IBM

Big Data & Analytics

Wrestling with a yellow elephant

How to get started on a big data journey

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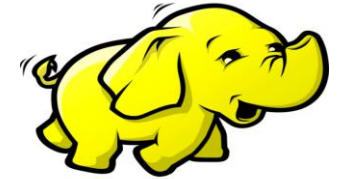# Tools of the past may not meet current needs…

Topics for discussion:

- Business changes driving the need for Big Data & Analytics
- Evolving to a modernised Big Data & Analytics platform
- The transformation roadmap

So, what is this Big Data thing anyway?

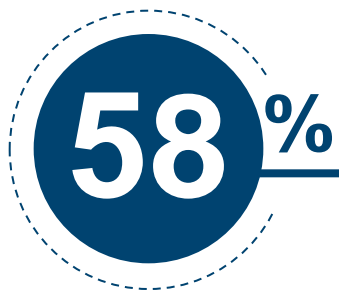- **Do you know this character?**

Big Data & Analytics

- **Mine multiple data sets, apply a range of analytics**
- **Capture the time-to-value of data**
- **Embrace cognitive computing**

**It's all about data,
and about ALL the data**

Big Data and Analytics:
The new business imperative

58%

of organisations indicate that analytics creates a **competitive advantage** within their market segments or industries.[1]

70%

of line-of-business (LOB) and IT leaders are **planning big data implementations** or already leveraging them.[2]

90%

of organisations with wide deployment of analytics and business intelligence found that the **benefits met or exceeded expectations.**[3]

1 MIT Sloan Management Review in collaboration with IBM Institute for Business Value, *Analytics: The Widening Divide*, David Kiron and others, Fall 2011
2 2013 version of an IBM annual survey of IT and LOB leaders
3 IDC and Computerworld, 2013 Business Analytics & Big Data Survey, June 2013

Big Data Myths

- Big Data is primarily about large datasets

- We will have to replace all older systems

- Older transactional data does not matter

- Data warehouses are a thing of the past

- Big Data is only for internet savvy customers

- We do not have the need, budget or skills
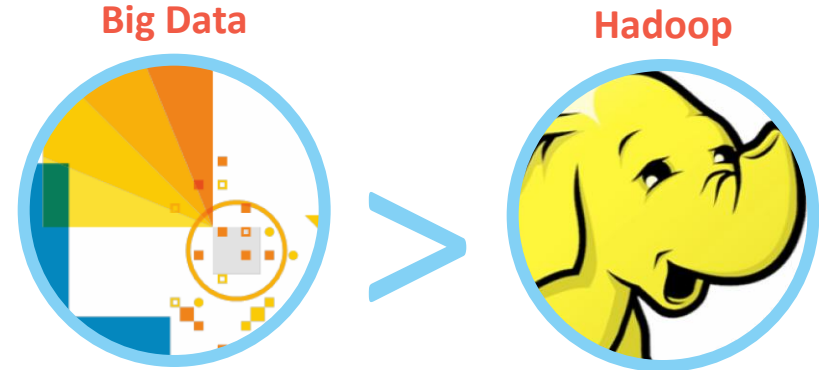
Big Data

Hadoop

"There's a belief that if you want big data, you need to go out and buy Hadoop and then you're pretty much set. People shouldn't get ideas about turning off their relational systems and replacing them with Hadoop."

Ken Rudin
Head of Analytics at Facebook

The foundation of Big Data & Analytics, and the starting point for an organisation, is the modernisation of the information management landscape.

This is Big Data.

Volume	Variety	Velocity	Veracity
Data at Scale	**Data in Many Forms**	**Data in Motion**	**Data Uncertainty**

