Regroup with Hadoop - A Better Business Case for Big Data

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A microgen plc company
Big data is moving beyond the hype. The market is starting to mature, with organizations becoming more realistic about how big data can be useful.

Uncertain ROI

“Many organizations getting stuck in the experimentation phase - finding interesting insights from new data sources, but often not connecting them to business processes.”
What is the Business Case?

“The top big data challenge across industries for 2013 is how to get value from big data; 56% list it as a top struggle. This comes from not knowing what data sources to analyze, what business problems to solve, and getting stuck trying to make the business case.”

Costs of new technology

- Infrastructure
- Implementation
- Operationalization
- Resources & Training
- Consulting, Services
- Security & Governance
How a Finance Problem Became a Big Data Solution

Accurately determining customer profitability at a US investment bank required a multitude of complex allocation rules and the processing of a significant amount of data.

Cost Centre Monthly Total $18.4 million

Cost Allocated to Customer $12.36

Massive Data Volumes

Complexity of cost allocation rules

= 250 billion results

+ many more calculations

Cost Centres

Products

Channels

Customers

x00s Cost Centres

x00s Account Codes

x00s Revenue Pools

x,000 Advisors

x,000,000 Clients

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Weighing up the Options
The Journey to the Full Potential of an EDH
Operational Efficiency Buys Option on Exploration, Data Science, and Convergence

Big Data Evolves
Calculating ‘Big’ Royalties

- Leading music streaming service uses Hadoop to record transactional streaming data and calculate royalties
- Proving Hadoop has matured enough to support high performance, secure, real-time, business critical applications
The case for using Hadoop in operational applications is more difficult in established enterprises.
How do you take advantage of Hadoop within a complex IT landscape?

**Requirements**

1. Co-exist and integrate with existing systems
2. Access operational data in real-time
How Much?
Dynamic Pricing Requirements

- Real-time price request
- Batch based price generation
- Current stock levels
- Marketing offers
- Cost & profit models
- Demand & Sentiment
Hadoop Ecosystem Emerges

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Aptitude Platform with Cloudera Enterprise

COMPREHENSIVE
Reduce the cost and complexity of application development and change

BUSINESS FOCUSED
Control business rules and processes

HIGH-PERFORMANCE
Uses in-memory, in-database and in-Hadoop processing

COMPATIBLE
Utilise existing data infrastructure including data warehouses, RDBMS, and ERP

A high productivity development environment with a high performance run time engine, Version 5.0 incorporates in-memory, in-database and in-Hadoop processing
Hadoop Comes of Age

The promises of big data are real, but until recently the ecosystem and technology maturity has limited its use in the enterprise.

- Cut dependence on expensive, proprietary hardware
- Scale processing & storage to meet today and tomorrow’s data volumes
- Maximise return from existing IT infrastructure with in-database processing
- Get the speed you need in all operational business applications using in-memory & in-Hadoop processing
The Business Case for Big Data

1. Hadoop is here and ready for the enterprise
2. Business case strongest for operational applications
3. Must co-exist and integrate with existing systems

Download ‘A better business case for big data’ at bit.ly/aptitudeipexpo

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