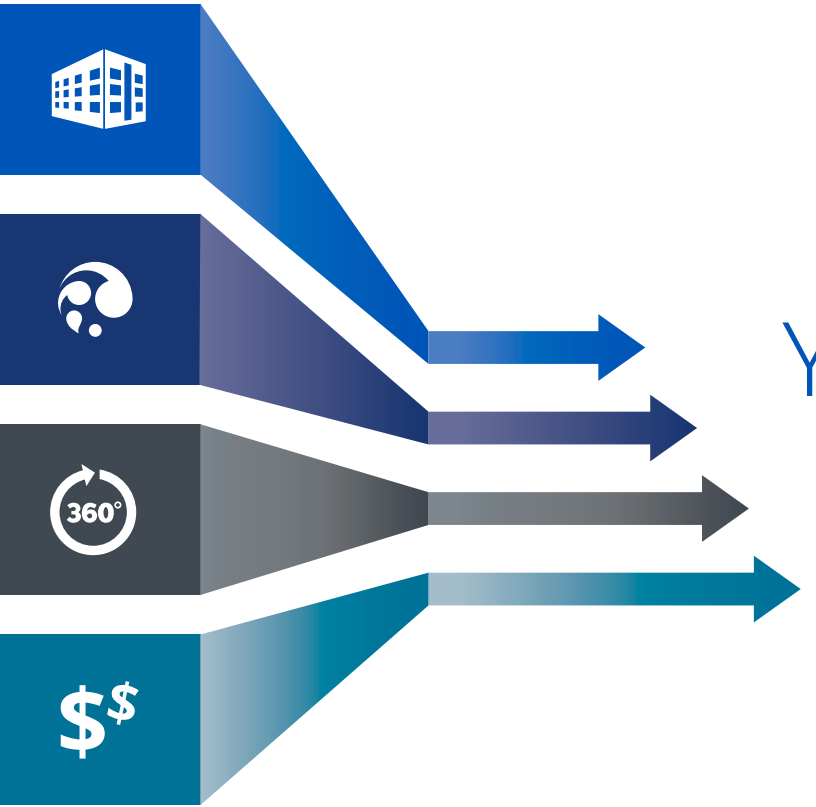


pentaho

Your Path to Big Data

A Visual Guide

Big Data Has Big Value

Start Here to Learn How to Unlock It

By now it's become fairly clear that big data represents a major shift in the technology landscape. To tackle challenges related to the increased variety, velocity, and volume of information, companies are turning to new data stores like Hadoop and NoSQL. However, it can be difficult to know where to start as you determine the best ways to drive value with these tools. Read on to discover the right path to Big Data success for your business.

Table of Contents

Introduction 2

Optimize the Data Warehouse 3

Customer 360–Degree View 6

Monetize My Data 9

Streamlined Data Refinery 12

Data storage costs can be 5x to 10x lower with Hadoop than with a data warehouse.

