

EMC CONSULTING BIG DATA BUSINESS INTELLIGENCE AND ANALYTICS PILOT

Pilot a key business opportunity to quantify the value of big data to your organization

FOCUS OF A BIG DATA BI AND ANALYTICS PILOT

Discover

- Evaluate big data business use cases
- Select a key business problem to model

Data

- Assess/integrate/consolidate required data sources
- Design algorithms, data models, and ETL/ELT transformations

Develop

- Create BI dashboards, metrics, and user experience
- Build a roadmap for full production

BUSINESS CHALLENGE

There is an explosion in new, low-latency, fine-grained, diverse data sources that hold the potential to change the way that organizations and industries operate. These data sources are coming from a bevy of devices, customer interactions, and business activities that can reveal new insights into organizational and industry value chains.

“Big data” platforms, with more efficient computing power, enable the analysis of these disparate, granular sources of data. Through forward-looking, predictive analytics, more accurate and more timely business decisions can now be delivered to all levels of the organization. Companies need help to identify how and where within their organization to deploy business intelligence with advanced analytics for business differentiation.

SERVICE DESCRIPTION

The EMC® Big Data Business Intelligence and Analytics Pilot helps you identify, model, and exploit a key business opportunity using advanced analytics. During this engagement, EMC Consulting will work with your business stakeholders and supporting IT staff to identify and scope a business-critical opportunity that is suitable for solving using big data. We will provide an experienced data analysis and data infrastructure team that will collaborate with your analysts and DBAs. Together, we'll create a pilot—using business intelligence tools of your preference that will glean insights from your data about the key business opportunity. Through an iterative process, we'll:

- Identify big data business intelligence and analytical challenges and goals of a particular business area
- Prioritize a particular business problem to be solved
- Assess sources, quality, consistency, frequency, volume, and overall readiness of available data
- Engage with business users, data analysts, and DBAs to design business intelligence dashboards/scorecards, metrics, data models, and ETL/ELT transformations as a sample of a solution
- Select appropriate business intelligence and analytics technologies to support the development process
- Develop specific algorithms and models as needed for solving complex problems and developing predictive analytics
- Use the selected BI tool to visualize results, display business insights, and identify user experience requirements
- Create a roadmap for moving from pilot to production

SUMMARY OF BENEFITS

Our seasoned professionals possess a unique combination of industry and technology expertise. Our industry expertise ensures we fully understand business problems and how data can be leveraged to address them. Our approach to identifying key areas of business and technology value is driven by a strong consultative style and approach. We focus on asset-based consulting and deliver a blend of industry-specific solutions and service offerings. Upon completion of the EMC Big Data Business Intelligence and Analytics Pilot, you'll have:

- The analytic insights that will help you solve your business problem
- An analytic model that can be deployed in an operational environment
- An understanding of the BI dashboards, metrics, data models, ETL/ELT transformations, and user experience requirements for moving from pilot to production
- Proof of solution viability for use in an internal business plan
- Recommended roadmap for production deployment

EMC CONSULTING

As part of EMC Corporation, the world's leading developer and provider of information infrastructure technology and solutions, EMC Consulting provides strategic guidance and technology expertise to help organizations exploit information to its maximum potential. With worldwide expertise across organizations' businesses, applications, and infrastructures, as well as deep industry understanding, EMC Consulting guides and delivers revolutionary thinking to help clients realize their ambitions in an information economy. EMC Consulting drives execution for its clients, including more than half of the Global Fortune 500 companies, to transform information into actionable strategies and tangible business results.

CONTACT US

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