

APAC CIO Outlook

BIG DATA SPECIAL

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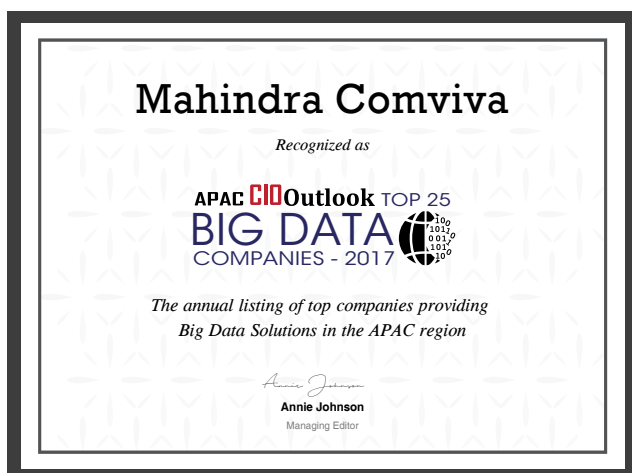
Top 25 Big Data Companies - 2017

Encompassing everything from digital data to health data, Big Data, although relatively recent, is fast becoming an integral aspect of businesses. With just a seven per cent adoption rate in 2014, today, the APAC region is set to become the third largest source of revenue for big data after Western Europe and the US. According to International Data Corporation (IDC), Big Data will have estimated revenue of \$187 billion worldwide, by 2019. But it isn't just IT companies that use Big Data these days; healthcare, telecom and banking are just a few examples of other businesses that are adopting the same practices.

The compelling need to satisfy customers has led several companies to accurately analyze data and improve their product offerings. With the usage of smartphones and other personal tech growing exponentially, the Big Data generation has marked its place in the cloud computing domain. To enable real time processing of data, and allowing for immediate

solutions when required, several solution providers have surfaced in the marketplace in the recent times. To assist companies in using Big Data to their advantage, predicting customer needs and wants, with personalized interactions, solution providers have been striving to bridge the gap between the enterprises and technology. With enterprises and solution providers working harmoniously towards extending leading edge services and solutions to the end-customers, there is surety in the massive impact Big Data will have in the global market, as time progresses.

This edition of APAC CIO Outlook brings you the "Top 25 Big Data Companies - 2017". This list gives you some of the most prominent organizations in the industry who are capable of leading their clients towards excellence by extensively supporting them. The proposed list envisions assisting companies to gain from the services of the right Big Data Solution Providers who suit their specific requirements and help them enhance their expertise.



Company:

Mahindra Comviva

Key Person:

Amit Sanyal
VP & Head, Consumer
Value Solutions

Description:

Provides a portfolio of digital marketing solutions that help the marketer manage the end-to-end consumer life-cycle

Website:

mahindracomviva.com

Mahindra Comviva:

Providing Enhanced Customer Value Management

Steve Jobs once said, “Get closer than ever to your customer. So close that you tell them what they need even before they realize it themselves.” This statement holds true for present businesses in every aspect when market volatility and competition appear to be at their peak. For the telecommunications sector, the plight seems to amplify with new players or new subscription models populating the market every other day. An India based firm affirms it has just the right solution that taps into the possibilities of big data analytics to help enterprises develop strategies that bolster revenue streams and deliver quicker ROIs. The platform, MobiLytx Suite, is a “big data enabled analytically driven, intelligent, real-time marketing platform” that offers actionable insights across the entirety of customer lifecycle. “Our platform can cater to multiple use cases and leverages predictive, prescriptive, and descriptive analytical modules to derive its intelligence. Capabilities of this platform range from predicting decile scores of about to churn customers to various pre-campaign scenarios like ROI or take rate analytics and recommendation of next best offer,” notes Amit Sanyal, VP and Head, Consumer Value Solutions of Mahindra Comviva.

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The platform provides a suite of solutions that equip telecommunications operators with tools and strategies adaptable across every stage of the customer lifecycle. By leveraging over 300 KPIs operators can create sharp segmentation for each stage and provide personalized, contextual, real-time offers to enhance customer experience. Being modular in design, the platform offers the flexibility to serve use cases based on a client’s changing demands. “While intelligent interactive real-time campaigns help in revenue enhancement, subscriber, and retailer loyalty modules helps in immediate retention and thus build higher lifetime value,” informs Sanyal. Retention modules also help in winning back customers in real time, adding to the top line revenue stream. The platform, he adds, is vertically and horizontally scalable that allows it to be viable for new lines of business and adjacent domains without

additional infrastructure investments. Additionally, features such as single GUI and single adopter layer translate to faster deployment and reduced time to market.

Informing that MobiLytx is designed to achieve business continuity with minimal impact to ongoing operations, Sanyal puts forth a few use cases of the platform. First is the challenge operators face while trying to achieve “seamless, congruent, and concurrent recharge experience for customers as well as retailers.” On that front, MobiLytx Incremental Revenue through Incremental Sales (IRIS) rewards both the parties at various levels of their upgrades and helps the retailer influence customers at the point-of-sale, leading to incremental revenues as well as loyalty. Next, he turns to the popularity of scratch card-based recharge in developing countries and adds, “MobiLytxFlexible coupon provides personalized, offer-based messages once a customer activates the coupon pin.” Lastly, Sanyal steers the conversation toward the ubiquitous rise of digital payments and stresses on the need for operators to adopt an end-to-end approach to bridge the gap between mobile money registration and its actual usage. Citing the solution as personal and timely communication to “decrease uninstall rates and increase retention rates,” Sanyal states that Mobilytx Customer Engagement and Digital Payments (CEDP) defines mobile money as a set of experiences. CEDP drives usage and retention by incentivizing mobile money subscriber as well as respective agents through loyalty schemes and upgrade offers.

Drawing insights from multiple unstructured data sources to provide seamless multi-channel customer experience, Mahindra Comviva plans to extend customer engagement to banking ecosystem. “The goal is to maximize customer value across the entire digital payments lifecycle by providing a solution that promotes robust usage and retention through ARPU enhancement, retention, and revenue gains. While most vendors offer solutions piecemeal, MobiLytx Customer Engagement through Digital Payments (CEDP) takes an end-to-end approach by building a long-term subscriber value, reinforcing subscriber engagement, and amplifying subscriber experience,” concludes Sanyal. **ACO**



Amit Sanyal,
 VP & Head, Consumer Value Solutions