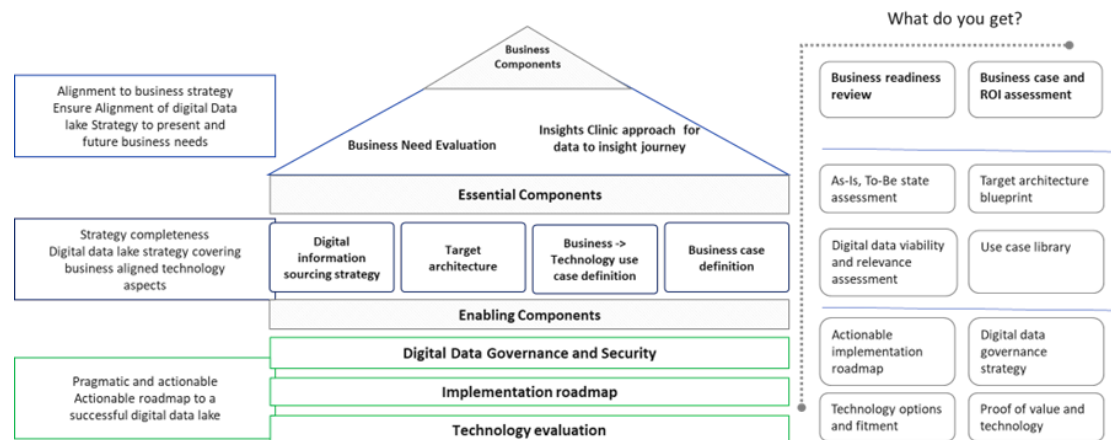
Cognizant's Big Data service offerings are grouped into 3 categories to cater to the specific needs of each customer and their respective different lifecycle stages of adopting Big Data. We refer to these as 'Crawl', 'Walk' and 'Run' groups of offerings.

Initiating the Big Data journey:

The 'Crawl' set of offerings are designed for customers who are looking to commence their Big Data journey and want a partner who are able to help them get initiated in the right way.

Big Data strategy and consulting services:

- ☐ Big Data strategy definition aligned to organisation's strategy
- ☐ Insight Clinic, a hypothesis-driven approach to start Data to Action journey
- ☐ As-Is and To-Be state assessments
- ☐ Business case definition and ROI modelling
- ☐ Future state architecture blueprint & roadmap definition
- ☐ Technology evaluations and Proofs of Value



Looking for a credible Big Data implementations partner:

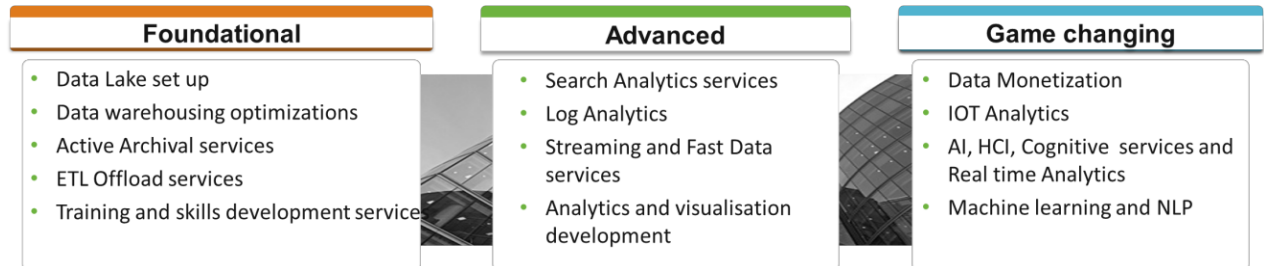
The 'Walk' set of offerings are designed for customers who are looking for a partner to help them implement Big Data technologies to realise the outlined use case(s). These are delivered through our skilled technology teams across the globe.

Big Data Implementation Services:

- Design and architect a Big Data ecosystem
- Use case realisation through technology implementations
- Migrations from existing EDW ecosystems to data lakes
- Data lake domain solutions
- Provide architecture and technology training and skills development services for in-house development

- Analytics and visualisation implementations on technologies including, but not limited to – Tableau, Qlikview, Qlicksense, D3.js, etc.

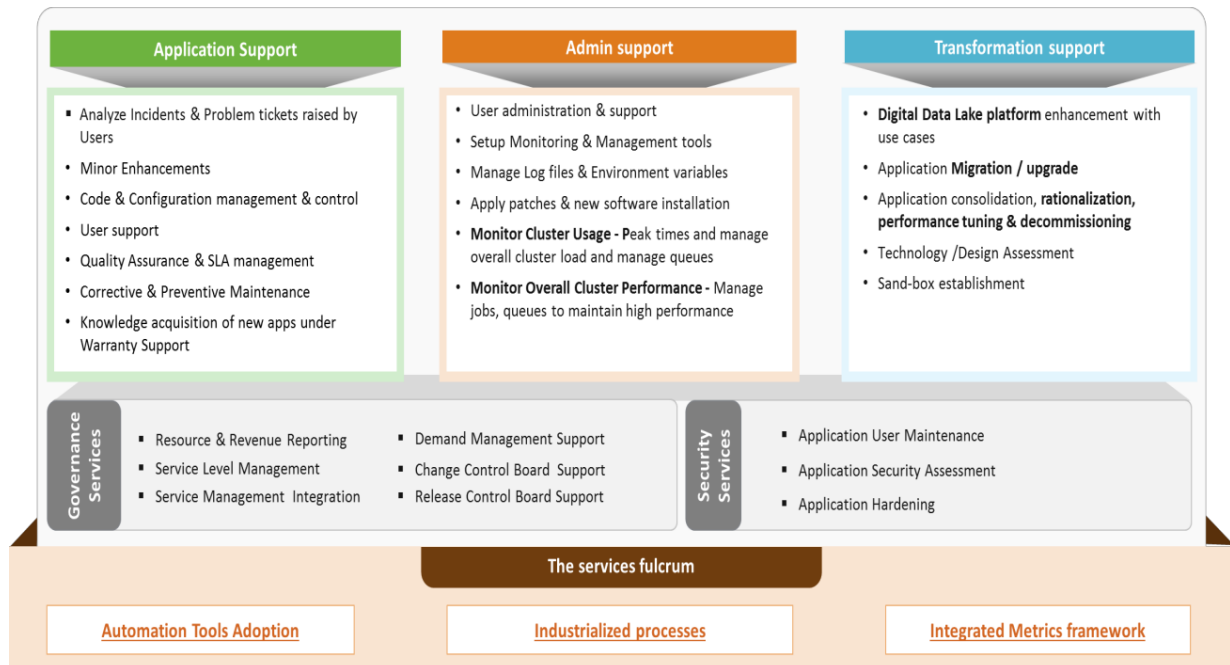
Based on the type of use case being executed, it is further classified as a Foundational, Advanced and Game-changer offering:



Mature Big Data ecosystem, looking for efficient and effective management services:

Big Data Operate Services

- Managed Analytics Platform in an as-a-Service model to quickly develop, test and deploy use cases
- Insight-as-a-Service for NBA NBO & to generate new revenue streams
- Support Enterprise Class Security, Compliance & Data Governance Policies across the entire environment





About Cognizant

Cognizant (Nasdaq-100: CTSI) engineers modern businesses. We help our clients modernize technology, reimagine processes and transform experiences so they can stay ahead in our fast changing world. Together, we're improving everyday life. See how at www.cognizant.com or [@Cognizant](https://twitter.com/Cognizant).

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