



**SEIZE COMPETITIVE ADVANTAGE WITH
NEXT-GEN BUSINESS INTELLIGENCE ANALYTICS**

WNS Brandttitude™

CRACKING THE CODE TO **AGILE INTELLIGENCE**

Today's business jostle for competitive leadership in a dynamic and crowded space. They need accurate and differentiated insights in real-time to outperform and steal the march over competition. Business leaders need to constantly benchmark their organization's performance against customer expectations, competitors' maneuvers and industry trends. To achieve sustained growth and respond quickly to market dynamics is dependent on the kind of data they can access and analyze.

Decoding business performance, however, is still a herculean task. Organizations struggle to analyze the

humungous amounts of data generated today. Disparate data sources cannot paint a comprehensive and cohesive picture. Macro and micro views of markets and customers across the globe need to be consolidated and analyzed with the right business intelligence criteria for sharp and personalized insights.

No more busy IT teams. No more scattered spreadsheets. Business users today need a self-service Business Intelligence (BI) analytical platform that harmonizes, analyzes and visualizes complex and disparate data for smarter insights and decision-making.

BUSINESS PERFORMANCE CHALLENGES



Lack of unified insights as data silos come from disparate data sources



Data preparation is time-consuming and error-prone



Customization efforts (such as adding new dimensions) are laborious



Lack of interactive and scalable dashboards; excel-based dashboards are not intuitive or scalable

DATA TO INSIGHTS, DELIVERED WITH SMART SIMPLICITY

WNS' Brandttitude™ is a state-of-the-art, cloud-based business intelligence self-serve analytics platform. It is a unique BI analytics platform that executes exploratory data analytics, predictive modeling and self-service analytics to deliver compelling insights on business performance across multiple dimensions and data sources.

Built on a scalable data harmonization platform, it leverages technology, analytics and deep domain expertise to provide intuitive agility and real-time performance analysis.



brandttitude QUICK STATS EXPLORE INSIGHTS MY FAVORITES Welcome Praseon Verma

Equity Scan Time Period: Feb 2015 Markets: UK Company: Miami Cold Drinks

- Most Powerful Brand:** Cooler 1.7 (↑ 0.22%)
- Most Approved Category:** Sparkling Regular 3.1 (↑ 1.74%)
- Company Reputation:** Miami Cold Drinks 5.3 (↑ 0.22%)

Fastest Growing Brand: Cooler Life Grew by: 1.68%
Past Month Consumption: 2.90%

Fastest Growing Category: Sparkling Regular Grew by: -0.05%
Past Month Consumption: 48.97%

Top 3 (by B.S.): Cooler 1.7 (↑ 0.22%), Gold Spot 1 (↑ 2.11%), Diet Spot 1 (↑ 2.11%)

Bottom 3 (by B.S.): Cooler Life 0.2 (↑ 148.25%), Frost 0.6 (↑ 3.12%), Cooler Zero 0.7 (↓ 5.69%)

Bar chart data: Ambassador (↓ -8.49%), Promoter (↑ 0.20%), Adopter (↑ 1.19%), Acceptor (↑ 1.44%), Awareness (↓ -5.55%)

SAMPLE VIEW OF DASHBOARDS FOR RETAIL & CPG INDUSTRIES

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House Hold Panel Time Period: Feb 2015 Markets: UK Company: Miami Cold Drinks

- Spend:** 3.55 Mn (↓ -31.76%)
- Household Panel Vol:** 1.83 Mn (↑ 38.75%)
- Buyers:** 4.08 Mn (↓ -78.66%)
- Repeat Buyers:** 3.22 Mn (↑ 190.83%)
- Penetration:** 0.5%

Brand Share:

Diet Spot 11.1 (↓ -54.69%)	Gold Spot 23.3 (↓ -3.96%)
Cooler Life 13.3 (↓ -31.37%)	Frost 20.2 (↓ -17.70%)
Cooler Zero 14.9 (↓ -50.30%)	Cooler 12.2 (↓ -91.76%)

Fastest penetrating category: Industry Sparkling 4.1%

Frequently purchased Brand:

Most: Diet Spot (↓ -14.38%)	Least: Cooler (↓ -78.66%)
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Brand spend per trip:

Max: Frost \$ 1.3	Min: Cooler Life \$ 0.5
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SAMPLE VIEW OF DASHBOARDS FOR RETAIL & CPG INDUSTRIES

Across industries and domains, Brandttitude™ helps decision-makers unravel data in real-time for actionable insights to step up business performance.



