

Analytics Accelerator Service from Hitachi Data Systems offers an effective way to get started with a big data analytics solution that adds value to your business. Find out how information gleaned from our tools and consultative services can drive innovation in your business.

Unleash the Power in Your Data in 5 Steps

Turn Data Into Opportunity With Analytics Accelerator Service From Hitachi Data Systems

Today's competitive landscape calls for a new type of decision-making based on insights you can't obtain using historical analytical methodologies. Determining which data will yield the most value depends on your business. Here's a sampling of what other companies are learning from big data:

- Online retailers and Web properties are using behavioral data to recommend products.
- Companies are discovering what customers want by analyzing text on social networking posts, and using the information to hone brand recognition, prioritize marketing campaigns and drive ad placement. This technique is also used to isolate instances of fraud or abuse for better bottom-line profitability.
- Financial institutions are scoring potential clients for risk through the analysis of transactional data.

- IT departments are using machine-to-machine data to help diagnose bottlenecks in IT services and infrastructure and improving operational efficiencies in the transportation and manufacturing industries.

Overcome Big Data Obstacles

Businesses throughout the world are proving they can gain advantages in the marketplace by using analytical tools to troubleshoot equipment, launch effective campaigns and pinpoint risk. An obstacle that keeps more businesses from joining their ranks is how to get started quickly and easily where there are many new and emerging technologies and many different starting points. To gain an analytical advantage, you will need to:

- Gather data in real time, because the analytical value of data decays rapidly.
- Understand the data you have.
- Find meaningful patterns in data.
- Display analytical results.
- Manage new and emerging data types.
- Select the right tools to get the answers that matter most.
- Measure return on investment (ROI) from a big data solution.

Live in 5 Steps

With Analytics Accelerator Service, Hitachi Data Systems solves the problems of where and how to start with analytics. Through the service, we offer a quick and easy way for your business to test-drive big data analytics and get back business-specific results. In this proof-of-concept (POC) approach to analytics, we provide the hardware, software and professional services to get you live in 5 steps. Here's a brief look at our approach:

1) Easy phases. Turning data into actionable information is a 5-phase process. We teach you how to conduct each phase:

- Data analysis.
- Data modeling and optimization.
- Data mapping.
- Data acquisition.
- Data interpretation.

2) Many data types. Our consultants work with you to identify worthwhile objectives for your business, then perform high-speed analytics on the most appropriate of these 5 data types:

- Sensor-generated machine-to-machine data.
- In-memory analytics.
- Real-time streaming data.

- Historical data in traditional relational database and management systems (RDBMS).
- Clickstream data (logs tracking website visitor activity).

3) Analytical skill sets. Our deployment team includes a project manager, solution architect, functional analyst and technical architect. These experts accomplish the 5 phases using a wide range of skill sets:

- Hadoop and NoSQL (programming frameworks that support the processing of large datasets).
- Analytics search.
- Real-time analytics.
- Complex event processing (CEP).
- Predictive modeling.

4) Measureable outcomes. Using our methodology and tools, we deliver real business results. Examples include:

- *Recommendation Engine:* Introduce Web users to targeted products and services based on a user's profile and online behavior.
- *Sentiment Analysis:* Analyze text in social networking posts to determine what users are saying about your company, products and brands.

- *Risk Modeling:* Determine financial exposure, prepare what-if scenarios based on simulated market behavior or score a particular client for risk.
- *Network Monitoring (Logged Analysis):* Improve operational efficiency, supply chain efficiency and asset management with sensor-generated data and predictive analytics.

5) ROI-based recommendations. Lastly, we develop an ROI model for each outcome we obtain and use that information to form recommendations. Any one outcome could deliver results that warrant a strategic change in some aspect of your business.

Long-Lasting Benefits of Analytics Accelerator Service

At the end of Analytics Accelerator Service, you'll be in possession of new and powerful information about your business that could lead to greater cost efficiency and a stronger decision-making process. The specialized IP and analytics tools we create for you in the course of data interpretation, such as the dashboard visualization layer, are yours to keep at the end of the service, along with associated learning, techniques and run books.

What to Expect From Analytics Accelerator Service

Analytics Accelerator Service begins with verification that you have met system requirements, a discussion of up to 5 use cases for the pilot, and the design of your dashboard and reports. On-site services include system installation and configuration, data type selection, implementation of your data in our big data appliance environment, and testing. We transfer best practices knowledge to key members of your technical staff throughout the program and review all documentation at the end of the engagement.

Next Steps

Today, IT is charged with managing, governing and analyzing more data with more complex relationships, in real time, and at scale. Analytics expertise from Hitachi Data Systems ensures you are taking a cutting-edge path to realizing new value from your data. To learn more about how Analytics Accelerator Service can help you use information for innovation, contact your Hitachi Data Services sales representative or visit us at www.HDS.com.

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