

TECH MAHINDRA'S DATA & ANALYTICS AND AI SUITE FOR CME CUSTOMERS

COMMUNICATION, MEDIA & ENTERTAINMENT

The global telecom and media industry landscape is evolving at a much faster pace than ever. Digital disruptions are occurring more frequently and organizations are forced to rapidly adapt to the changing environment in order to survive in the industry. As per a recent report by Gartner, the industry's worldwide IT spending will grow at a compound annual growth rate of 5.1% to reach \$667.6 billion in constant U.S. dollars by 2023.



In the Sep 2020 Magic Quadrant for IT Services for Communications Service Providers, Worldwide report, Gartner positioned Tech Mahindra in the 'Leader Quadrant' and quoted:

"It offers a full-service life cycle from consulting to implementation and managed services."

The Data and Analytics team at Tech Mahindra is well equipped with the right blend of technical capabilities and domain expertise, which aids the clients to get accustomed with the rapid changes in the business and technology transformation. Our experiences in analytical use cases and solution models supports the whole nine yards of: data – analytics - AI journey, leading to complete digitalization.

We play a key partner role for Communication and Media customers. With our repository of rich frameworks, IPs and platforms, coupled with our domain expertise, we enable our customers in their data analytics and AI-led transformation journey. Some of the use cases:

- Complete suite of Data Management – data migration, data quality, data governance
- Analytics, advance analytics and AI capabilities such as :
 - Data and analytics solution for and on Cloud
 - Customer analytics
 - Network analytics
 - Predictions and Forecasting
 - Performance and Business Optimization
 - Revenue and Margin Assurance
 - Machine and Deep Learning
 - Text Analytics and NLP
 - Video and Image Analytics

Overview

With 20+ years of experience on the Data and Analytics front, Tech Mahindra provides a wide range of IT solutions for telecom and media companies. Built on a robust foundation in digital integration and services management, our data & AI experts enable organizations in reforming their business processes, embracing analytics and embracing unified customer strategy across digital channels.

Our Solutions

Our Data and AI solutions for Communications, Media and Entertainment sectors include:

- **UDMF (Unified Data Management Framework):** Unified Data Management Framework is a proven Data Management platform for Data Migration, Data Quality management and for implementing as a Revenue and Margin assurance framework.
- **SCM Analytics on Cloud:** Analytics Powered, AI/ML enabled Operations And Supply Chain for Supplier Risk Mitigation, Spend Optimization, Inventory Optimization & Demand Forecast
- **MARS (Match & Relate):** ML driven, fuzzy logic based golden record creation algorithms, which acts as Steel Thread across system stack to provide single version of truth
- **UDMF GLIDE (Global Data Ingestion and Extraction):** Spark powered engine, capable of normalizing multi-level JSON files delivering outputs in HIVE, Teradata, file etc.

- **UDMF F@STEST:** Testing framework automation using Spark cluster and Scala that reduces manual testing effort by 50%
- **UDMF Hawk-ai:** Automated metadata and structured information generation from images and videos with Computer Vision enabled Text; NLP based contextualization
- **Infowise:** Metadata 360 Solution for Enterprise Transformation, augmented with AI. It is a disruptive Intelligence platform for IT Operations (AIOps) designed to provide an enterprise view of the IT landscape.
- **iDecisions:** iDecisions® powered Analytics with Tailor made BI accelerators, the technology-agnostic & platform independent iDecisions is a complaint to broadly available industry-specific standards (eTOM, SCOR, Basel II & ARTS).
- **GAiA AI Governance Platform** - Acumos™ Open Source AI Lifecycle management platform, Co-created by Tech Mahindra & AT&T, GAiA™ is the enterprise AI/ML platform offering that provides additional features for an enhanced end-to-end experience for customers.
- **TACTiX:** AI platform offering a ready-made framework for building cognitive applications with in-built capabilities such as NLP, ML, advanced data analysis and visualization to provide actionable intelligence and insights from operations data.
- **Conversational AI:** Conversational AI is a set of technologies that enable computers to understand, process, and respond to voice or text inputs of end users in natural ways to simulate conversations, to automate communication and create personalized customer experiences at scale.

Benefits

- Rich domain expertise
- 20 years of experience in Data & Analytics
- Successful engagements with all major telecom and media leaders across the globe
- Right from the data acquisition, to governance, to analytics, to AI; our competency excels in helping the clients ease their data journey
- The spectrum of IPs and accelerators that complement our service offerings to enable advancements in the business journey
- The domain focused and strong alliance partner relationships that support our solutions portfolio
- Strong force of certified experts, who understand the business and technology

The Tech Mahindra Prowess

Tech Mahindra represents the connected world, offering innovative and customer-centric information technology experiences, enabling Enterprises, Associates and the Society to Rise™. We are a USD 5.2 billion company with 125+K professionals across 90 countries, helping 973 global customers, including Fortune 500 companies.

Awards & Accolades

We Rise™ to be among the top three leaders in each of our chosen market segments while fostering innovation and inclusion.

- **Gartner Magic Quadrants 2019:** Tech Mahindra positioned as 'Niche Players' in Gartner Magic Quadrant For Data Analytics
- **Brand of the Decade 2019 by BARC Asia:** Tech Mahindra has been selected as 'Brand of the Decade 2019' by BARC Asia.
- **Forbes:** Tech Mahindra is the highest ranked Non-U.S. company in the Forbes Global Digital 100 list (2018) and in the Forbes Fab 50 companies in Asia (2018).
- **IDC Insights Award 2018 for Chatbot UVO:** Tech Mahindra received IDC Insights Award 2018 for its Chatbot UVO.

Tech Mahindra



www.youtube.com/user/techmahindra09
www.facebook.com/techmahindra
www.twitter.com/tech_mahindra
www.linkedin.com/company/tech-mahindra
www.techmahindra.com