

IVING

NEC

Orchestrating a brighter world



Data & Analytics

Enhance business value by
leveraging data as a strategic asset

nec.com.au

NEC Data & Analytics

Organisations that have the most advanced analytics capabilities are twice as likely to be in their industry's top quartile of financial performance.

Bain & Company

With digital transformation pushing organisations to revamp their business models, data analytics capability is critical in enabling organisations to develop new strategies, optimise their operations and provide differentiated services.

Data analytics is an integral part of any corporate strategy to gain critical insights that can then be leveraged to effectively target customers, increase sales, drive operational efficiencies to gain a competitive edge.

With the generation of massive volumes and variety of fragmented data from multiple sources, organisations often face several challenges developing and implementing efficient data management strategies.

Integrating disparate sources of data

Handling data explosion

Lack of qualified professionals

Generating valuable and timely business insights

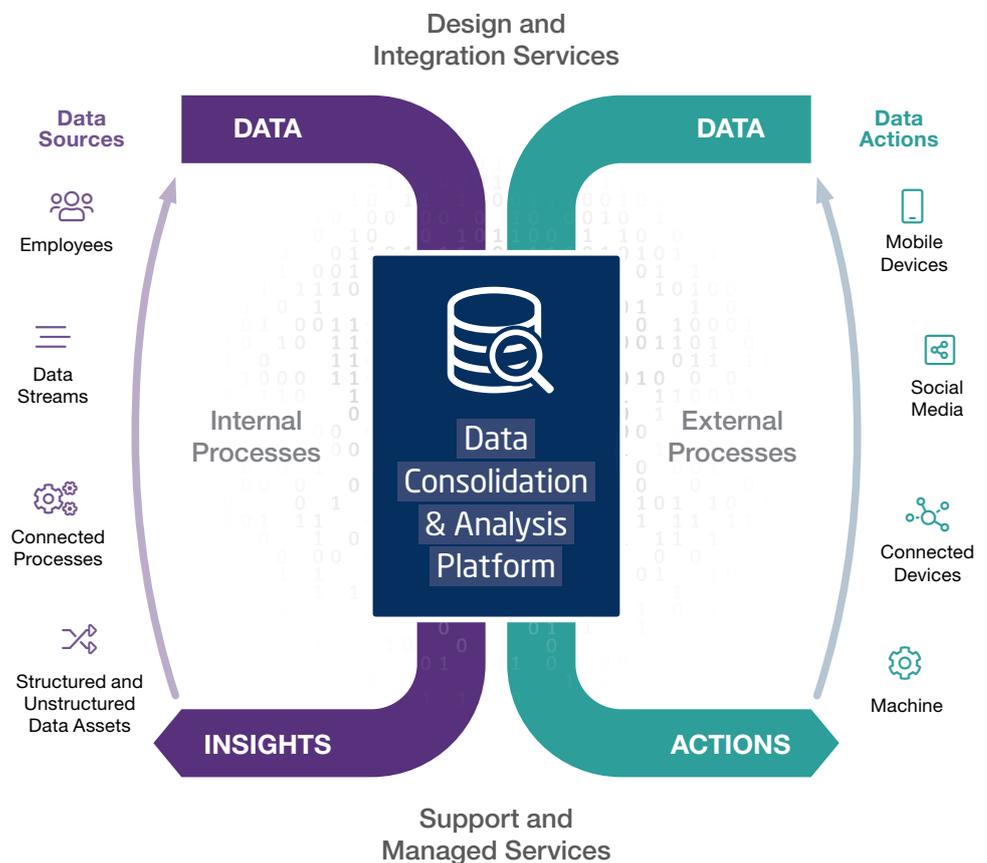
Data maintenance and accessibility

Common Challenges
.....

Facing Data Analytics

Move towards a data-centric digital platform

NEC Data & Analytics services assist our customers in their data driven digital initiatives. Leveraging cutting-edge technologies, processes and frameworks, NEC enables organisations to analyse various types of structured and unstructured data such as internal (e.g. operational and strategic) and external (e.g. customers, competitors and social media) to extract meaningful insights that include a deeper understanding of customers, greater business efficiency and improved products and services.



NEC Data & Analytics

Service Portfolio

Consulting

Analyse customer data needs and map the appropriate tool set & framework to deliver an effective and scalable Data & Analytics solution.

Maturity assessments

Data governance and privacy

Business analysis

Consulting

Design and Integration

Design plan for ingesting and integrating heterogeneous data sources onto a common scalable data infrastructure.

Design data lake / data warehouse roadmap

Design modelling & integration plan

Data preparation, migration and integration

Enterprise data warehouse offload / optimisation

Data Platform

Build and deploy a highly scalable data platform to consolidate data from multiple sources.

Data warehouse & data lake deployment

Data model implementation

Data governance & security

Master data management

Data quality management

Analytics

Implement advanced analytics solutions and obtain strategic key business insights for data driven decision making.

Exploratory data analytics

Descriptive and inquisitive analytics

Training and testing data analytics model

Streaming data analytics

BI dashboards & reports

Generating actionable insights

Managed Services

Continuous monitoring and maintenance of the technology environment to keep it up-to-date and operational, with a tiered pricing model to suit your organisation's circumstances.

NEC Application Support Services

▸ Essential

▸ Standard

▸ Premium

Organisations that have the most advanced analytics capabilities are five times more likely to make decisions faster than market peers.

NEC Data & Analytics

Make the most of powerful insights across your entire business work flow

Product Design
& Development



Planning
& Procurement



Manufacturing
Support



NEC Data and Analytics experts can assist in consolidating and analysing data across your organisation, which can result in dramatic improvement in efficiencies

Market opportunity
& risk assessment
.....

Market segmentation
.....

Competitor intelligence
.....

Unmet needs analysis
.....

Contract management
.....

Product safety analysis
.....

Visual analytics

Demand forecasting
& inventory planning
.....

Sourcing & supplier
performance
.....

Financial planning
& analysis
.....

Scorecard for vendors
and/or utilisation
.....

Resource optimisation
.....

Incentive program
.....

Cost optimisation

Yield analysis
.....

Quality management
.....

Scheduling &
cycle time optimisation
.....

Productivity & statistical
process control
.....

Resource pool
assessment
.....

Maintenance planning

Distribution & Logistics



Sales & Marketing



Customer Experience



Data Analytics can be leveraged to understand and improve any area or process in your business

Route optimisation
.....
Inventory planning
.....
Order fulfilment
.....
Parts tracking
& pallet management
.....
Scorecard for
distributors and vendors
.....
Freight scheduling
.....
lot enabled
distribution system
.....
Quality report

Product sales
& business performance
.....
Sales driver analysis
.....
Predictive modelling
.....
Sales budgeting
.....
Field force effectiveness
.....
Campaign measurement
.....
Customer segmentation
.....
Cross/up-sell

Customer loyalty score
.....
Customer lifetime value
.....
Social media response
.....
Customer fulfilment
report
.....
Customer
satisfaction drivers
.....
Attrition models
.....
Sentiment analysis
.....
Customer journey
analytics



Benefits

NEC Data & Analytics services can deliver positive outcomes to a range of key business objectives



Business growth and profitability

Boosting sales and enhancing performance of existing business lines, while continuously focusing on diversifying and adapting to market demand. Reduce overall operating cost by identifying bottlenecks, redundancy and mitigating business risks.



Customer centricity

Deliver personalisation in real-time through data driven discovery of hidden customer insights and quickly respond to customer sentiments.



Business agility

Understanding your customers and their needs and being able to drive innovation through targeted data indicators that create new opportunities.



Strategic planning

Leveraging various data sources to provide business insights to identify an ideal path forward, along with a thorough risk assessment of current initiatives.



Data integrity and security

Gathering and integrating data from multiple sources to facilitate better decision making across existing systems such as CRM, ERP etc. and see a reduction in fraudulent activities through pattern and anomaly detection.



Leverage expertise

Single point of contact that can leverage a global pool of skilled resources to offer end-to-end support for your data analytics journey.

NEC Data & Analytics Service Packages

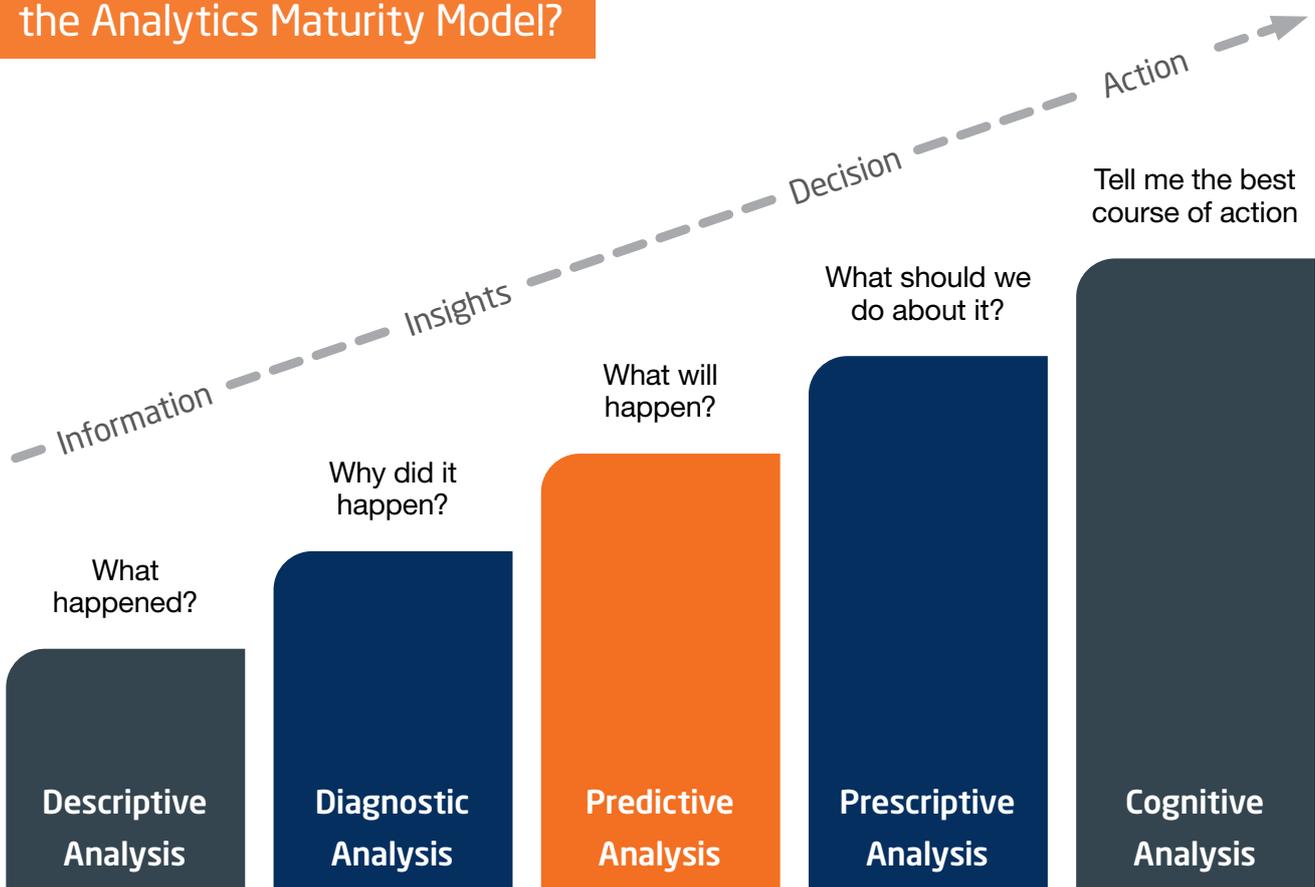
		Essential	Standard	Premium
Support hours ¹		8:30-17:00 Mon-Fri	8:30-17:00 Mon-Fri	24x7x365 Inc. Public Holidays
NEC service portal / email		✓	✓	✓
1300 phone number		-	✓	✓
Response time ²	Priority 1	< 30 mins	< 30 mins	< 30 mins
	Priority 2	< 90 mins	< 60 mins	< 60 mins
	Priority 3	1-3 business days	Next business day	8 hours
Resolution time ³		SLA	SLA	SLA
Incident management and service requests		✓	✓	✓
Minor enhancements ⁴		-	✓	✓
Problem management		-	Reactive	Proactive
Change / capacity management ⁵ / service insight		✓	✓	✓
Environments supported		1	Up to 5	Negotiated
Remote support		✓	✓	✓
Escalations ⁶		✓	✓	✓
Dedicated support team		-	-	✓
Engage MIM and/or assignment group		✓	✓	✓
Standard NEC customer satisfaction surveys		-	✓	✓
Summary survey feedback report		-	-	✓
Service improvement recommendations		-	✓	✓
Account reporting (monthly)		✓	✓	✓

NEC Data & Analytics Service Packages

	Essential	Standard	Premium
Post incident report	Add-on option	✓	✓
Additional reporting	Available as required		
NEC CI tools	✓	✓	✓
Proactive maintenance (planned)	-	✓	✓
Reactive maintenance (unplanned)	✓	✓	✓
Minor releases and service packs ⁷	-	✓	✓

1. Multiple time zones in Australia supported. Customer to nominate a time zone. Essential and Standard Packages do not include public holidays. **2.** During support hours **3.** SLA will be defined in the customer SoW **4.** Minor enhancement defined based on the required effort. If required to be delivered by a specific date this may result in additional costs **5.** Depending on effort costs may apply **6.** Vendor response times are excluded from NEC SLAs. Any ticket could result in a vendor escalation. Vendor escalation is dependent on NEC either authorised to raise escalations with the relevant vendor on behalf of the customer or tickets being raised by the customer with the vendor and authorising NEC to follow it up. **7.** Minor release defined by the required effort. If required to be delivered by a specific date this may result in additional costs.

Where do you stand on the Analytics Maturity Model?



Why NEC?

NEC can offer an end-to-end solution and single point of contact for all your Data & Analytics requirements. Our service is differentiated by our skilled workforce comprising of Data Scientists, Big Data Engineers, Architects, Consultants & Data Analysts.

We have domain and technology expertise across a broad spectrum of technologies and industries. We excel in designing solutions across data management and analytics platforms and have a robust partner ecosystem to leverage where appropriate to deliver optimal outcomes.

With dedicated research labs spread across the globe, including a Centre of Excellence for Analytics Platform & Solutions, NEC's business experience and technical expertise in tools and frameworks make us the right strategic partner for the diverse nature of analytics projects.

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- ☑ Proven success stories in different verticals
 - ☑ Serve as one-stop-shop for providing all services from design to deploy and manage a single source of end-to-end support for all big data needs
 - ☑ Standardised framework for support services
 - ☑ Global delivery model leveraging skills and reducing cost
 - ☑ Matured data & analytics service offerings dating back to 2017
 - ☑ Highly scalable platform based on certified cloudera framework



For more information:

 nec.com.au

 contactus@nec.com.au

 131 632

Corporate Headquarters (Japan)
NEC Corporation
www.nec.com

Australia
NEC Australia Pty Ltd
www.nec.com.au

North America (USA)
NEC Corporation of America
www.necam.com

Asia Pacific (AP)
NEC Asia Pacific
www.sg.nec.com

Europe (EMEA)
NEC Enterprise Solutions
www.nec-enterprise.com

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