For CPG companies,

Brandttitude™ generates heat maps on growth trends and determines how products measure against competition. Comprehensive reports on shipment, market share, brand perception and consumption, and other macro-economic data are unified with ease and accuracy.

For insurance sector,

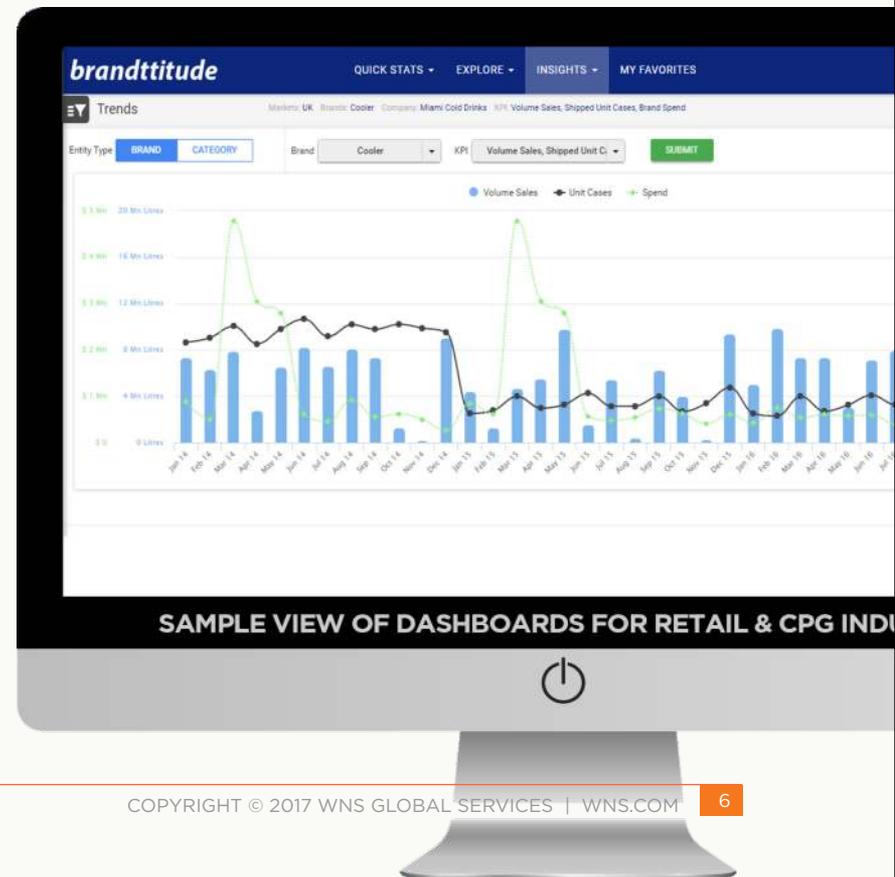
Brandttitude™ unfolds the customer journey across the entire value chain from underwriting to claims handling. Key measures on customer complaints, ease of doing business with call centers and direct customer feedback are intelligently analyzed to empower decision makers with real-time insights.



Brandttitude™ leverages WNS' wealth of industry and domain knowledge accumulated over years of servicing multiple Fortune 500 companies to capture a library of Key Performance Indicators (KPIs). This empowers organizations to take speedy, smart and data-enabled actions, and raise the peaks of business performance.

