

Big Data Adoption

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- Big data adoption is on every enterprise's agenda in 2022.
- But the problem, according to a new report, is that on the whole organizations aren't getting the most out of it.
- A measly 9% of respondents said their organization was "Very Effective" at getting value from data; nearly half (48%) responded with "Somewhat Effective".
- "There is so much data being produced today, and it's creating a significant number of new opportunities and challenges," said Tendü Yoğurtçu, CTO, Syncsort.

Opportunities

- The main opportunity and benefit big data adoption presents is resourcefulness in terms of cost, productivity and competitiveness.
- However, according to a Gartner study, only 14% of enterprises have put big data projects into production (Kart, 2015).
- Studies refer to the USA, for example, which keyed into this initiative when the Obama administration announced its big data research and development initiative in 2012.

Opportunities

- This was targeted at knowing how successful big data adoption could be used to address challenges faced by the government.
- Big data is also said to have played a significant role in the successful re-election of President Barack Obama back to the white house in 2012.

Challenges in Adoption

- Complex technological and infrastructure requirements.
- The big issue with successful big data adoption is the complex technology and infrastructural requirements for organizations.
- According to WNS, data variety, specifically unstructured data, is a key challenge.

Challenges in Adoption

- In the insurance industry, for example, “almost 80 percent of claims data comprises unstructured data such as hand-written notes, videos and images.” This makes extracting value from that data extremely challenging.
- In addition, “data sources — legacy systems, disparate systems and third-party systems that are not easy to integrate — are another challenge,” reports WNS.
- This makes building a case for a consistent return on big data investment difficult.

Recommended Steps

- Commit initial efforts to customer-centric outcomes.
- Define Big Data strategy with a business-centric blueprint.
- Start with existing data to achieve near-term results.
- Build Analytics capabilities based on business priorities.
- Create a business case based on measurable outcomes.

Adoption: Where to Start?

- 1. Focus on customer-centric outcomes
 - Commit your initial efforts to big data adoption that will have a beneficial and measurable impact on customers.
- 2. Develop a big data adoption strategy
 - When you define your big data strategy, make sure it has a business-centric blueprint.

Adoption: Where to Start?

- 3. Use existing data to generate quick wins
 - Short term results will generate support and path forward for big data adoption.
- 4. Align analytics capabilities with your business priorities
 - Start building out your analytics capabilities but do it with your business priorities in mind.
- 5. Scale your efforts using an evidence-based business case
 - Before rolling out large scale big data adoption initiatives, create a business case based on measurable outcomes.

Adoption Framework

- A key factor in the success of any new program is the way it is approached from the inception phase itself.
- Any Big Data program that requires the integration of data with strategic planning is going to be critical and will carry heavy penalties in case of failure.
- The right framework to enable the adoption of Big Data analytics within the organization must be adopted.

Adoption Framework

- The critical components of this framework include:
 - Data discovery
 - Analytics discovery
 - Tools and technology discovery
 - Infrastructure discovery
 - Implementation

Adoption Process



Source: IBM

Summary

- The opportunities presented by successful big data adoption are of paramount importance to enterprises that want to thrive in the digital age.
- As digitalization and technology continues to progress, data is rapidly expanding, changing and emerging from a variety of sources.
- This presents pressing challenges for enterprises when it comes to the storage, protection, handling and management of big data.
- Organizations need to be aware that the gap between market leaders who are successful with big data adoption and those that do not is set to increase as more and more businesses understand the importance it holds.

Thank you

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