

## BW Businessword, India: Cognizant's Global Chief Technology Officer Outlines How to Approach Edge Analytics



"Edge analytics can empower companies to retain customers, improve service quality, strengthen market share, and even go all the way to disrupt an entire industry," writes **Aan S Chauhan**. "While not all data needs to be processed at the point of collection, it is important to first determine what data can reveal the most meaningful insights immediately when processed on the edge."

*Excerpts from BW Businessworld's article:*

"Edge analytics enables organisations to monitor the physical as well as the cyber worlds, and reduce the time between data generation and the application of insights gathered from that data. Edge analytics can reduce the need to move data from an IoT device to a central repository, arrest the loss of value associated with selective data processing, shrink latency, optimise transmission costs, and improve overall quality of service. The benefits are convincingly large, contributing to overall business value and enabling proactive decision-making.

Companies looking to exploit the full potential of edge analytics should look at overcoming constraints that data presents when stuck in silos. They should then reduce the risks and expenses that are associated with these siloed data repositories that are not helping businesses in any way.

Organisations that master the techniques of identifying the true value of fresh and relevant data, and convert it into actionable intelligence can make non-linear leaps, and outpace the competition. In this regard, edge computing and analytics would grow in prevalence and reach, to assume vital roles in business and IT architecture strategies for big companies. Global data marketplaces and trading exchanges are also expected to take shape, and enable easy and transparent buying and selling of data."

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<https://news.cognizant.com/2019-01-13-Aan-S-Chauhan-Outlines-how-to-Approach-Edge-Analytics>