The Information Supply Chain
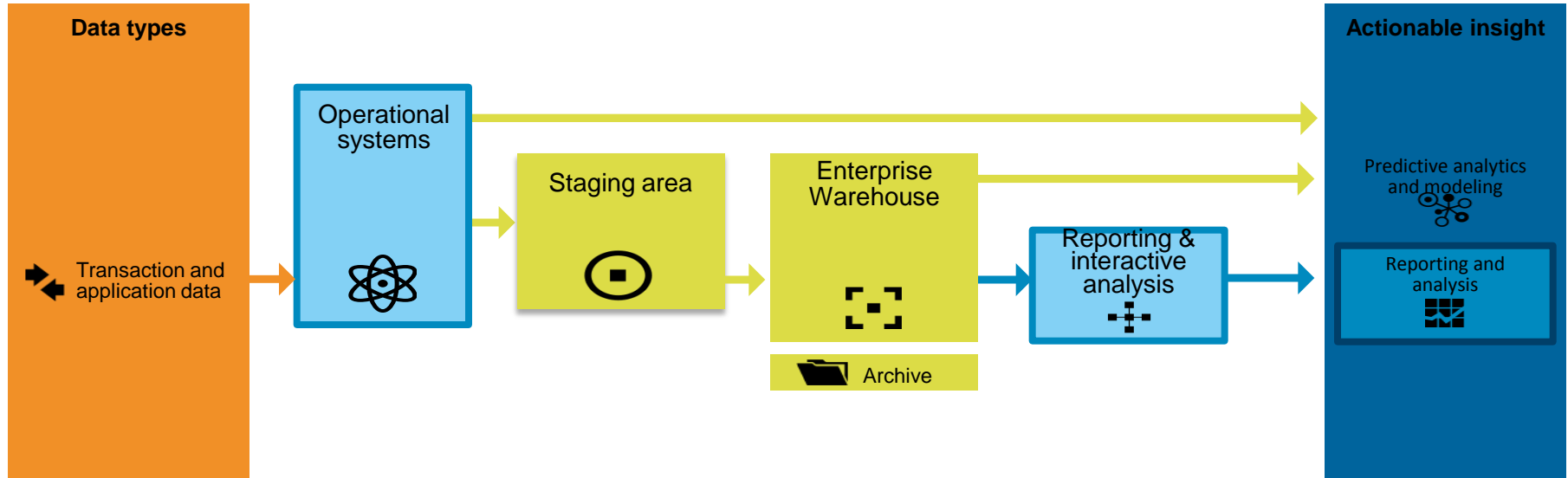
The Modernised Environment
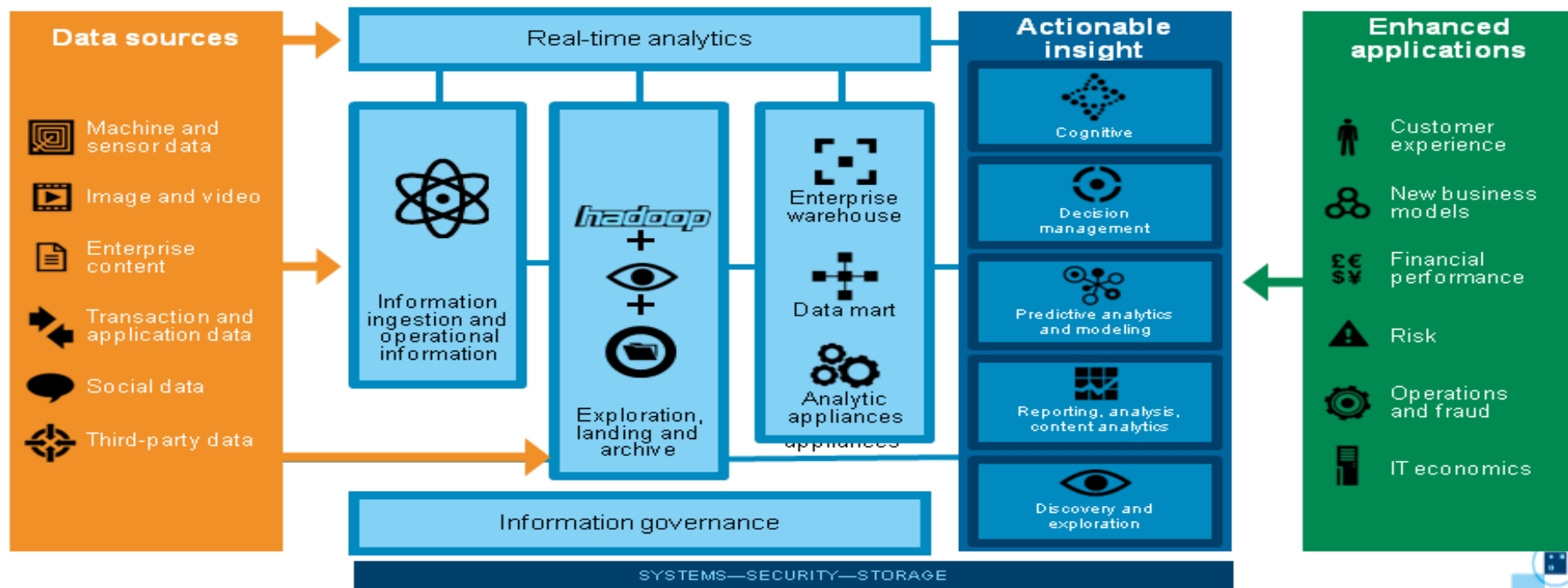
So, how to get started?

