

TATA COMMUNICATIONS VAYU DATA PLATFORM

Enterprises have come to understand the importance of data and analytics solutions in enhancing business value and fostering growth. In the contemporary digital era, data has emerged as a crucial asset for enterprises and business leaders alike, posing an ongoing challenge to extract optimal value and impact from available data.

The evolution of data management and analytics solutions has responded to these challenges, moving away from intricate, primarily descriptive models to comprehensive systems offering integrated business analytics within expansive data warehouses. This transition signifies a move towards holistic, data-informed decision-making, empowering businesses to navigate the ever-expanding landscape of data with confidence and agility.

The key questions business leaders are asking:

1. How can we fast-track our data and AI initiatives to drive business growth?

2. What's the quickest path for turning our data into actionable intelligence?



In the contemporary era dominated by data and artificial intelligence, effectively handling extensive data sets to fuel AI-driven decision-making can lead to the discovery of novel business prospects and a sustainable competitive advantage.

IDC forecasts that by 2025, 80% of global enterprise data will be unstructured. Today, most of this data is flowing into data lakes, creating a vast and complex repository of information and redefining the data management landscape.

92%

Business and IT leaders cited that a **unified and secure platform** for unstructured data would **boost innovation** and cut costs¹

50%

Business leaders cited **preparing the data for AI as a key priority** for 2025, while 41% indicated **investing in data management**²

70%

IT leaders cited that they have just started **realising the value** of unstructured data³

Source : 1. IDC Unstructured Data White Paper | 2. Komprise State of Unstructured Data Management Report 2024 | 3. Qlik Benchmark Report

ENTERPRISES ARE MODERNISING THEIR DATA PLATFORMS TO:



Enable real-time data across multiple domains

Many enterprises highlighted real-time and near-real-time data support as a top priority for data management and analytics, particularly as modern business applications and streaming analytics solutions become more prevalent.



Overcome Data Labyrinth challenges

Leveraging data across diverse regions, clouds, and edges presents new management challenges. Data silos, inconsistent formats, and overwhelming volumes slow decision-making, causing enterprises to waste valuable time and resources on integration and transformation.



Support agility with trusted data

Traditional data management architectures are not agile enough to meet the new demands of business users and modern applications and insights.

ENTERPRISES CAN ADOPT DATA MANAGEMENT BEST PRACTICES, THAT INCLUDES:



Integrating and consolidating data sources



Standardising and governing data



Ensuring data quality and validation



Leveraging data analytics and visualisation



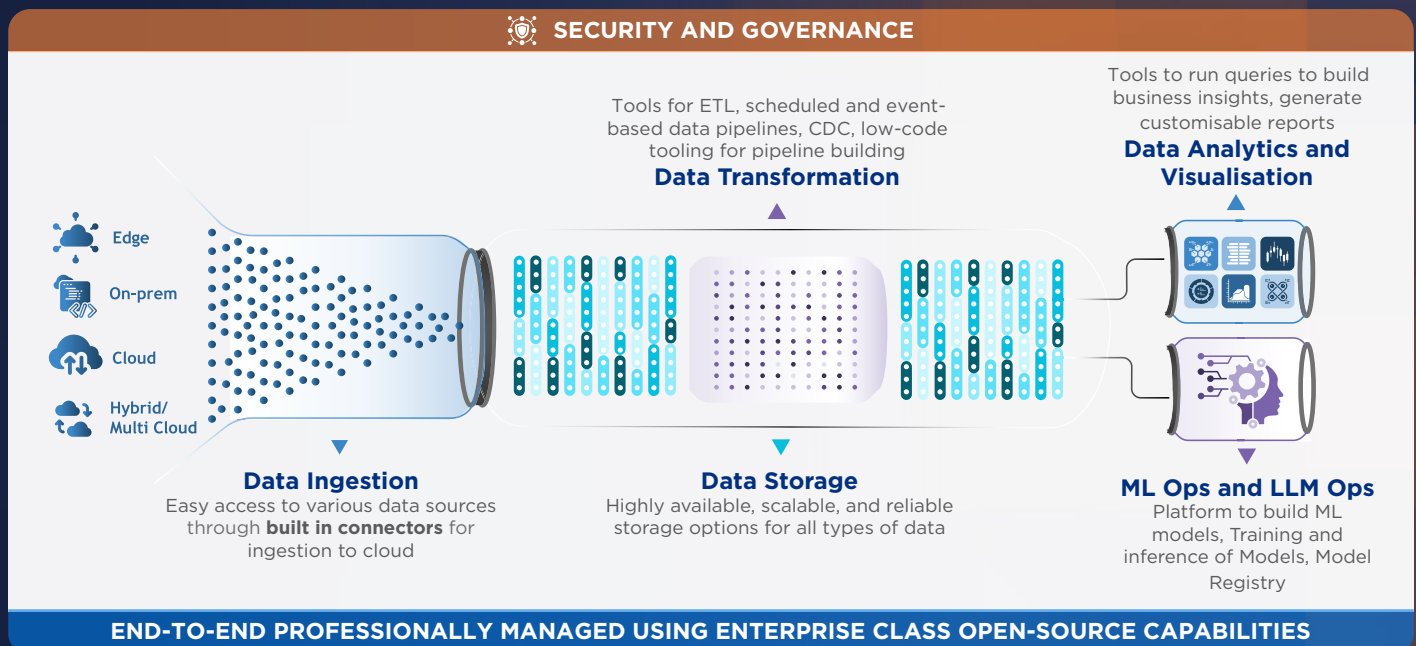
Implementing edge/cloud-based data management solutions

