EMC DATA LAKE SERVICES
Identify, Plan, and Monetize Big Data Opportunities

ESSENTIALS

- Obtain strategic guidance from use-case development, to training, and support.
- Identify strategic opportunities in the Big Data Vision Workshop
- Create a data lake using Hadoop on a flexible architecture
- Leverage deep analytics across multiple structured and unstructured data sources
- Use Pivotal Cloud Foundry PaaS to develop apps that feed new insight into strategic business initiatives

CHALLENGE

Enterprises are struggling to manage the opportunities and challenges created by more data coming from more places. Many lack a strategy and in-house expertise to build big data capabilities into their business. Businesses without these capabilities are missing out on groundbreaking opportunities to use structured and unstructured data for initiatives such as improving customer experiences, reaching new markets, streamlining operations, enhancing security, and developing new products and services. As data volume, variety, and velocity continue to increase, businesses without a big data platform face the likelihood of losing competitive advantages and growing data management challenges.

A data lake enables you to store, process, analyze, surface, and act on big data, but it requires investments and changes across people, processes, and technology. CTOs and CIOs who want to make this transformation need to first understand how big data capabilities could contribute to business and operational initiatives. Next they need to determine the feasibility, benefits, priorities, and roadmap. They'll need to apply technology and gain the proficiency to surface and act on new business insight. At the same time, they must avoid overspending – hoping to reuse their existing infrastructure and systems as much as possible.

SERVICE DESCRIPTION

With a simple three-step approach, our Global Services experts will enable you to build a data lake. We’ll help you prioritize, plan, and create a data lake using an open reference architecture that leverages existing investments and accommodates alternate technology choices. We’ll gather sample data from your environment to teach you how to access, store, process, and perform deep analytics on structured and unstructured data. You’ll also learn to use our Pivotal Cloud Foundry PaaS to create applications and extract the business insight you need for your particular use case. Finally, we enable you to implement the data lake solution into your production environment so you are ready to develop and execute on countless additional use cases.

Our data lake solution leverages leading storage and analytics technologies from EMC and Pivotal. With our strategic guidance, products, training, and integration, you’ll become a data-driven enterprise. The data lake solution is delivered in three steps.

- **Big Data Vision Workshop.** The 1-day workshop brings key stakeholders together to discuss the results of our examination of your business, and to explain how our data lake approach can address your big data challenges and take advantage of potential opportunities. The workshop delivery team leads a discussion to identify a key big data analytics use case that should be prioritized for the next phase of the engagement. We determine the specific metrics and KPIs that we’ll use to measure the success in the "Proof of Value" phase of the engagement. The output of the
workshop is the identification of key use cases and a project charter.

- **Technology Onboarding.** We’ll augment your systems with the necessary hardware and software to create the data lake, and train your staff on its operation.

    ![Diagram of technology stack]

    At the core is the Pivotal Big Data Suite. This provides event ingest, processing and analytics as well as integration into service management and orchestration platforms. EMC ViPR can provide object and block storage management to enable simple deployment and configuration of storage integrating with VMware vCAC and Big Data Extensions. Isilon provide cost-effective, high-performance storage. Pivotal includes Cloud Foundry, GemFire, SQLFire, Pivotal HD and HAWQ, so you can create custom data-driven applications that IT and lines of business can use to extract new value from your data.

- **Proof of Value.** During the Proof of Value, we’ll demonstrate how to capture, store, and run advanced analytics on relevant data from applications and infrastructure to support the chosen use-case. We’ll identify correlations, events, and anomalies in your data that can provide business insight. The key output is a tested analytical model that demonstrates a positive effect on the target KPIs according to the success metrics, as well as plan to operationalize the solution in your production environment.

**EMC GLOBAL SERVICES DELIVERS RESULTS**

EMC Global Services provides the strategic guidance and technology expertise that organizations need to address business and information infrastructure challenges and realize maximum value from their information assets and investments. We are committed to exceptional total customer experience through service excellence. Our 16,000+ professional- and support-service experts worldwide—plus a global network of alliances and partners—leverage proven methodologies, industry best practices experience, and knowledge derived from EMC’s information-centric heritage to address the full spectrum of customer needs across the information lifecycle: strategize, advise, architect, implement, manage, and support.

**CONTACT US**

To learn more about how EMC products, services, and solutions can help solve your business and IT challenges, contact your local representative or authorized reseller—or visit us at www.EMC.com.

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