IT'S DIFFERENT FOR EVERYBODY
(but the stages are surprisingly similar)

Building the business transformation

IDENTIFY
high-value opportunities

ESTABLISH
the right architecture for business and IT

PROVE
value to business leaders through pilot programs

SCALE
by expanding to additional use cases
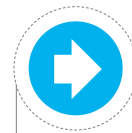
TRANSFORM
to a data-driven culture

IDENTIFY high-value opportunities

UNCOVERING THE GREATEST POTENTIAL FOR SWIFT, POSITIVE IMPACT

Define how you'll use big data to meet objectives and improve business

Create a technology blueprint

Articulate your strategy to your organization and appoint a "data czar"

Take existing data, technology and skills into account

Think "data everywhere" to change how business operates
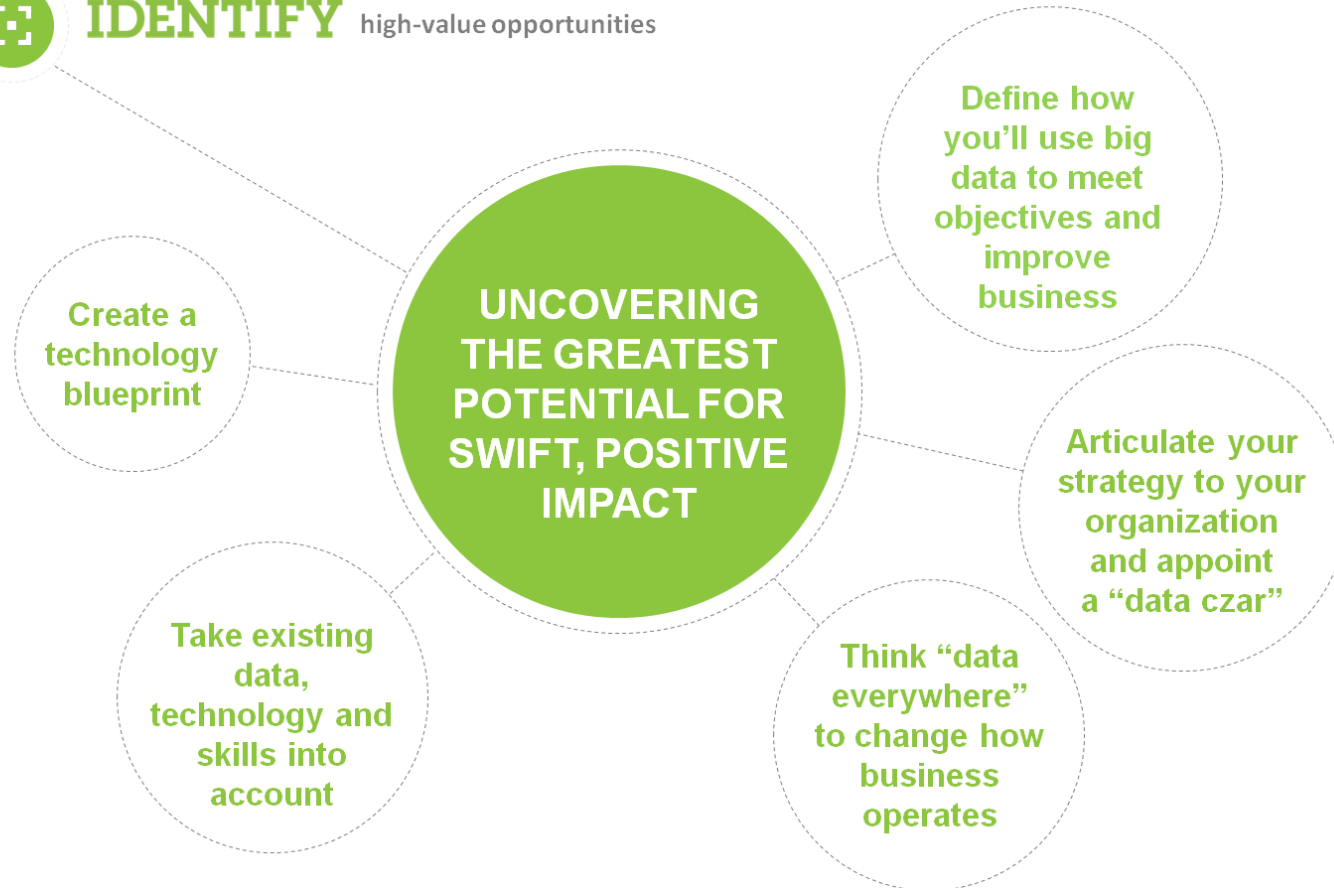
✔ **ESTABLISH** the right architecture for business and IT

