

BIG DATA PROOF OF VALUE

Demonstrate the value of an analytics use case

ESSENTIALS

- Build a solution for your analytics use case in an on-premise test environment
- Source and use relevant data sources
- Build and validate analytical models using data analysis and visualization
- Demonstrate the potential for analytic lift
- Create a “minimum viable product” application or process that turns insight into business value
- Determine potential process, governance and organizational impact
- Provide high level ROI and analytic results (scores, recommendations)

Business Challenge

Enterprises are struggling to manage the opportunities and challenges created by Big Data. Buried within these data sources are new insights about your customers, products, and operations that can drive revenue, growth, innovation, and productivity. Identifying, accessing and analyzing the right data sources is part of the process, but data insight only becomes valuable once it's put into action, to help employees, customers, processes, and systems, work better.

In order to build an analytics solution that will accelerate a key business initiative, an organization must first confirm that its data, infrastructure, business models, and processes can support a production environment. But when considering how to transform a good idea into a valuable analytics solution, organizations struggle to justify new technologies, skills sets, and processes required to bring it to fruition. How can they pre-determine that a particular analytics use case is feasible, practical, and beneficial, while balancing the required investments in time, technologies, and skill sets?

Without a way to prove the value of an analytics use case, many Big Data initiatives will stall, or worse, fail.

Service Description

The Dell EMC Big Data Proof of Value service demonstrates how a prioritized analytics use case (such as one identified from the Dell EMC Big Data Vision Workshop) would deliver the required analytic lift, and how the analytic insight would be delivered and consumed by the targeted business stakeholder. Set in a customer test environment, this service utilizes relevant data sources and builds out the analytic environment required to support the use case. Additionally, this service includes the development and demonstration of analytic models and application integration to show how the analytics solution would integrate with production systems and applications. Finally, high-level financial ROI and implementation roadmaps are provided to help you finalize a business justification for your Big Data initiative.

Install and Configure Big Data Environment

First, Dell EMC Services conducts and documents a current state review to understand how to augment your IT environment to execute the analytics use case. Dell EMC Services will install and configure the required hardware and software in a nonproduction environment, preparing the system to ingest the relevant data sources for analysis

Analyze, Visualize and Model Data

Next, we perform data integration, analysis, and data visualization around the target analytics use case to uncover the actionable insights that will be leveraged in the final solution.

Interpret and Analyze Results

In this stage, Dell EMC Services evaluates the analytic lift of the data opportunities to validate the analytical models. This includes a statistical analysis in an iterative and collaborative fashion with your analytics team to ensure maximum value in your analytical opportunities. We will then build a “minimum viable product” application or process to demonstrate how to create actionable business value.

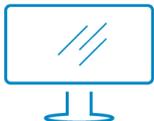
Deliver High-level ROI and Implementation Plan

Finally, we present the interpreted findings and analytical models with recommendations for potential architectures, processes, governance and organizational impacts. We deliver a high-level ROI analysis geared toward driving maximum business value as well as a solution implementation roadmap.

Summary of Benefits

The Big Data Proof of Value is a powerful and engaging service that demonstrates the feasibility and business benefits of a targeted Big Data analytics use case (such as use cases identified through the Dell EMC Big Data Vision Workshop):

- Pre-determine the ROI of a Big Data initiative.
- Demonstrate the solution architecture in your test environment with relevant data sources.
- Confirm how analytic insight will convert to actionable business value within your operational and/or management environment.



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