# Big Data and you

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

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**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…

Source: Qmee July 2013, http://blog.qmee.com/qmee-nlinein-60-seconds/

# 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



**Make data the lifeblood of your business**

## Resource constraints

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

## IT/business alignment

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

## Siloed data environment

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

# 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**

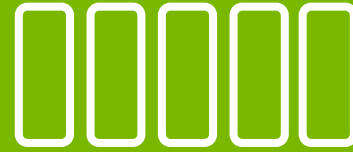# Implement effective data management, without starting over

**Leverage existing investments, skills, tools**

**Optimize infrastructure performance**

**Break down data silos for faster insights and data governance**

**Redefined economics**

# Build analytics capabilities to extract insights from all data types

Increasing maturity →

| Level | Icon | Question |
|-------|------|----------|
| **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?"** |

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# 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

"I want to **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**

Storage, Servers, Networking

## Management

**Improve data platform performance**

Hadoop, Toad

## Integration

**Get real-time data movement**

Boomi

## Advanced analytics & BI

**Turn data into insights for better, faster decisions**

Statistica, Toad Data Point, Kitenga

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

**Services: IT/business alignment, infrastructure readiness, analytics maturity, metrics**

13

May we help you make data the lifeblood of your organization?

# Place data-driven decision making at the heart of the business

## 1 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.

## 2 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.

## 3 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.

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