Brandttitude™ - Highlights

- A single and comprehensive view of all data
- Self-service capabilities for easy and customized deployment
- Intelligence-embedded insights to identify trends across KPIs
- Cloud-based intuitive application with device-agnostic access
- Versatile subscription and module-based pricing options



SMART SYNCHRONIZATION OF DATA, ANALYTICS AND DOMAIN EXPERTISE



Personalized Insights

Brandttitude™ provides multiple features that help users customize their dashboard according to their needs.



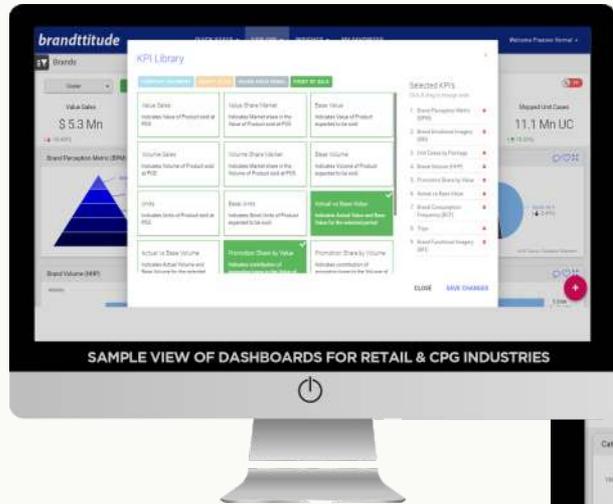
Real-time Collaboration

Brandttitude™ annotation and sharing feature helps stakeholders collaborate on the go, thus enabling faster decision-making.

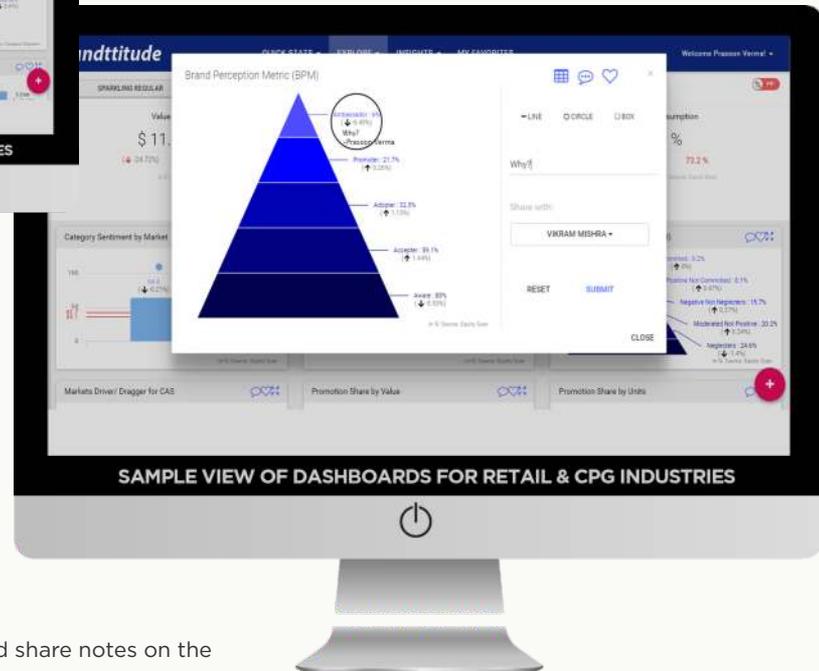


User-friendly Interaction

Brandttitude™ features such as Tool Tip, Help, Select Zoom and Drill Down provide user-friendly clarity to users for easy and efficient decision-making.



