



Actionable Business Insights through Big Data Analytics

Leading Mutual Fund Transfer Company

A professionally managed, institutionally owned, SEBI regulated entity engaged as a service partner to leading BFSI players.

Project/Service Category

Data Management and Analytics

Technology

- Database: Oracle Transaction Database
- ETL: SharePlex
- ELT: HiveQL
- Data warehouse: Hive on Hadoop
- Analytics: MicroStrategy, R

Benefits

- Improved customer and prospect segmentation with comprehensive and accurate data from the system
- Actionable business insights and faster processing of transactions increased the client's competitive position and overall profitability in the industry
- Improved risk mitigation by optimizing the complex decisions of unplanned events more rapidly with predictive analytics

Background

The client's current environment evolves with growing volume of data and the data resides in various transaction databases. Also, lack of central location and permanent storage space for the data from disparate sources, delayed the overall decision making process.

Client wanted to change the way it collected and managed data and optimize its business applications. The prime objectives are to:

- Improve its customer and prospect segmentation
- Increase its competitive position and profitability

Solution

HTC conducted a due diligence on the existing environment, interviewed business stakeholders, and IT users to identify issues that need immediate resolution, and determine the information needs.

HTC understood that data residing in various sources and formats indirectly prevented the client from realizing the benefits of data and related insights. Moreover, employees were spending time on extracting data rather than analyzing it.

A Hadoop based big data solution was suggested for a centralized repository and bring actionable insights to the business and improved decision making.

HTC designed a Hadoop based solution that integrates well with the client's OLTP databases and analytical solution. HTC team converted data into Avro format and extracted data from 20+ Oracle Transaction Databases using SharePlex ETL and loaded it into a data warehouse. HiveQL was used to extract data from Hadoop environment for analytical purpose. Reports were generated using MicroStrategy and R analytics.



- Over 25 years of IT and BPO experience in providing cost effective and innovative services across domains for a wide spectrum of global 2000 customers
- Quality and information security processes compliant to SEI CMM Level 5, ISO 9001, ISO 27001 and PCI DSS standards
- Global presence, large delivery centers, talented professionals, capabilities across multiple technologies, platforms and domains