

# WNS Analytics Decision Engine

Insights for Intelligent Growth



## Introduction

The ability to create outcome-based transformational solutions supported by proprietary frameworks, process excellence, technology and cutting-edge analytics is a key differentiator for WNS, in its pursuit of profitable growth. WNS Analytics Decision Engine has been developed in line with this key differentiator.

### The Market Landscape

Seventy percent of the growth in most industries depends on the GDP growth of an economy. While signs of recovery are slowly beginning to show in the US, there is still a certain amount of unrest. Uncertainty is still apparent in Europe, resulting in the economic momentum to shift eastwards. Such changes in the global economic order are making it crucial for business enterprises to make smart and astute decisions. Decisions related to the extent of play in emerging markets, real-time execution of ideas and projects, and leveraging the Internet are becoming critical for business success.

While foraying into new markets may offer exciting opportunities for business expansion in times of domestic economic turmoil, it also presents challenges in the form of: competition from local and regional players; requirement of a robust globalized supply base and making sense of and leveraging marketing channels like social media and e-commerce. With the emergence of digital technology and social media networks, consumerism is becoming all about value, innovation, personalization and customer engagement.

Today a business needs to make the right investment choices and adopt technologies that enable it to take smart and astute decisions, irrespective of the geographies that it is present in or the customer demographics that it reaches out to.

- Technology is making it possible to capture data at every consumer interface, providing a huge opportunity for firms to leverage this data to draw key insights and make superior business decisions.
- Not surprisingly, firms are seeking insights from all consumer touch-points and moving towards an enterprise-wide adoption of analytically-based choices. WNS is helping clients meet these twin objectives through our proprietary service framework – the **WNS Analytics Decision Engine**.

## WNS Analytics Decision Engine (WADE<sup>SM</sup>)

WADE<sup>SM</sup> is an integrated service framework aimed at synthesizing and drawing insights from the multiple pockets of data which lie across the organization and accurately anticipate current and future trends. This inspires the organization to change the way it thinks and acts to achieve its long-term growth targets.

With respect to the effective use of data, organizations today face six main challenges:

- 1. Access:** The data exists in silos, isolated by its sources (sales, customers, marketing and insights, suppliers, finance) and in the cloud with little coordination / integration
- 2. Quantity:** Comprehensiveness and consistency across multiple sources varies, thereby limiting the ability of usage
- 3. Quality:** Data varies in complexity and cleanliness; skills to clean and synthesize are limited
- 4. Insights:** Pockets of expertise exist throughout the system; no standard best practices; multiple ad-hoc project-based efforts by different departments and regions
- 5. Execution:** The ability to act upon the insights derived from the various touch-points often falls short in organizations
- 6. Speed-to-Harvest Insight:** Freshness of data is very critical in a dynamic market to react to competition and changing consumer preferences.

Most organizations, today, have an enterprise data warehouse to harness organizational data. But not all data that can drive important decisions sits in the data warehouse. More often than not, the data warehouse cannot meet the organizational data analysis requirements crucial for the decision making process. What organizations really need are the 'meta' insights that can only come from intelligent coupling of data.

Many organizations have tried to build internal and third party analytics 'Center of Excellence', which to start off with looked like a great idea, but has led to complexities after implementation. Organizations implementing this model are caught in the complex web of data sources and the Center of Excellence trying to coordinate and make sense of the data deluge with limited integration, adhoc engagements and lack of scale.

**Figure 1:** Access to Enterprise-wide Data is Inhibited by the Three Main Silos of Decision-Making



A plain-vanilla analytics Center of Excellence is no longer the solution for data analytics needs of organizations. It requires specific competencies in data management, analytics and insight generation and applying those to business action. It helps de-couple the skill sets:

- Data specialists to create data repositories, harmonize data across departments and lines of business
- A concentrated resource pool of seekers-specialists on data management and analytics who harness the data, run innovation analytics, generate insights and help build scaled solutions for the business
- Enabling the General Managers on the client side to apply the solutions to business, enhance their span of control

Leveraging its rich experience in generating actionable insights by harmonizing diverse data sources already existing within organizations, WNS has pioneered a proprietary framework, which enables harnessing multiple sources of data

