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Capturing and unifying retail data for sharper insights

With a proliferation of new ways for customers to browse, buy and reach out for support, the retail and consumer goods industry is generating more data than ever. However, retailers and brands often struggle to fully capture and create a holistic view of these key metrics – such as orders, inventory and operational KPIs – as this data is scattered across a range of channels. Just as importantly, difficulty in drilling down to a more granular or multi-level view can make monitoring and resolving issues a challenge.

To find success in today's constantly evolving marketplace, organizations have to unify and correlate data across these disparate systems. Only then can they derive insights, drive business forward and rapidly respond to issues.

Cognizant's HawkEye platform is an enterprise-grade low-code solution that integrates with existing business systems to unify data and enable a holistic view of interactions and insights. Organizations can quickly identify anomalies, bottlenecks and issues via pattern and correlation analysis – both in the supply chain and in the market. As a low-code solution, HawkEye's simple navigation helps to build forms and screens relevant to the particular business or application, and its controls, metrics, alerts and notifications can be customized easily. The platform can be deployed on the cloud or on-premises and leverages open-source technology for a low total cost of ownership.

With Cognizant HawkEye, retailers and consumer goods organizations can unify and visualize their data from an array of sources, create customized dashboards and real-time trend reports, proactively identify issues and bottlenecks and more – all in one low-code, low-TCO environment.

Key Features

- Read, transform and load data from multiple sources
- Low-code workflow
- 250+ integration adapters
- Handles large volumes of data with backpressure techniques
- Built-in security
- Data provenance (auditing)
- Drag-and-drop interactive UI to capture and change data elements
- Interactive dashboards
- Real-time reports
- Response UI/UX
- Alerts and notifications for anomalies
- Threshold monitoring
- 30+ built-in plugins

Microsoft Business Group

Why the Cognizant Microsoft Business Group?

The Cognizant Microsoft Business Group has a singular focus — advancing your cloud modernization journey with focus, simplicity and scale. Together with Microsoft, we provide the blueprints, resources and agility to propel your business forward. We turn digital potential into real business performance at speed, with end-to-end Microsoft Cloud solutions and managed services. Our dedicated experts deliver continuous innovation and business value at every stage of your digital transformation.

The Cognizant Microsoft Business Group is one of the world's most certified Microsoft partners, with over 7,500+ Microsoft certified consultants, 16 advanced specializations, 18 Microsoft gold competencies, the Azure Expert MSP and 25+ Microsoft Partner of the Year Awards. Wherever you are in your modernization journey, and whatever your end goals are, we can help you get there.

Learn more and get in touch at https://mbg.cognizant.com.

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About Cognizant

Cognizant (Nasdaq-100: CTSH) is one of the world's leading professional services companies, transforming clients' business, operating and technology models for the digital era. Our unique industry-based, consultative approach helps clients envision, build and run more innovative and efficient businesses. Headquartered in the U.S., Cognizant is ranked 194 on the Fortune 500 and is consistently listed among the most admired companies in the world. Learn how Cognizant helps clients lead with digital at **www.cognizant.com** or follow @Cognizant.

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