- **Tool Tips** - Get all the information regarding a KPI by hovering over the KPI label
- **Zoom In / Out** - Select any data section in any chart for expanded view
- **Visual Alerts / Notifications** - Highlight information based on pre-defined criteria and activate threshold-defined alerts
- **Benchmarking** - Compare and benchmark any KPI against competition



- **KPI Library** - Choose business metrics from a comprehensive list of pre-built KPIs for each data source
- **My Favorites** - Save KPI (chart) on separate page for future reference
- **Spreadsheet-like Interface** - View data behind any chart in tabular form at the click of a button

- **Annotation** - Add and share notes on the chart for better and faster collaboration
- **Export** - Download charts as PDF, Excel and image files

DECODE YOUR DATA

REAL-TIME



All Your Data in One Place

Brandttitude™ gives you a single and comprehensive view of all your data, right from market data on brand performance, trend analysis, collection analysis, shipment data analysis, to risk data and more.



Intelligence-embedded Insights

Brandttitude™ is all about transforming your data into meaningful business intelligence, be it in identifying buying patterns, analyzing fraud, financial analytics or understanding customer behaviors and perceptions.



Easy-to-Read Dashboards

Brandttitude™ provides you a host of visualization options by integrating visual analytics, KPIs, reporting and dashboards on the go across any device. Your business users are empowered with smart insights delivered instantly through Quickstat pages.

Business Problem	Approach	Result
<p>How do I connect my varied data sources?</p>	<p>Brandttitude™ is powered by a scalable analytics platform that harmonizes data across disparate sources to give a unified view</p>	<p>A holistic view of business performance</p>
<p>How do I know what metrics to mine from which data source?</p>	<p>Brandttitude™ library provides a comprehensive list of 150 pre-defined KPIs across various data sources crafted with WNS' deep domain knowledge</p>	<p>Faster deployment of personalized metrics for business users</p>
<p>How do I establish correlation across data sources</p>	<p>Brandttitude™ Insights provide geo heat maps and data trends ingested from all sources</p>	<p>Contextual understanding of data to uncover hidden anomalies, problems and opportunities</p>

PARTNERING FOR A DIFFERENCE – WNS CAPABILITIES

Domain Knowledge

With nearly two decades of proven experience in partnering leading Fortune 500 organizations, WNS' strong team of industry experts, consultants and analytics professionals deliver advance analytics and big data services to myriad clients across the world. We provide complete decision support and serve some of the most dynamic businesses in the Retail, CPG, Travel, Hospitality, BFSI, Energy & Utility, and other emerging sectors to achieve transformational results.

Technology Leadership

We leverage best-in-class technology to deliver Business Process Management (BPM) solutions to our clients worldwide. We collaborate with leading technology providers to offer innovative solutions that address the pain points of our clients. WNS TRAC™ is an all-encompassing suite of next-gen BPM technology solutions powered by Robotics, Analytics and Cloud that enables clients' processes to rapidly achieve desired business outcomes.

Analytics Expertise

Our 2,200+ strong analytics team comprises highly skilled and experienced data scientists and analytics professionals. Our domain-backed and consultative approach provide actionable insights to our clients. WNS Analytics' award-winning Machine Learning and AI based product, SocioSEERSM, and the highly acclaimed WNS IDEA suite combine some of the most advanced analytics solutions to solve the most critical business challenges. WNS Analytics offers marketing analytics, customer analytics, social media analytics, big data, predictive analytics and business intelligence.



WNS (Holdings) Limited (NYSE: WNS) is a leading global Business Process Management (BPM) company. WNS offers business value to 200+ global clients by combining operational excellence with deep domain expertise in key industry verticals, including banking and financial services, consulting and professional services, healthcare, insurance, manufacturing, media and entertainment, retail & consumer packaged goods, telecom and diversified businesses, shipping and logistics, travel and leisure, and utilities. WNS delivers an entire spectrum of business process management services such as customer care, finance and accounting, human resource solutions, research and analytics, technology solutions, and industry-specific back-office and front-office processes. WNS has delivery centers world-wide, including China, Costa Rica, India, the Philippines, Poland, Romania, South Africa, Sri Lanka, Turkey, UK and US.

For a DEMO and more details on Brandttitude™, write to marketing@wns.com

or visit us at
<http://www.wns.com/solutions/functional-solutions/analytics/brandttitude>

WNS
Extending Your Enterprise