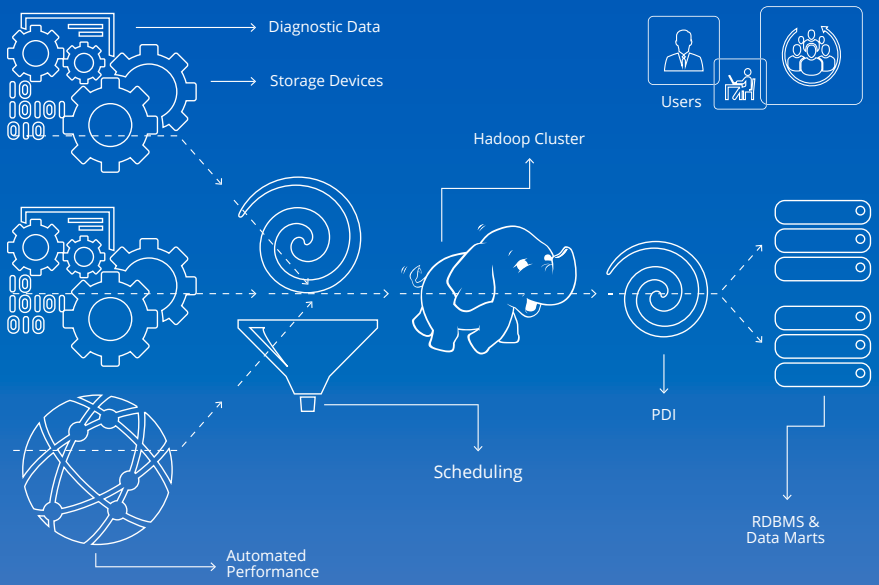
Optimize the Data Warehouse

Offload transformation workloads and less frequently used data to Hadoop in order to relieve pressure on existing data warehouse infrastructure and reduce data costs.

Signs you may need to optimize your data warehouse

- ☐ Do you have **more data** than you can store in your **data warehouse?**
- ☐ Are your data warehouse **expenditures growing** quickly?
- ☐ Are the BI users in your organization having **query performance issues?**
- ☐ Are your SLAs at risk due to **increasing data workloads** on current infrastructure?
- ☐ Do you find your organization's **ability to grow is being clamped** by your data storage & processing capacity?

Proven Results



EXAMPLE

A network storage company offloads massive device performance information to a Hadoop cluster in order to remove operational bottlenecks and meet SLAs. Data is regularly ingested and processed in Hadoop, then augmented and distributed to RDBMS and data marts downstream.

BENEFITS

Savings on data management and storage costs, affordable data scalability, enhanced SLA performance.

Edo, a marketing technology firm, reduced ETL process time by 70% by streamlining its data processes through Hadoop.

Streamlined Data Refinery

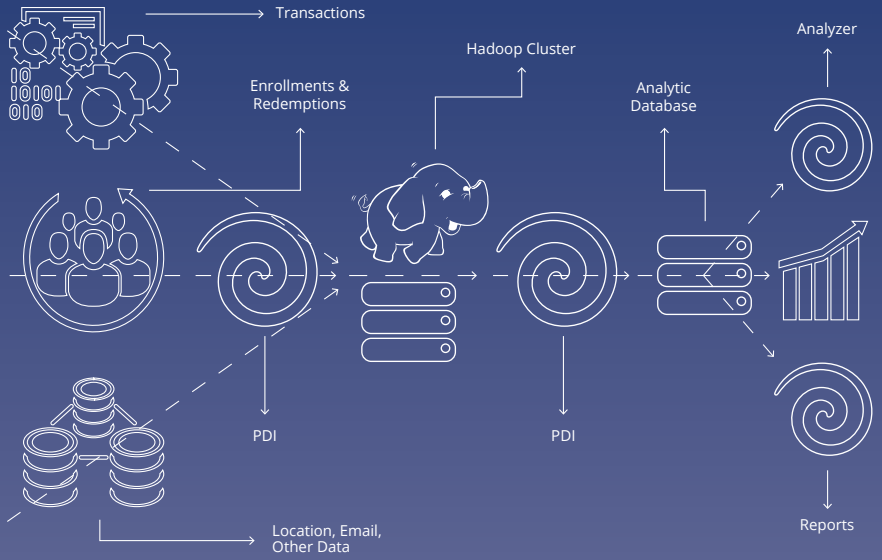
Bring together diverse data sources through a scalable big data processing hub and push refined information to an analytical database for low-latency self-service analytics.

5

Signs you may need to streamline your data refinery

- ☐ Do you have untapped **high volume data sources** that you would like to **incorporate into analytics?**
- ☐ Have you seen a **rapid proliferation** of the number and variety of data sources needed to **support business processes?**
- ☐ Are your BI power users demanding **direct access** to multiple operational systems and creating **security concerns** as a result?
- ☐ Do you want to **accelerate the process** of creating new data sets for **predictive analytics?**
- ☐ Do you want to extend **cost savings** from optimizing the data warehouse with Hadoop?

