

CURRENT STATE

BI/DW CHALLENGES

- Batch oriented, inflexible, high latency
- Brittle & labor intensive
- Performance & scalability challenged
- Aggregated, silo'd, structured data

BUSINESS CHALLENGES

- Rigid architecture impedes immediately available business opportunities
- Retrospective reporting doesn't guide business decisions
- Social, mobile, or machine-generated data insights not available
- Aggregation destroys valuable insights

FUTURE STATE

- Big Data analytics continuously drive business innovations
- Real-time insights optimize operations and boost profits
- Unprecedented customer insights improve products and user experience

