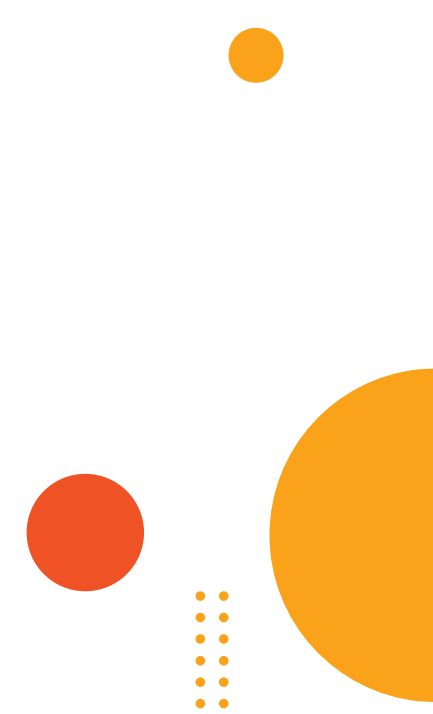




CASE STUDY

Undertaking Account Intelligence for a Data Management Provider





OBJECTIVE AND SCOPE

The client, a leading professional services firm, was working for a data management provider (the 'end client'). It wanted to conduct an opportunity analysis of IT services and technology solution providers in the market, and sought Benori's support to:

- Profile B2B and B2C companies based on their technology landscape, covering multiple industries across Australia, Malaysia, and Japan
- Understand how companies are using technology to integrate and handle data to make their systems resilient and secure





APPROACH

We conducted secondary research to profile companies for detailed coverage on their transformation journey and the integration of technology in their operations and offerings. We also conducted primary interviews with technology experts from each selected company to fill in the information gaps.



METHODOLOGY



**Secondary
Research**



**Primary
Research**



**Data
Modelling**





IMPACT

The research helped the client in:

- Identifying accounts/companies that present opportunities for the client to pitch their offerings and services
- Understanding business opportunities in these companies and the key decision makers to target for pitching new services



SAMPLE OUTPUT

Data Architecture and Strategy for Company A

Data Architecture -

(1/2)

designs the process flow of data into cloud thus defining the series of components of its new data architecture, including newer elements such as reporting services comprising of tools such as POWER BI and Thoughtspot

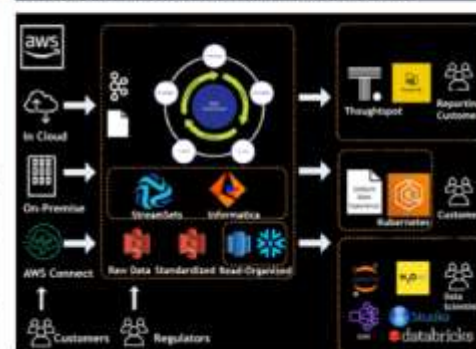
Data Architecture - Key Highlights

- In April 2018, the company revealed its first foray of data into cloud in the form of an elastic data lake built on AWS services
- The company is landing the data in the raw zone, tag it with business and technical metadata while publishing the lineage component to cloud
- Some of the uses of data from discovery cloud and its

Component	Role of Component
Data Lake	<ul style="list-style-type: none"> Also, k/a as Not an exclusively AWS affair
Informatica	Data management layer comprising of book-of-record for metadata, lineage, and data quality. Currently, being used as go-to-thing
Kafka	Used for streaming
Apache Beam	Used to move data b/w zones (raw, curated, and conformed) and S3 bucket to store data

Source: Primary Interview.

Various Components of Data Architecture - Key Highlights



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Opportunity Assessment for Client

Opportunity Assessment

Potential opportunity exists for system integrators and service providers as uses combination approach while integrating technology in its architecture and services

- has put well defined multi-cloud strategy and experts also points out that the bank's core part of operations are already moving to public cloud. In order to achieve this, the bank has been taking measures such as deploying all teams to work across cloud vendors and especially with AWS (for last 6-10 months)
- The company has been expanding rapidly its Insight generation to lead generation for utilizing the full potential of data it has, right from
- It has been gradually moving towards and models to create transparency in its models
- Simultaneously, the company has been piloting and in process of PoC with various solution providers such as
- Overall, the company has been using for blending in the capabilities and tools they require to serve its customers
- From architectural point of view, the bank has been using a combination of AWS, open-source models, and purchased licenses - indicating the underlying opportunity for technology and IT service providers. However, the company announced a cut in funding for its portfolio, which led to round dropped or put on hold
 - The bank perceived its priority in aspects such as supporting its' colleagues in contact centers, branches, business banking centers, fulfillment, operations and other customer-facing roles. Consequently, the company aimed to cut down costs for external consultants and contractors
 - has spent million on the Big Four alone over the last decade, out of which million was spent on audit services, while the remaining million on non-audit advisory services and consultancy support. For example, worked with McKinsey & Company on a risk culture audit in 2019

Source: Primary Interview, Benori Insights

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