

# Build your big data strategy on a solid foundation

## Get smarter—faster

- Maximize analytics performance with a platform optimized for big data
- Improve decision-making with timely insights from new data sources and time to market
- Gain competitive advantage by infusing intelligence across the entire enterprise



Shorten time to value

## Share more, spend less

- Reduce capital costs by pooling compute resources and eliminating resource silos
- Balance storage cost and performance with advanced storage virtualization
- Optimize resource utilization by reallocating compute assets to accommodate fluctuating workloads



Reduce capital costs

## Ready, set—innovate!

- Reduce administration complexity and cost with powerful, centralized management capabilities
- Increase staff efficiency with consolidated reporting, usage accounting and capacity planning
- Focus IT resources on strategic initiatives that drive innovation, generate revenues and reduce costs



Streamline administration

## Plan to succeed with big data applications



### Identify the opportunity

Begin by addressing how your initiative will help your organization achieve clearly defined business objectives. Focus first on high-value opportunities and evaluate new technologies with the greatest potential for positive impact.

### Think big, but start small

Identify business opportunities for analytics across the enterprise, and then choose a manageable subset for prototyping. Focus on learning and be agile. Measure, measure, measure.

### “What if we tried this?”

Pose “what-if” questions and seek answers. Evaluating multiple use cases and multitenancy in the prototype phase pays dividends as you scale your analytics footprint.

### Take a critical look at your platform

Break down silos that prevent parallel workflows and inhibit resource sharing, and address resource management capabilities on a shared infrastructure. An application platform optimized for performance, flexibility and long-term value is critical to big data success.

### Drive more value with scalable storage

With the flexibility of software defined infrastructure, storage resources can be deployed much more efficiently. Evaluate different application frameworks and make sure they are well-suited to your analytical workloads.

### Small successes lead to big wins

As you gain confidence, scale initial use cases and then extend proven best practices across the organization. By following a defined implementation strategy and applying the right technologies, you can capitalize on the full potential of big data and gain an important competitive edge.

Define

Prototype

Experiment

Optimize

Scale

Expand

Learn more by reading the IBM white paper, “Building a solid foundation for big data analytics.”