

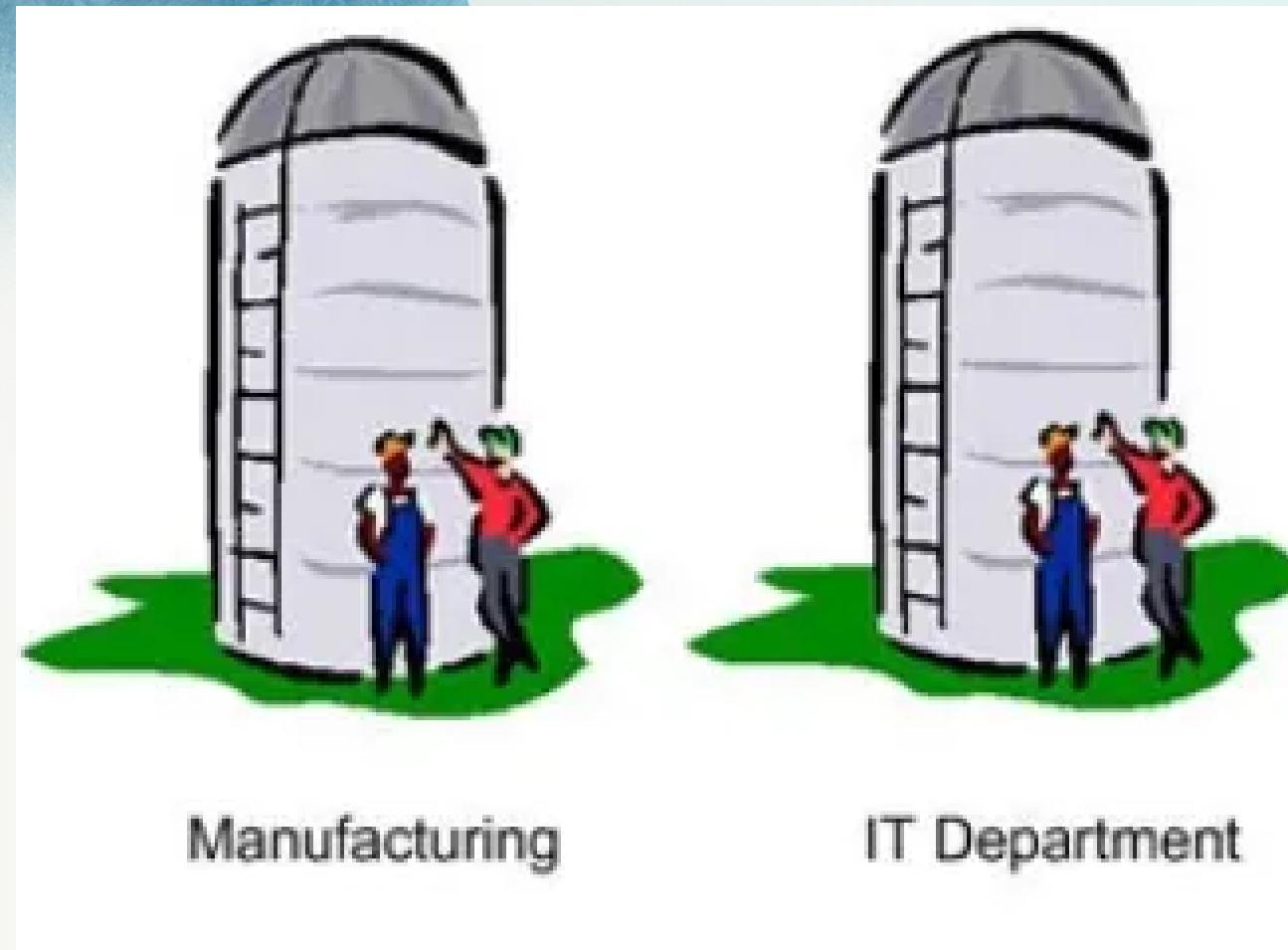
AUTOMOBILE INDUSTRY



DATA SILOS

KETAN | PRAVEEN | BHARANI

PROBLEM



Reasons data silos are detrimental



Create barriers
between teams



Reduce agent
productivity



Increase costs and
missed sales



Cause poor customer
experiences



Inhibit adaptability
and agility

DIFFERENT TYPES OF DATA - ENGINE DATA, TRANSMISSION DATA, WARRANTY DATA, ETC

Data silos impede Transportation industries ability to understand and resolve warranty challenges efficiently.

SOLUTION

Hitachi Solutions



TRANSITION
TO CLOUD
STORAGE
FOR
ENHANCED
ACCESS AND
SCALABILITY.

MERGE DATA
FROM VARIOUS
SOURCES INTO
A UNIFIED BIG
DATA
PLATFORM.

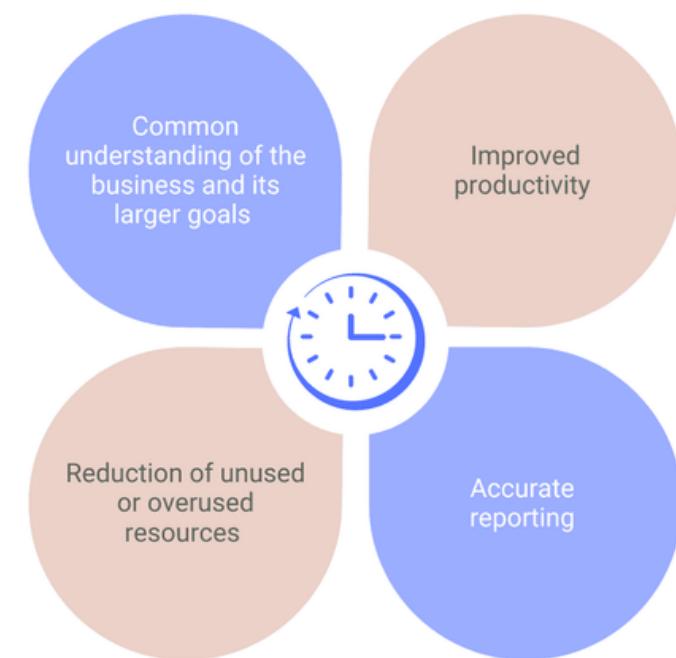


**KEY TAKEAWAY: BIG DATA AND CLOUD
STORAGE OFFER SCALABLE SOLUTIONS
TO OVERCOME THE CHALLENGES
POSED BY DATA SILOS.**

KETAN | BHARANI | PRAVEEN

BENEFITS AND ACTION PLAN

BENEFITS OF BREAKING DOWN DATA SILOS



cape//a

BENEFITS

- STREAMLINED DATA FOR DEEPER WARRANTY INSIGHTS.
- REDUCED COSTS IN DATA MANAGEMENT.
- FASTER, REAL-TIME WARRANTY DATA ANALYSIS.

ACTION PLAN

- PILOT PROGRAM INITIATION FOR IMPACT ASSESSMENT.
- EXPANSION TO ALL DEPARTMENTS BASED ON PILOT SUCCESS.

Reference

DATAECONOMY. (2014, NOVEMBER 18). HOW FORD USES DATA SCIENCE: PAST, PRESENT, AND FUTURE. DATAECONOMY.



How Ford Uses Data Science: Past, Present and Future

Success stories of how data-driven practices can revitalise businesses are rife today, but there are few as compelling as the



Dataconomy / Nov 18, 2014

As an overview, how do Ford use data science?

So at the moment, we're primarily trying to break down our data silos. We have a number of projects that are using Hadoop, and we're actually setting up our Big Data Analytics Lab, where we can run our own experiments and have a look at some of the more research questions.