Optimizing Enterprise Information and Knowledge through
ANALYTICS, SEARCH & COLLABORATION

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Analytics

• Traditional Business Intelligence
  • summarize and report *performance*
    ✓ tools exist, can be deployed and used

• Predictive Analytics
  • techniques exist, along with toolkits (e.g. SAS)
    ➢ need to tune techniques to training data
    ➢ *manual process, need to repeat regularly*

• Causal Analytics (CA)
  • *what* are customers/employees/citizens saying?
  • *which* products/services/policies are problematic?
  • *why* are there problems and what are the remedies?
    ➢ tools are new, analytical expertise needed
    ✓ often results in directly actionable intelligence
CA Example: Voice of the Customer

Model = B71-2 -> concept[Component, Accessory]

- Minimum Count
- Maximum Count
- Don’t Remove Stopwords
- Group Synonyms

- Noun Entities
- Display Column
- Cloud View
- Display Type
- Show
- Most frequent

- Accessory

Select All | Deselect All | Add as Synonyms | Opinion | Draw Chart

- battery (14)
- battery charger (2)
- battery store (2)
- charger (2)
- device
- display (4)
- key (3)
- keyboard (6)
- lcd screen (2)
- memory card (5)
- part
- phone (2)
- power (2)
- problem (6)
- repair center (2)
- screen (7)

Show all sentence (59)
CA Potential: Voice of the Citizen

E-Filing:

- What problems do taxpayers face while e-filing returns?
- Which aspects of the process are these related to?
- What possible solutions could remediate these, and with what impact?

Availability of Credit:

- What difficulties are small businesses facing while getting credit?
- Which specific regulations are becoming bottlenecks for which class of borrowers?
- What regulatory adjustments could improve the availability of credit to deserving borrowers?
New Directions in Enterprise Search

- Enterprise Search is more difficult than Web Search:
  - no links, security, mix of structured and unstructured data …

- Traditional knowledge management systems are flawed:
  - use a fixed taxonomy; but organizations operate in a fluid environment
  - rely on people uploading data; ignoring the wealth of information on individuals’ desktops
  - structured data can’t be `searched’

Matching Topics:

- renewable energy  carbon emissions  climate change

- WWF - Wind farms in the Philippines Tuesday, Mar 22, 2005 WWF
- WWF - Wendy likes it windy Tuesday, Mar 29, 2005 WWF
- WWF - Climate scores goal with football championship Wednesday, Sep 07, 2005 WWF
- WWF - Southeast Asia’s first wind farm launched Saturday, Jun 18, 2005 WWF
- WWF - Switzerland ? 22,000 speak up against energy waste in standby mode Tuesday, Oct 11, 2005 WWF
- carbon emissions
- WWF - Shipping industry must act on carbon Thursday, Sep 24, 2009 WWF
- WWF - Aviation industry to profit from emissions trading Sunday, Dec 17, 2006 WWF
- WWF - EU member states abuse Emissions Trading System Monday, May 15, 2006 WWF
- WWF - European countries weak on emissions trading Thursday, Jul 27, 2006 WWF
- WWF - Tackling aviation emissions in the EU Tuesday, Jun 26, 2007 WWF
- climate change
- WWF - WWF media advisory - UN climate change conference Bali 2007 Wednesday, Nov 20, 2007 WWF
- WWF - IPCC discusses ways to limit climate threat - media advisory Sunday, Apr 29, 2007 WWF
- WWF - Record breaking year for climate Monday, Dec 03, 2007 WWF
- WWF - International climate change report rings the alarm bell Friday, Feb 02, 2007 WWF
- WWF - No excuse for climate inaction Saturday, Nov 17, 2007 WWF
Collaboration: Seeking Ideas from Stakeholders

IdeaMAX is a social ideation platform that allows TCS to tap into the collective wisdom of the organization and capture ideas that can result in transformational innovations.

Welcome

Ashok Krish
Karma: 527

Your Notifications:
Abuse (0) | Duplicate (1) | Ideas (2) | Tasks (0)

Submit an Idea

Show Random Idea

Browse by GDC
GDC: [Select]

Browse by Category
- Audit and Compliance
- Data Security and Operational Risk Management
- Finance
- Physical Infrastructure and Administration
- Digitization
- Human Resources
- BMC (Match)

Earth Hour-Saturday 8:30-9:30pm
2 minutes ago by Vikas Gupta in Category: Health, Safety & Environment

Library activity automation
3 minutes ago by Madhusudan Anand in Category: Library & Information Center Events and activities

SMS-Alert to LotusNotes/WebMail users when mailbox is full
7 minutes ago by Aniruddha Mukherjee in Category: Digitization
Collaboration: Tapping the Wisdom of Crowds
Summary

• Causal Analytics
  ➢ *new way to focus: yields actionable intelligence*

• Enterprise Search
  ➢ *harder than one thought: huge untapped potential*

• Collaboration
  ➢ *innovation platforms: idea generation, wisdom of crowds …*