



# Unlock Big Data Value A Visual Guide

## Start Here to Learn How.

By now, it's become clear that big data represents a major shift in the technology landscape. To tackle challenges related to the increased variety, velocity and volume of information, companies are turning to new data stores like Hadoop and NoSQL. However, it can be difficult to know where to start as you determine the best ways to drive value with these tools. Read on to discover the right path to big data success for your business.

# Table of Contents

Optimize the Data Warehouse ..... 3

Streamlined Data Refinery..... 5

Customer 360-Degree View..... 7

Monetize My Data..... 9

What's Next ..... 11



# Optimize the Data Warehouse

Offload transformation workloads and less-frequently used data to Hadoop in order to relieve pressure on existing data warehouse infrastructure and reduce data costs.



Data storage costs can be 5x to 10x lower with Hadoop than with a data warehouse.

## Five signs you may need to optimize your data warehouse

- Do you have more data than you can store in your data warehouse?
- Are your data warehouse expenditures growing quickly?
- Are the business intelligence (BI) users in your organization having query performance issues?
- Are your service level agreements (SLAs) at risk due to increasing data workloads on current infrastructure?
- Do you find your organization's ability to grow clamped by your data storage and processing capacity?



# Proven Results

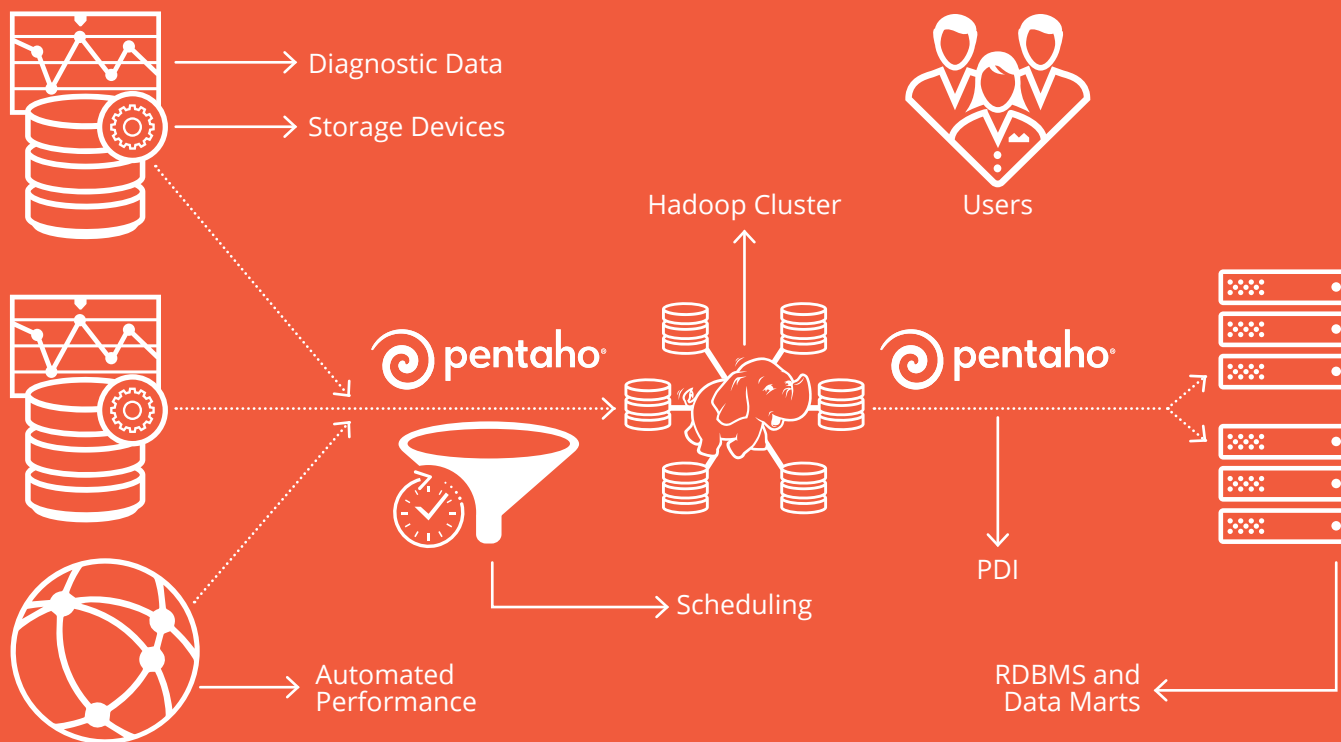
## EXAMPLE

A network storage company offloads massive device-performance information to a Hadoop cluster in order to remove operational bottlenecks and meet SLAs. Data is regularly ingested and processed in Hadoop, then augmented and distributed to relational database management system (RDBMS) and data marts downstream.

