

Cognizant® Data Unification Framework on Azure

Cognizant® **Data Unification Framework** is a **custom built** and **domain agnostic** data unification framework to ingest data from multiple source systems and build a unified view. It has been built keeping in mind both NoSQL data store as well as traditional RDBMS databases making it well suited for **small enterprises as well as large scale systems**. The key components of the accelerator are as follows:-

- Open Source based Architecture which is independent of any platform
- Rule based data transformation and matching service
- Configurable data structures using JSON and RDBMS
- PWA based data stewardship UI providing rich user experience
- Supports any NoSQL and RDBMS

Business benefits of the Cognizant® Data Unification Framework

- Remove duplicate entity records
- Boost cross-sell and up-sell potential
- Enhance service and loyalty with a 360° customer view
- Improve marketing ROI through better targeting
- Prevent digital leaks to retain customers
- Personalize engagement using multi-touchpoint insights
- Use a reusable, metadata-driven framework
- Build a foundation for customer data analytics