Predictive Analytics in Cloud

It's all about the Data

Predictive analytics in the cloud has become a mainstream topic in recent years. Companies and organizations of all size and in every industry, are looking at their data to see if it can be utilized to make predictions based on historical data that will help them be more effective, customer-centric and profitable. Predictive Analytics turn uncertainty about the future into a usable probability.

Predictive analytics in the cloud is fast becoming a value driven business process to improve customer engagement and treatment. As organizations gain experience with predictive analytics, their approach to Big Data is also evolving.

The rise of Big Data, with the focus on data that is more voluminous, comes in more varieties and arrives more quickly, has increased the awareness of predictive analytics. This new data varieties creates new analytic opportunities while creating new challenges.

This will be more valid as Internet of Things (IoT) begins to influence businesses through data that is

collected from every connected device and contributes to the growing information repositories. Most organizations are already burdened with data and can't process it fast enough.

Predictive Analytics in Cloud Becomes Mainstream

Companies find it practical to build their data repositories in the cloud rather than migrate data to the cloud. Utilizing cloud, they can dynamically share resources, applications, and software in the multi-tenant environment that's necessary for cloud computing and predictive analytics.

Cloud is making it easier, affordable and economical for companies of any size to store their enterprise data. For every business now, data is turning into an influential asset whether they know it or not. It allows scalability and availability that enable companies to look at the siloed data spread across the enterprise and identify developing trends.

Organizations are implementing cloud predictive analytics in their operational strategies for

transforming their business and derive user insight into what keeps customers happy and what drives them away.

It uses the advantages of the cloud to improve the ROI and time to market of the most advanced analytics. Enterprises can adopt individually or a combination of all the three use cases for cloud predictive analytics solutions in their business strategies.

- **Pre-packaged cloud based decision solutions** – They can purchase the cloud based predictive analytics solutions as a decision-making package.

- **Building predictive analytics in the cloud** – Solutions utilize the existing cloud and on premise data to take advantage of scalable cloud processing power and to be closer to the data required for the model.

- **Using the cloud to deploy predictive analytics** – Deploy predictive analytics solutions in the organizations existing infrastructure.

On-Premise or Cloud Predictive Analytics – Which to choose?

On premise analytics software is being used in many companies in their IT infrastructure. The prominence of cloud and its business benefits has decision makers contemplating whether a cloud based analytics solution is worth the investment? Whether it would generate a better return of investment than the traditional on premise ones?

Enterprises can opt for either one of them or a hybrid scenario based on their individual business needs, goals and requirements. Mentioned here are the key differentiators contributing to both their adoption by businesses:

On premise analytics

- **Data integrity:** Companies have total control over their data and analytics. Sensitive data related to customers, human resource, sales transactions and other business information are stored and managed in-house.

- **Meet in-house policies:** Adherence and compliance of the company policies and standards, which varies when opting for cloud solutions.

- **Optimize existing IT infrastructure:** Analytic solutions are built on the existing IT infrastructure for optimal utilizations.

- **Security and safety:** These tools can be used to gather, display, and organize important business data using your own IT infrastructure. This allows data security and safety is entirely with the companies.

- **Complete ownership of analytics software:** Unlike the cloud solutions, companies have total ownership of the software. They can buy it or lease it accordingly based on their business requirements.

Cloud Predictive Analytics

Pre-packaged cloud based "decision as a service" solutions offer enterprises the option to directly embed the predictive models into the solution framework, so that customers can benefit from better decisions and not just predictions.

- **Big data gaining prominence:** Enterprises are flooded with both structured and unstructured data collected from varied sources and at different velocities. They use the real-time data streaming, to enable them to shift from batch scoring to real-time scoring as a measure of using predictive analytics.

- **Reducing Operational Costs:** Cloud offers subscription based pricing and low commitment from companies. Reduced time to value, agility, data security, privacy, governance and high ROI of the cloud are available at low operational costs.

- **Drives customer value:** The focus is on customer satisfaction, profitability, retention and their management for better business decisions.

- **Early adopter's advantage:** Gives an advantage over their competition in terms of technology, infrastructure and business processes.

- **Better decision management:** Business leaders and decision takers who push for tight integration of predictive analytics early in their business strategies can leverage operational decisions derived from predictive analytics and gain business value. It facilitates both manual and automation of decision making approaches by driving recommendations.

GAVS service offerings include IT service enablers like GAVel used for predictive analytics, which enable Zero incident framework in your organization for maximizing your business value.

About GAVS

GAVS Technologies (GAVS) is a global IT services & solutions provider enabling digital transformation through automation-led IT infrastructure solutions. Our offerings are powered by Smart Machines, DevOps & Predictive Analytics and aligned to improve user experience by 10X and reduce resource utilization by 40%.

GƏVS