## BENEFITS

Savings on data management and storage costs, affordable data scalability, enhanced SLA performance.

## Optimize the Data Warehouse



# Streamlined Data Refinery

Bring together diverse data sources through a scalable big data processing hub and push refined information to an analytical database for low-latency self-service analytics.



Edo, a marketing technology firm, reduced ETL process time by 70% by streamlining its data processes through Hadoop.

## Five signs you may need to streamline your data refinery

- Do you have untapped high-volume data sources that you would like to incorporate into analytics?
- Have you seen a rapid proliferation of the number and variety of data sources needed to support business processes?
- Are your BI power users demanding direct access to multiple operational systems and creating security concerns as a result?
- Do you want to accelerate the process of creating new data sets for predictive analytics?
- Do you want to extend cost savings from optimizing the data warehouse with Hadoop?



# Proven Results

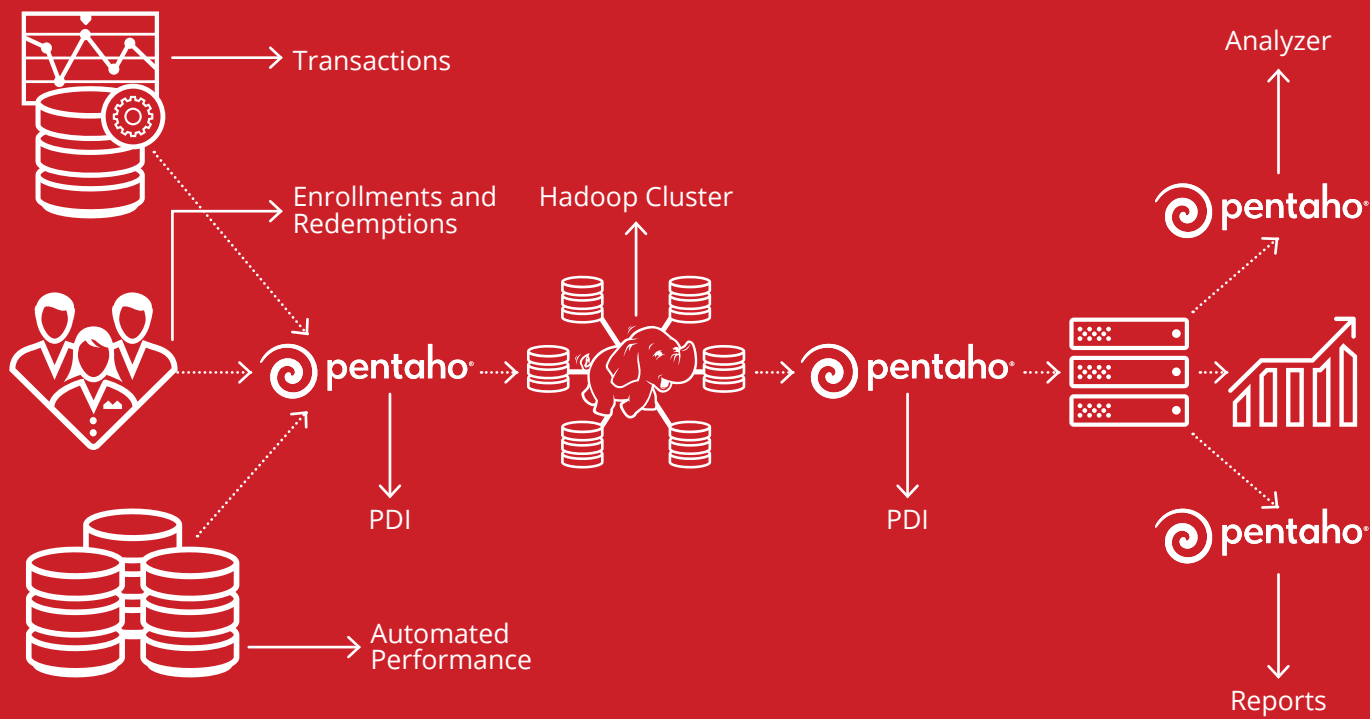
## EXAMPLE

An electronic marketing firm that delivers personalized promotions has launched a streamlined data refinery. Data sources are ingested via Hadoop, processed and sent to an analytical database with a business-analytics front end.

## BENEFITS

Establish usable analytics on all data sources, accelerate queries and reduce cost of ETL.

## Streamlined Data Refinery



# Customer 360-Degree View

Blending diverse operational and transactional data to create an on-demand analytical view across customer touch points, and surface opportunities to increase customer value through upsell and retention.



“Three out of five organizations view big data as contributing to the advancement of the use of customer analytics.”\*

\*Ventana Research, 3/18/2014 press release, “Ventana Research Releases new Benchmark Research on Next-Generation Customer Analytics.”

## Five signs you may need a 360-degree view

- Is customer churn a strategic issue that's top of mind and do you engage customers who are at risk?
- Do you face pressure to identify upsell and cross-sell opportunities with your current customers?
- Do you have many different customer information systems that are disconnected?
- Do you struggle to reconcile data across multiple customer relationship management (CRM) systems?
- Are you thinking about providing actionable analytics inside your existing role-based apps, such as systems for sales, services and support groups?





# Proven Results

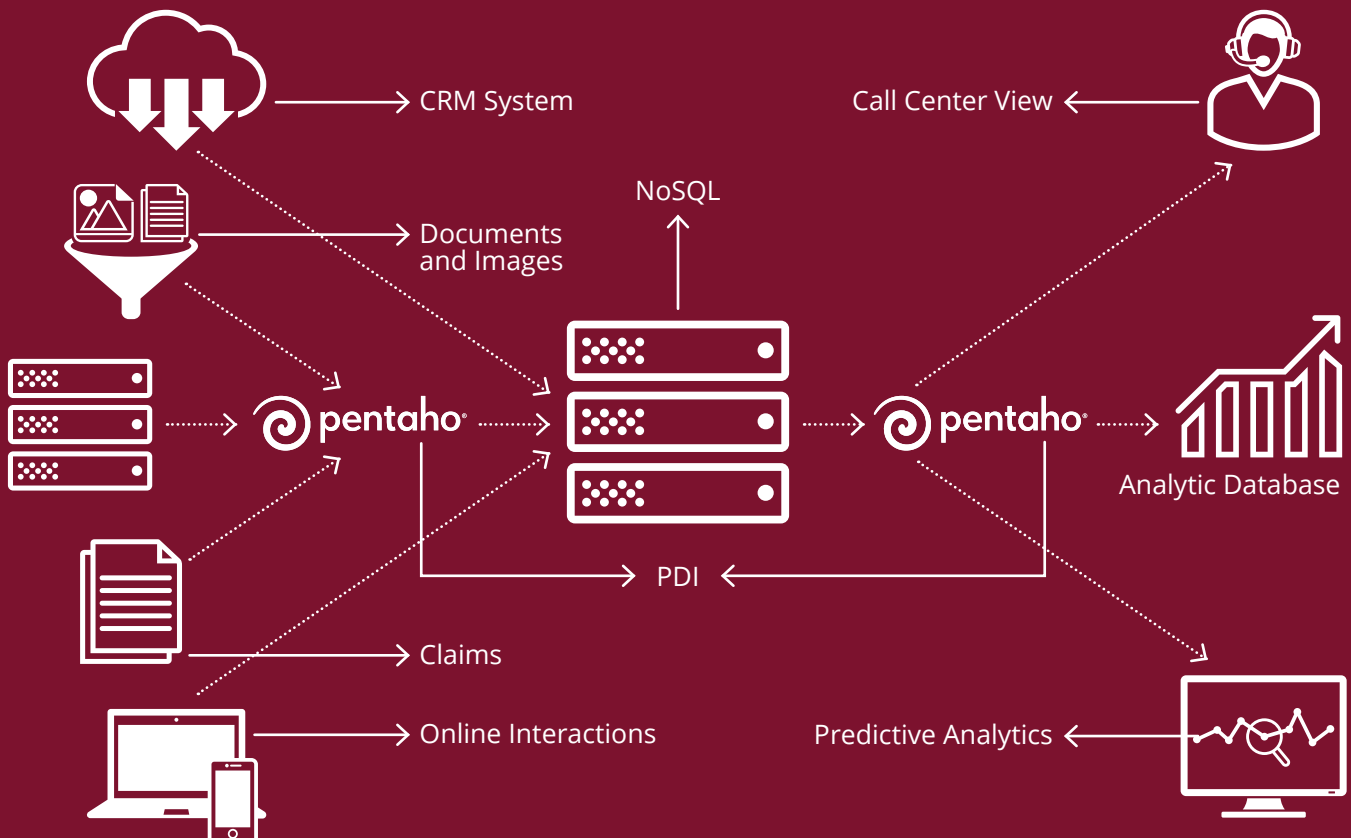
## EXAMPLE

In this financial services example, data from various sources are ingested into a single big data store and summarized according to a unique customer ID. The blended information is made available in call center applications for service, accessible by research analysts and leveraged in predictive apps.

## BENEFITS

Centralize all customer touch point data for fast queries, and blend previously isolated data to boost service quality and revenue.

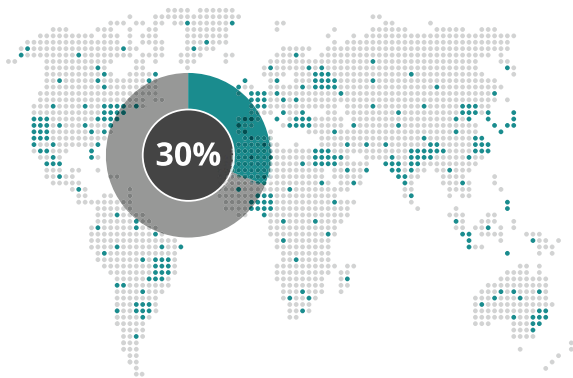
## 360-Degree View





# Monetize My Data

Generate new revenue streams by integrating, enriching and delivering high-value data sets as a fully-featured analytical service to customers in new markets.



“By 2016, 30% of businesses will have begun directly or indirectly monetizing their information assets via bartering or selling them outright.”\*

\*From Gartner research report – “How Organizations Can Monetize Customer Data,” Analysts: Olive Huang, Douglas Laney; Published 6 March 2014.

## Five signs you may need to monetize your data

- Do you have existing customers that are asking you for data feeds?
- Are these data feeds something you’d consider big data (i.e. being stored in Hadoop or NoSQL database)?
- Do your customers take those data feeds and enrich them or blend them with other data sources?
- Have you considered providing these data feeds as a service to your customer base or to potential new-market customers?
- Do your core business lines have limited growth prospects and/or do you face pressure to deliver revenue from new sources?



# Proven Results

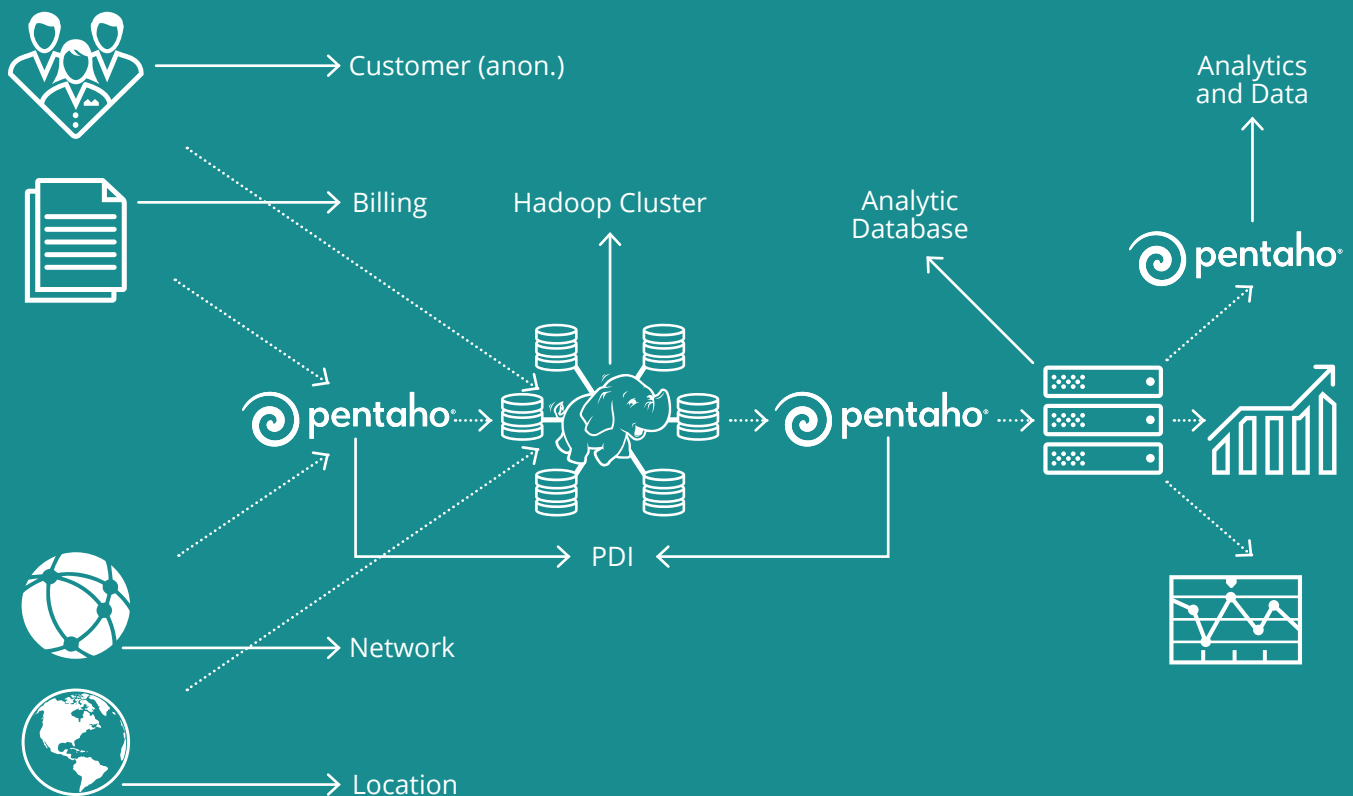
## EXAMPLE

Telecom company combines demographic and mobility data to offer specialized location analytics as a service to new end customers. Multisource data is ingested to Hadoop, blended and run through an analytical database for delivery as an end-user application.

## BENEFITS

Generate new sources of revenue and allow mature businesses to diversify for growth.

## Monetize My Data



# What's Next

- Read the white paper, Blueprints for Big Data Success here. [Click here.](#)
- Try Pentaho now and get the most value from your data. [Click here.](#)



Enable users to ingest, blend, cleanse and prepare diverse data from any source. With visual tools to eliminate coding and complexity, Pentaho puts the best quality data at the fingertips of IT and the business. Get started now.



## Hitachi Vantara at a Glance

Your data is the key to new revenue, better customer experiences and lower costs. With technology and expertise, Hitachi Vantara drives data to meaningful outcomes.

## Hitachi Vantara



Corporate Headquarters  
2845 Lafayette Street  
Santa Clara, CA 95050-2639 USA  
[HitachiVantara.com](http://HitachiVantara.com) | [community.HitachiVantara.com](http://community.HitachiVantara.com)

Contact Information  
USA: 1-800-446-0744  
GLOBAL: 1-858-547-4526  
[HitachiVantara.com/contact](http://HitachiVantara.com/contact)

HITACHI is a registered trademark of Hitachi, Ltd. VSP is a trademark or registered trademark of Hitachi Vantara Corporation. IBM, FICON, GDPS, HyperSwap, zHyperWrite and FlashCopy are trademarks or registered trademarks of International Business Machines Corporation. Microsoft, Azure and Windows are trademarks or registered trademarks of Microsoft Corporation. All other trademarks, service marks and company names are properties of their respective owners.

M345 August 2018