

# Catching the 'big fish' in the industrial data lake

Unlocking the promise of industrial internet with Data-to-Action<sup>SM</sup> at scale with Lean Digital<sup>SM</sup>

## TRADITIONAL APPROACH

Stakeholders unclear on what data supply chains to leverage to get most out of data

Acceptance of data from multiple sources without any governance

Poor quality and unverifiable lineage of data results in **data swamps**

Outdated and leaky data supply chains results in inefficient analysis of data

## LEAN DIGITAL<sup>SM</sup> + IoT PLATFORMS

Domain experts map the data supply chain and connected relevant and related attributes

Use of **IoT platforms** accelerates configuration of multiple data sources, data collection and analysis for richer insights

Industrialized testing to ensure data quality and accuracy of sources

Easier to catch "big insight" fish from lake

Ready for executive use

Genpact (NYSE: G) stands for "generating business impact." We are a global leader in digitally-powered business process management and services. Our Lean Digital<sup>SM</sup> approach and patented Smart Enterprise Processes<sup>SM</sup> framework reimagine our clients' operating models end-to-end, including the middle and back offices – to deliver growth, efficiency, and business agility. First as a part of GE and later as an independent company, we have been passionately serving strategic client relationships including approximately one-fifth of the Fortune Global 500, and have grown to over 75,000 people. The resulting domain expertise and experience running complex operations are unique and help us drive choices across technology, analytics, and organizational design.

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GENERATING IMPACT<sup>SM</sup>