Develop a clear, goal-oriented technical architecture

Plan for internal and external function

Building on ideas, Strategies and technologies

Tap external expertise

Start with the most pressing need

Be scalable and sharable

Gain the support of business and IT

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PROVE value to business leaders through pilot programs

Keep the goal in sight

Focus on proof of concept

Turning vision ▶ **INTO REALITY**

Consider quantitative and qualitative results

Pause, examine, adjust, reshape (if needed)

SCALE by expanding to additional use cases

Scaling outward through the organisation

Be mindful of lessons learned

Establish a center of excellence

Don't "set and forget" original use cases

Reuse and reference—don't start from scratch

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TRANSFORM to a data-driven culture

SEEKING OUT THE NEXT OPPORTUNITY

Keep actionable insights in view

Manage in increasingly strategic ways

Monitor the enterprise, adjust expectations

Encourage forward momentum

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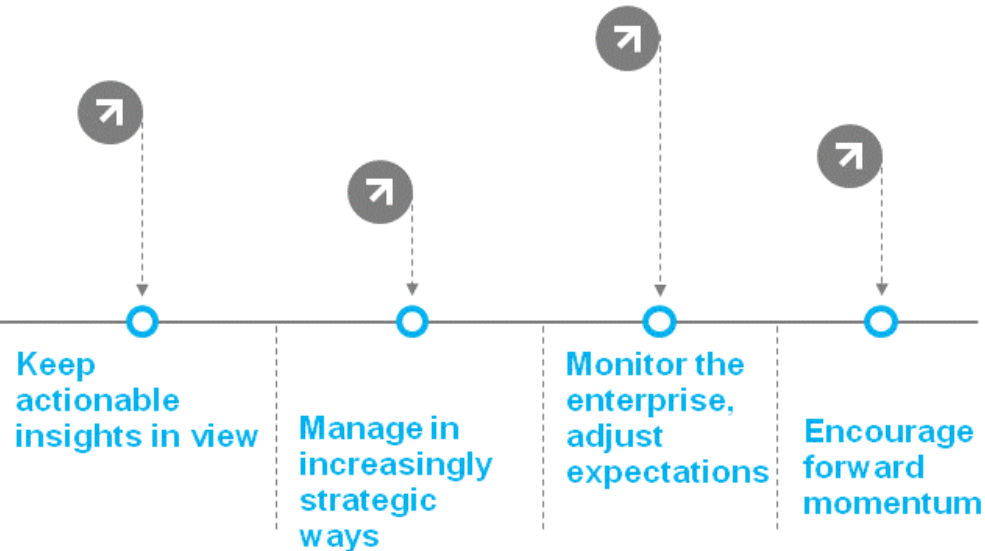
Where do you stand in your customer journey?

Information Integration

Capture and consolidate disparate data about consumers across touch points for 1 version of the truth

Customer Insight

Analyse historical consumer purchase behavior, preferences, motivations and interactions

Predictive Modeling

Uncover hidden patterns and associations within consumer data to predict what they are likely to do next

Personalised Communication

Understand the optimal offer, time and channel that is best for each individual consumer

Real-Time Decisioning

Deliver customised interactions at the point of impact & consistent experiences across all channels

Deliver Smarter Customer Experiences

IBM helps leaders innovate

Acquire, grow and retain customers

642%
return on investment (ROI) in two months

Optimise operations and reduce fraud

30%
cut in serious crime

Improve IT economics

97%
reduction in response time

Transform financial and management processes

95%
reduction in loan delinquency in one year

Manage risk

USD493 million
in cost savings

Create new business models

300%
increase in potential licensing partners

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Heighten the possibilities

SEE MORE

KNOW MORE

DO MORE

Be the transformation

IBM Big Data & Analytics

A transformation that can change everything

IBM Big Data: ibm.com/bigdata

IBMBigDataHub.com

BigDataUniversity.com

We invite you to continue the conversation

Connect with us

For more information about this study and to get the full version of this report, see **www.ibm.com**/csuitestudy

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