Proven Results



EXAMPLE

An electronic marketing firm that delivers personalized promotions has launched a streamlined data refinery. Data sources ingested via Hadoop, processed, and sent to analytical database with a business analytics front end.

BENEFITS

Establish usable analytics on all data sources, accelerate queries, and reduce cost of ETL.

"Three out of five organizations view big data as contributing to the advancement of the use of customer analytics."*

Customer 360-Degree View

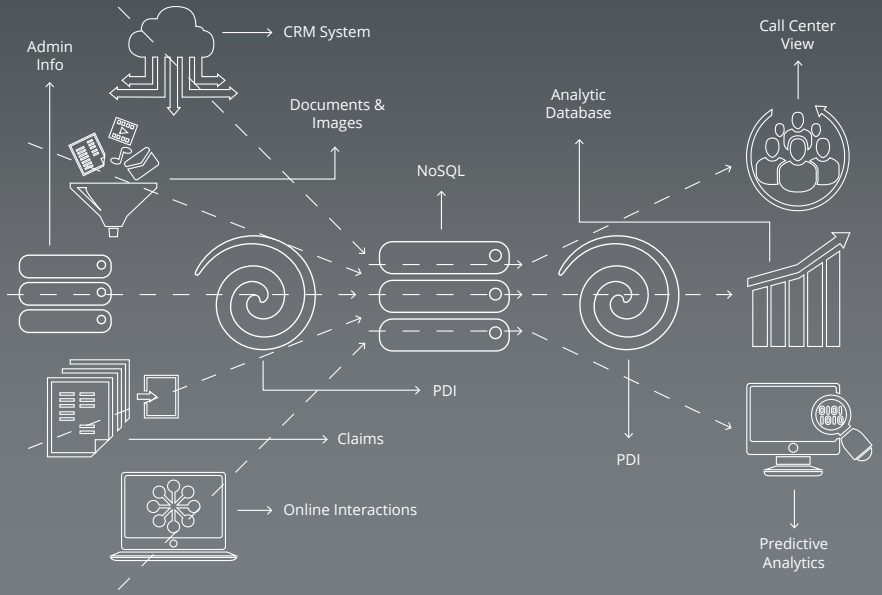
Blending diverse operational and transactional data to create an on-demand analytical view across customer touch points – and surface opportunities to increase customer value through upsell and retention.

*Ventana Research, 3/18/2014 press release, "Ventana Research Releases new Benchmark Research on Next-Generation Customer Analytics."

Signs you may need a 360-degree view

- ☐ Is **customer churn** a strategic issue that's top of mind and do you **engage customers who are at risk?**
- ☐ Do you face pressure to **identify upsell and cross-sell opportunities** with your current customers?
- ☐ Do you have many different **customer information systems** that are disconnected?
- ☐ Do you struggle to **reconcile data** across multiple CRM systems?
- ☐ Are you thinking about providing **actionable analytics** inside your staff's **existing role-based apps** – such as systems for sales, services, & support groups?

Proven Results

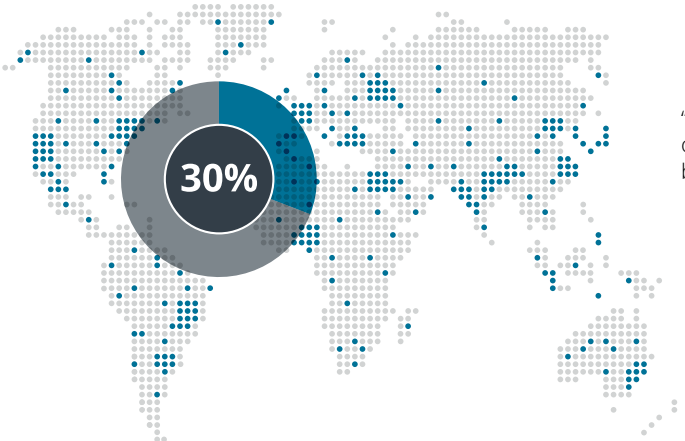


EXAMPLE

In this financial services example, data from various sources are ingested into a single Big Data store and summarized according to a unique customer ID. The blended information is made available in call center applications for service, accessible by research analysts, and leveraged in predictive apps.

