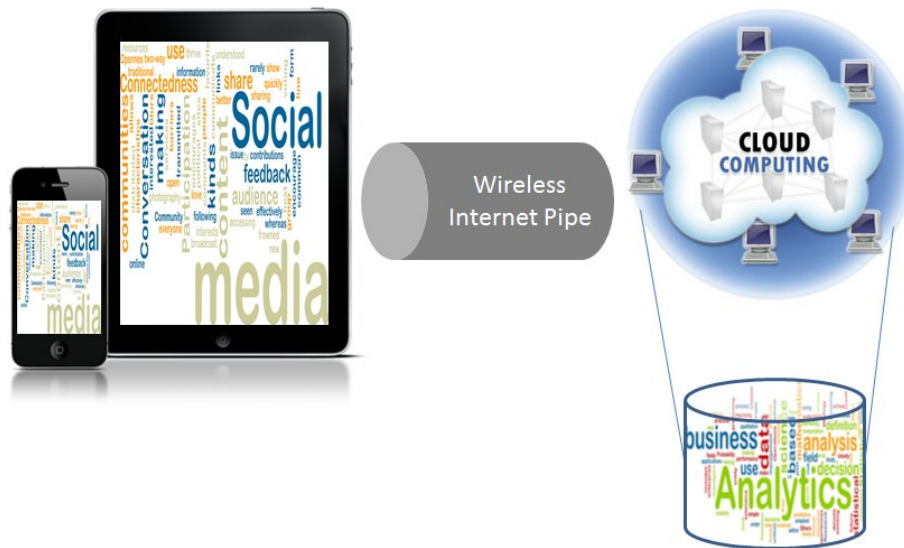


Social, Mobile, Analytics and Cloud (SMAC) in the business IT eco system

Social, Mobile, Analytics and Cloud are becoming the buzz words in the IT industry nowadays. It would be interesting to see how and why these have become buzz words in the IT industry.



Reaching out to customer/ beneficiaries of the products and services offered through flashy advertisements and hyped press releases are the days of the past. With the consumer centric business transformation where consumers/ customers are “the king”, it is all about establishing a direct relationship channel with the customers to interact with them continuously. That’s where the business relevance of “social media” lies. Social Media has become an integral part of every human being who has basic usability awareness of Internet.

For businesses, it is all about transforming the marketing model from “trying to sell through traditional hyped advertisements and upselling methods” to “making connections with the customers and engaging with them to showcase the identity of the company and relating them to the customer’s expectation”. In the era of Facebook, Twitter and other leading information sharing social platforms, broadcasting of customer experience messages (whether it is good or bad) across the globe happens in a matter of few seconds. Unlike the past, companies have to change their focus and priorities on even small acts related to customer experience rather than spending millions of dollars for large campaigns and advertisements. Social media is also bringing transformation in brand building from the model of controlling the image at a corporate level to distribution of brand building responsibility to each and everyone who are part of the company. Involvement of media



houses in the social media space and the “being ourselves image rather than a corporate entity by personalizing the interaction instead of generic information broadcasting” for their media services being rendered is one example of how important social media is for any business where customer is “the King”. Gone are the days of polished and controlled brand image creation; in the era of social media, everything depends on the contextualized and personalized relationships established between the company or rather company representatives with their customers. Also in the today’s social media world, customer service is transforming from the traditional “difficult to reach” model to “anytime anywhere reach” through customer preferred channels.

With the growing landscape of the mobile devices, especially smart phones across the globe and their stickiness with the users and the bandwidth richness in the wireless landscape makes mobile as “the channel” for establishing reliable and consistent interactivity with customers for strengthening and enhancing the business. Recent analyst surveys clearly indicate the reliability of mobile as a delivery channel as majority of the users have stated about the companionship and stickiness they have with their mobile devices. With the Bring Your Own Devices (BYOD) initiatives run by the corporates across the globe further ensures that mobile as a channel will be reliable and highly available compared to other established channels like web. Any business model or marketing and brand building campaigns will only be successful if it can reliably reach out to the intended audience anytime anywhere. In that context, any business IT initiatives that doesn’t incorporating the business interactivity through mobile will not be achieving the intended scalability the business wants.

In the new era of transformation of traditionally established business models to customer centric business models, any information and data (actual and extrapolated) that deals with customer from a past, present and future context is very critical to relate the business offerings to customer needs. Depending on the business context, past data has to be analysed from the customer context and business context to understand the four ‘W’s (who, what, why and when) related to the customer behaviour and preferences and ‘how’ aspect related to customer’s sales and service channel preferences. Outcome of the past data analysis combined with competitive market data analysis will help the businesses to define the present and futuristic business models and channels to connect the end to end stake holders defined in the whole business model. Lifestyle transformations brought in by social media and the channel of interactivity redefined by mobile also demands real time data analytics to contextualize and personalize the data analytics to reap the best outcomes.

In the era of globalization, information access and sharing models have to be global to transform into a global entity. Apart from the traditional measurement parameters like cost savings, change management, maintenance effectiveness etc. that measures the success, cloud computing helps the businesses to adapt their IT infrastructure to what the business eco system demands. . It helps the organizations to embrace the changes in the social and business eco system to define customer centric business models by leveraging the benefits of social media and the effectiveness the multi-channel (channels like web, mobile, connected smart devices etc) reach brings in.



Cloud computing helps the businesses to transform their information sharing and access infrastructure to global and it also enables the multi-channel access and delivery of the information. Cloud computing also helps the organizations to move from CAPEX based IT infrastructure modelling to OPEX based elastically scalable IT infrastructure that can scales up and down as the business scales. Cloud computing also brings in multiple flexibilities and options for the corporate IT departments to select the best fit from a set of options that addresses their current and futuristic IT landscape to cater to the changing business and social eco system scenarios.

In a nutshell, any business organizations adapting to the changes brought in by the evolutions in the social, mobile, analytics and cloud space have to converge the best of all to get the best results as each one of them are redefining the functional models in the areas where they fit in within the business IT eco system. Social as a platform helps the businesses to launch a platform where the eco system stake holders converge for sharing and expressing their view points, mobile as channel helps in ensuring reliability and consistency in reaching out to the business eco system stake holders anytime anywhere, analytics helps the businesses in continuous business model improvements through more and more contextualization and personalization for real time interactivity. Cloud computing helps the business to build an on demand scalable backend infrastructure accessible over multiple channels for transforming the business IT adaptable for the business eco system demands.

At Attinad, our approach is to analyse and combine the social aspect of an industry verticals' business model with MAC (Mobile, Analytics and Cloud), the ones that are essential for any industry vertical for building a robust business IT for serving today's business needs. With Social Media as the core, Attinad has defined multiple business models leveraging the Mobile Channel, Analytics and Cloud to reap the best business benefits of quantitative a

nd qualitative in nature. The business models defined by Attinad with SMAC as the backbone have helped our customers to achieve their business objectives faster.