

Simplifying **Big Data Challenges**



Big Data Strategy Consulting

We partner with you in a two to four week consultative Strategic Initiative Program to understand and make sense of the state of Big Data as it pertains to your organization.



consulting
sales
support

During the two to four week period we will do the followings:

- Evaluate and understand your organization's familiarity with Big Data
- Evolve a set of Big Data objectives for your company based on your business goals
- Identify and recommend a portfolio of Big Data initiatives for your company
- Prioritize recommended initiatives into a roadmap, based on business value, risk, and duration
- Explore potential analytics solutions and products that leverage your business's existing assets
- Document your Big Data business strategy.



In addition to developing a strategic plan we provide other key services that help you along the path of Big Data. These include

- ❖ Big Data Consulting
- ❖ Technology Evaluation
- ❖ Build Proof of Concept (POC)
- ❖ System Architecture
- ❖ System Design
- ❖ System Development
- ❖ System Implementation
- ❖ Sentiment Analysis

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PLATINUM
ENTERPRISE SOLUTIONS

Big Data solutions that work for your business.

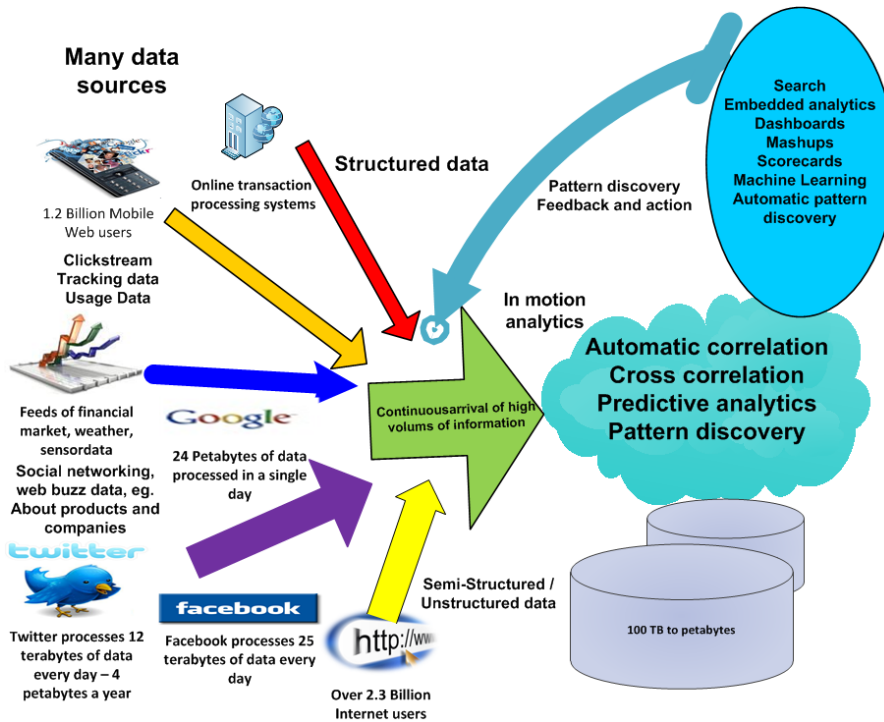
GAIN INSIGHTS TO YOUR BUSINESS THROUGH BIG DATA ANALYTICS STRATEGIC INITIATIVE PROGRAM.

The value or insight of the business lies in the data.
We help you apply Big Data Analytics to get the actionable insight from the data.

The use of Big Data is needed in order to discover trends and predictions, hidden in data generated over the course of daily business activities.

BIG DATA IS ACCUMULATING AT UNPRECEDENTED RATES. IT IS CHARACTERIZED BY

- ❖ VOLUME.
- ❖ VELOCITY.
- ❖ VARIETY.
- ❖ VARIABILITY



- VOLUME**
Large Volume Data -- Large volumes of data extending into the TB or PB range.
- VELOCITY**
Time Sensitive Data -- Rapid creation of new data. The speed at which the data must be processed.
- VARIETY**
Wide Range of Data -- Unstructured data such as text and images. The different types and sources of data that must be analyzed and the complexity of each and the whole
- VARIABILITY**
Refers to the inherent "fuzziness" of the data, in terms of its meaning or context.



WE ARE WORKING WITH A DIVERSE CUSTOMER BASE. HOW CAN WE HELP YOU?
We can help you on your Big Data Analytics Strategic Initiative Program.