Data is the pulse of your business—keep it flowing with an open-standards data platform and a modern, agile tech stack.

EMPOWER YOUR DATA JOURNEY WITH TATA COMMUNICATIONS VAYU DATA PLATFORM

Tata Communications Vayu Data Platform is unified, cloud to edge-agnostic data management and analytics platform. It's a comprehensive solution that offers all essential components for efficiently processing big data, generating insightful reports, and seamlessly running machine learning workloads.

With an open-source foundation, it not only ensures flexibility but also empowers innovation and collaboration in your data-driven journey.



KEY CHALLENGES ADDRESSED WITH TATA COMMUNICATIONS VAYU DATA PLATFORM



Fragmented data landscape

Isolated and scattered datasets across multiple IT systems hinder effective data processing and ability to provide actionable insights.



Managing cost

Managing and predicting costs associated with cloud infrastructure, data storage, and usage.



Integration with AI

Effective integration of analytics tools with AI is critical for data strategy. Ensuring that data is accurate and relevant is essential for developing effective AI models, while varying data formats can complicate integration.



Ensuring data governance

As data volume grows, the need for effective data governance and management of complex regulatory and compliance issues also intensifies.

WHO IS IT FOR?

Tata Communications Vayu Data Platform is ideal for businesses looking to*:



Gain a deeper understanding of their customers: Ideal for enterprises seeking to analyse and personalise customer interactions across multiple touchpoints.



Process real-time data: Ideal for enterprises seeking to enable immediate insights and actions from their data.



Unify and analyse data from disparate sources: Great for enterprises looking to consolidate diverse data sets into a single, actionable view for better insights and reporting.



Modernise their existing data infrastructure: Ideal for enterprises transitioning from legacy, siloed data systems to a modern, scalable, and flexible platform that supports hybrid deployments.



Improve operational efficiency: Perfect for businesses wanting to optimise processes and predict maintenance needs using comprehensive data insights.

* The listed scenarios are just key examples, the solution can cater to a wide range of requirements based on your specific needs.

UNIFIED SOLUTION TO THRIVE IN DATA DRIVEN WORLD

Comprehensive data management



End-to-end data lifecycle management with a **unified platform** for your data, analytics, and AI workloads.



Cloud to Edge agnostic platform that enables flexible deployments across on-premises, cloud, and edge environments.



Support **diverse data sources**—structured, semi-structured, and unstructured—along with **integrated MLOps, self-provisioning, and connected intelligence**.

Reduction in TCO



Reduce costs with **open-source** based managed data and analytics platform with **no vendor lock-in**.



Seamlessly integrate our **pluggable architecture** with your existing environment and tools, delivering significant cost savings.



Future-proof investments with our solution that constantly adds new features and reduces technical debt.

Secure by design



Robust data security with fine grained access control, data masking, consent management and PII protection.



Enhanced **Data Governance** and Compliance via **metadata management, classification and lineage**.



Audit logging and adherence to privacy **regulations** such as PCI DSS, CERT-In and HIPAA etc.

vayu | Data Platform

For more information, visit us at www.tatacommunications.com

CONTACT



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