



Gaining a 360 Degree View of Your Customer Data with 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.

Syntel's Solution

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 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 Syntel?

- A leading global IT and KPO service provider
- Established in 1980 (NASDAQ: SYNT)
- 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**

SYNTEL'S BI-DW AND ANALYTICS CENTER OF EXCELLENCE

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