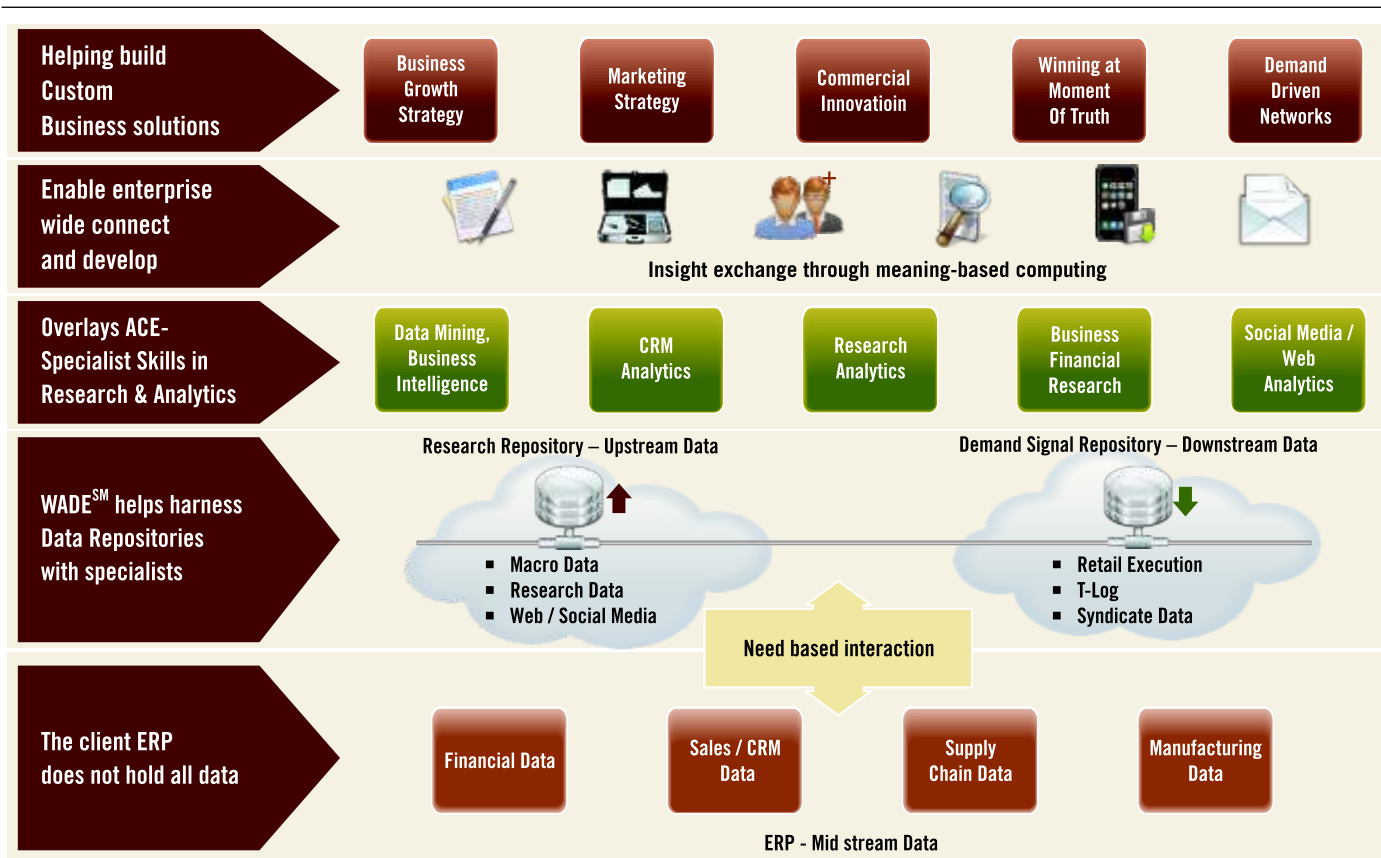
available to the organization; harmonizing them and making them available at a single user interface; and generating actionable insights for timely application to business. The framework is vertical specific. Figure 1 illustrates the WADE<sup>SM</sup> solution for the Consumer Packaged Goods and Retail Industry Industry.

For the CPG-Retail Industry, WADE<sup>SM</sup> delivers a 3 fold business impact:

- Fact based Marketing Strategy by synthesizing all Research data for Issue based Meta Analysis
  - Market Landscape and growth analysis to enable Business Growth Strategy
  - Actionable Consumer and Shopper Insights for effective Portfolio and Brand Strategies
  - Efficiency and Effectiveness in Commercial Innovation Programs

- Enables Insight Exchange through a meaning based computing platform
  - Meaning based search for documents and subject matter expertise
  - Format and language agnostic, integrates focus group and ethnography videos
  - Accessible through smart devices
  - Librarian on demand
- Enables Retailer Supplier Cooperation Programs by harnessing Store POS daily data to drive
  - Demand Driven Supply Networks
  - Winning at Moment of Truth

**Figure 2:** The WADE<sup>SM</sup> Solution Framework for CPG Retail Industry



## Conclusion

WADE<sup>SM</sup> is a vertical specific framework that enables organizations to harness and consume all data at their disposal through an analytics Center of Excellence, enabling scaled custom solutions that build competitive advantage. In summary, WADE<sup>SM</sup> enables the adoption of analytics in business decision making, enabling clients in their journey towards becoming fact based organizations.