

Business Value Accelerator for Big Data



Identify opportunities for enhanced business value from big data

Highlights:

- The Business Value Accelerator for Big Data demonstrates opportunities to achieve business value through exploratory analysis of your massive quantity, rapidly generated, or complex big data.
 - It enables the development of an implementation roadmap by evaluating your maturity along a big data adoption pattern and benchmarking against the industry best practices in order to enhance business value.
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What's new in big data?

“Big data” is no longer just a buzzword today. It is getting extremely popular and increasingly getting into mainstream business conversations. Along with the hype comes anxiety for business executives trying to decipher fact from chatter. Organizations today are collecting tremendous volumes of data, generated by a wide variety of sources, often at extreme velocities. This is “big data.” This data exists, not just in the columns, rows, reports and purchase histories we’re used to. In fact, most of the data now produced is unstructured - coming from sources that were either non-existent or unheard of previously in the organizational context - tweets, videos, clickstreams, images, emails, posts and other unstructured sources. It’s the “data of desire.”

With the advancements in computing and decision sciences, today, we have the cutting-edge hardware, software, methods and tools to enable organizations to analyze such data from an extensive array of sources at incredible speed and make sense of it, to not only understand who is buying their products or how, when, and where the buying happens, but to gain deep insights on why they’re buying, or, why they aren’t. Because when a company knows what’s motivating its customers, it can serve them better.

How are companies adopting big data technologies?

Leading organizations in multiple industries are adopting advanced technologies to generate new, actionable insights from big data. This is helping them dramatically reduce financial risks, increase operational efficiencies, enhance customer loyalty, improve business outcomes and achieve competitive advantage in consistent and systematic ways by employing big data strategy and analytics capabilities. These organizations are tapping into big data technologies to transform not only their businesses but also their industries.

The Business Value Accelerator for Big Data helps you gain data-enhanced insights to get a fresh perspective, and explore potential opportunities to deliver significant value and competitive advantage to your business.



Why should you act now?

As organizations move from siloed, transaction-oriented systems to more integrated, socially aware ones, they face challenges related to customer data. To improve customer engagements, companies must invest in solutions to effectively manage big data. In fact, according to the IBM 2012 Global CEO Study, 73 percent of CEOs are making significant investments to capitalize on the vast potential of big data to provide deeper insight into customer preferences, needs and trends.¹ Thus the opportunity to act is right now.

What can you do?

Our approach uses deep industry insights, business value driven methodology, and state-of-the-art technologies, including patented advanced analytics, to open the door to a world of possibilities. This solution from IBM is a step towards a holistic approach that turns information into insight and insight into business outcomes.

The Business Value Accelerator for Big Data is a rapid paced six to eight week engagement that:

- Explores massive data volumes or fast streaming datasets to identify golden nuggets of business value
- Identifies most valuable big data use case(s) focusing on a specific business pain point or those emerging from data exploration in your domain
- Employs proven information management foundation and analytics methodology that may incorporate advanced mathematical modeling and data analytics, along with tools, techniques, and deep knowledge of our industry experts
- Demonstrates opportunities for business value and competitive advantage with findings reported from your data
- Recommends next steps and formulates a big data implementation roadmap to quickly realize benefits

What are the expected benefits?

The resulting recommendations from a Business Value Accelerator for Big Data focus on meeting three critical management needs:

- **Gaining data-enhanced insights** – delivered rapidly with a minimal investment in tools, analytics solutions, or capability to start with
- **Getting a fresh perspective** – opportunity to leverage IBM's analytics capability for big data and market-leading insight, to explore analytics use cases and collaborate at tactical and strategic levels with subject matter experts
- **Exploring potential opportunities** – open doors to opportunities to deliver significant value and competitive advantage in your business

Why IBM?

IBM's Business Analytics and Optimization (BAO) services bring together thousands of experienced strategy, analytics, and technology experts and consultants across the globe to help organizations extract business value from data and realize their analytics potential. IBM's BAO services, along with our advanced research group and leading portfolio of top flight analytics software, deliver comprehensive, leading edge business analytics solutions across industries and functional areas for many of the world's top organizations.

For more information

To learn more about how you could partner with IBM to get business value from big data, visit:

ibm.com/gbs/bao



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Reference

¹ IBM 2012 Global CEO Study - Leading Through Connections:
<http://www-935.ibm.com/services/us/en/c-suite/ceostudy2012/>



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