Big Data and you

Helping you get beyond the hype to make data the lifeblood of your organization
Agenda

- What’s the big deal about Big Data?
- Getting beyond the hype
- Barriers that get in the way
- Big Data can deliver real results
- Getting started
Every minute of every day…

Google Flu Trends where hype and reality were out of sync

“Google tool uses search terms to detect flu outbreaks”
– CNN

“Flu Trends ‘maps very closely to the influenza-like trends that we see in the U.S.’ ”
– WSJ

“Google Flu Trends shows drawbacks of Big Data”
– Time

“Google Flu Trends failure shows good data > Big Data”
– Harvard Business Review
Get past the hype to turn data into insights that impact decision-making

**Saving lives**
A hospital makes real-time decisions that prevent life-threatening infections after surgery.

**Reducing emissions**
A steel producer optimizes monitoring and reporting and manages costs.

**Retaining customers**
A telecom provider tailors offers to prevent customer cancellations.

Make data the lifeblood of the business for competitive advantage.
Understand the barriers to success

**Resource constraints**
High up-front and operating costs hinder *effective data management* and drain resources.

**Siloed data environment**
Data is stored in multiple silos that are not integrated, hindering business teams’ fast, secure access to data.

**IT/business alignment**
Initiatives are derailed or fail to achieve ROI if not linked to strategic business problems.

*Make data the lifeblood of your business*
Commit to IT and business collaboration

Join forces with the business on objectives, requirements, metrics

Assess data environment, infrastructure readiness, and analytics maturity

Measure performance to adapt to changes and maximize resources

Choice and flexibility
Implement effective data management, without starting over

- Leverage existing investments, skills, tools
- Optimize infrastructure performance
- Break down data silos for faster insights and data governance

Redefined economics
Enable the business to turn data into insights

- Break down silos to connect intelligence
- Build your analytics capabilities
- Deliver secure, self-service access to data and analytics
Build analytics capabilities to extract insights from all data types

- **Cognitive analytics**: “Would they recommend us to a friend?”
- **Predictive analytics**: “What is the optimal inventory based on historical trend?”
- **Business reporting and analysis**: “How are we performing against the organizational goals?”
- **Data integration and consolidation**: “Which are my top performing sales regions?”
- **Data collection and basic analysis**: “Who are my top customers?”

Increasing maturity
Danske Bank cut through the hype to deliver a tailored customer service experience.

**Objective:** To create fast, accurate, and responsive risk management and scoring in a large data volume and high-velocity environment.

**Solution:** Dell StatSoft Statistica data analysis and predictive modeling accelerated the building and deployment of risk models.

“...a modern software platform that is not only a top performer but also a ‘good neighbor’ to existing IT assets proved critical for generating immediate as well as long-term value.”

Jens Chr. Ipsen
First Vice President and Development Manager
What can’t you do today that Big Data could help you do?

**Customer experience**
“... better serve customers, to make each customer experience unique and memorable.”

**Operations**
“I want to predict manufacturing breakdowns and avoid costly repairs and downtime.”

**IT economics**
“I want to maximize the potential for business teams to unlock insights.”
Comprehensive solutions enable your success

**Infrastructure**

Put the right data in the right place at the right time

**Management**

Improve data platform performance

**Integration**

Get real-time data movement

**Advanced analytics & BI**

Turn data into insights for better, faster decisions

**Partners and platforms:** Hadoop, Intel, Cloudera, Oracle, Microsoft, SAP, and more

**Services:** IT/business alignment, infrastructure readiness, analytics maturity, metrics
May we help you make data the lifeblood of your organization?
Place data-driven decision making at the heart of the business

Cut through the hype to align with the business
Get choice and flexibility with Dell’s unique ability to guide you through the barriers that typically derail Big Data projects.

Implement effective data management
Redefine the economics of your Big Data projects with solutions that leverage existing investments and integrate quickly and easily into your environment.

Turn data into insights
Break down silos and connect the intelligence in your organization to put data and analytics in the hands of the business teams that need them.