Case study : GINA

Global Innovation Network and Analysis

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GINA:

Global Innovation Network and Analysis team is a group of senior technologies located in centres of excellence around the world.

GINA case study provides an example of how a team applied the Data Analytics Lifecycle to analyse innovation data at EMC.

Innovation is typically a difficult concept to measure and this team wanted to look for ways to use advanced analytical methods to identify key innovation within the company.

The GINA team thought its approach would provide a means to share ideas globally and increases knowledge sharing among GINA members who may be separated geographically.

It planned to create data repository containing both structured and unstructured data to accomplish three main goals:

Store format and informal data.

Track research from global technologies.

Mine the data for patterns and insights to improve the teams operations and strategy.