BENEFITS

Centralize all customer touch point data for fast queries, blend previously isolated data to boost service quality and revenue.



"By 2016, 30% of businesses will have begun directly or indirectly monetizing their information assets via bartering or selling them outright."*

Monetize My Data

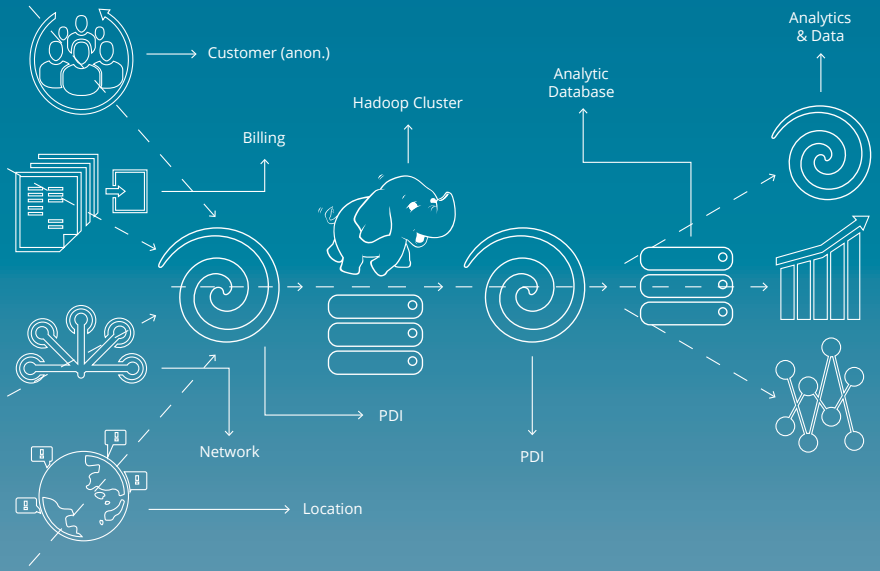
Generate new revenue streams by integrating, enriching and delivering high-value data sets as a fully-featured analytical service to customers in new markets.

*From Gartner research report – "How Organizations Can Monetize Customer Data," Analysts: Olive Huang, Douglas Laney; Published 6 March 2014.

Signs you may need to monetize your data

- ☐ Do you have existing customers that are asking you for **data feeds?**
- ☐ Are these **data feeds** something you'd consider Big Data – i.e. being **stored in Hadoop or NoSQL database?**
- ☐ Do your customers take those **data feeds and enrich them** or blend them with **other data sources?**
- ☐ Have you considered providing these **data feeds as a service** to your customer base or to potential new market customers?
- ☐ Do your core business lines have **limited growth prospects** and/or do you **face pressure to deliver** revenue from new sources?

Proven Results



EXAMPLE

Telecom company combines demographic and mobility data to offer specialized location analytics as a service to new end customers. Multi-source data is ingested to Hadoop, blended, and run through an analytical database for delivery as an end user application.

BENEFITS

Generate new sources of revenue and allow mature businesses to diversify for growth

About Pentaho

Pentaho is delivering the future of analytics today with its modern, integrated and embeddable data integration and business analytics platform. With support for all of the leading Hadoop distributions, NoSQL databases and high performance analytic databases, Pentaho provides the broadest support for big data analytics, as well as integration, blending and orchestration of big data and traditional sources without the need for coding or advanced skills. Headquartered in Orlando, Florida with offices in San Francisco, California and throughout Europe, Pentaho has over 1,200 commercial customers today, with over 10,000 production deployments. For more information, please visit www.pentaho.com.

Resources

Explore the paths to big data online here.

Read the white paper, *Blueprints for Big Data Success* here.

Try Pentaho now (free evaluation).

Be social with Pentaho: