

# Big Data Analytics

How can you realize the greatest value from big data?







## Why Big Data Analytics?

For most companies, data is their most valuable asset. The inability of current data warehousing to store massive amounts of structured and unstructured data has led to a common practice of throwing away data in favor of what is currently needed to run the business. Concurrently Predictive Analytics has become table-stakes for nearly every company to remain competitive. The problem is that Predictive Analytics requires large amounts of data to be fully effective in driving business value. The more data a model consumes, the more accurate the results and the more compelling the ROI. It's not just about the volume of data, it's much more about the variety of data: structured and unstructured data.

If you are throwing away data because your current data warehouse has limited capacity (for both structured and unstructured data), you are throwing away your ability to build a competitive advantage. **Embracing a big data strategy now, means you have the data you need to build a competitive advantage in the near future, not years from now.**

Of course, data without analytics is of very limited value. Big data analytics is about extracting actionable insights and operationalizing Predictive Analytics across massive data sets. QueBIT is focused on supporting both high-level strategic decision making and operational analytics where even the smallest of decisions are driven by analytics. **Supporting both macro and micro-level decision making with Big Data requires a highly scalable architecture and deep knowledge of data science.**

## QueBIT's Approach to Big Data Analytics

### *Stop Throwing Away Data*

First and foremost, data must be kept. QueBIT believes that you must be open-minded about what data will be important in the future. Technologies such as Hadoop (and other products in the Hadoop ecosystem) allow data to be stored securely and in a highly cost-efficient manner. Hadoop achieves its scalability, availability and low-cost through the use of a distributed file system across many inexpensive commodity servers. QueBIT has experience setting up and configuring Hadoop clusters on premise and in the cloud.

"Big data isn't about creating a data warehouse. Instead, it's about leveraging data to drive better outcomes." - Jon Nordhausen - Vice President, Product Strategy, Bank Solutions, Fiserv

### *Analyze Your Big Data at Scale to Extract Business Value*

QueBIT embraces nearly all the top analytics platforms to drive Big Data Analytics. Our approach is to build an infrastructure (on premise or in the cloud) that meets your current and future Big Data Analytics needs. Our team of experienced data scientists, with deep understanding of Predictive Analytics on Big Data, employ the latest technologies such as Apache Spark and/or IBM SPSS Analytic Server (based on specific client needs) to drive high-performance analytics based solutions. We will work with your internal team to enable them to both manage the Big Data Analytics applications that QueBIT delivers and drive future Big Data Analytic applications.

## QueBIT's Technology Stack

QueBIT aims to drive maximum business value while minimizing costs. We do not believe in a one-size fits all solution. Our technology stack includes several options that include low-cost, open source technologies such as:

- Apache Hadoop
- Spark

We also fully support a more user-friendly, commercially supported IBM based technology stack:

- IBM BigInsights
- IBM SPSS Analytic Server
- IBM SPSS Modeler Gold
- The Forester Wave: Big Data Predictive Analytics Solutions, Q2 '15

## Benefits of QueBIT's Big Data Analytics

- Preservation of all your corporate data (to drive current and future competitive advantages)
- A highly scalable Big Data Analytics platform that delivers results quickly
- Cost effective Big Data Analytics stack (on premise or in the cloud)
- Maximum ROI through the incorporation of all available data to Predictive Models
- Operational analytics that drive your business to the next level

## About QueBIT

Trusted experts in analytics strategy and implementation, QueBIT is dedicated to helping organizations improve their ability to make intelligent decisions that create value. An IBM Premier Partner, QueBIT has conducted hundreds of successful implementations of IBM® Cognos® TM1®, IBM Cognos BI and IBM SPSS—we are one of few partners that offer such a broad range of analytics solutions. Financial, sales, marketing and operations departments in over 350 organizations in all types of industries say QueBIT's singular approach to business analytics produces tangible results—which is why we are repeat recipients of IBM's Business Analytics Partner Excellence Awards.



**QueBIT**<sup>®</sup> *Trusted Experts in Analytics*

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