Big Data Analytics
Driving Data to Decision

Patrick Sims – Global Center of Excellence Analytics
TODAY’S PRINCIPAL BUSINESS METRICS ARE OVER A CENTURY OLD

- Financial statements
- Balance sheets
- Net income
SOME PEOPLE WOULD EASILY RECOGNIZE THEM
TRADITIONAL FINANCIAL METRICS ARE BACKWARD-LOOKING

Most Established KPIs too
WHEN WE REALLY NEED
TO BE LOOKING FORWARD
BUT TYPES AND VOLUMES OF DATA
HAVE GROWN RADICALLY
TODAY WE MEASURE AVAILABLE DATA IN

ZETTABYTES

90% OF THE DATA IN THE WORLD TODAY has been created in the last two years alone.

IN 2011, THE AMOUNT OF DATA SURPASSED

1.8

ZETTABYTES

1.8 ZETTABYTES = 57.5 BILLION 32 GB iPads = $34.4 TRILLION

COMBINED GDP OF:
- US
- Japan
- China
- Germany
- France
- UK
- Italy

**IDC Digital Universe Study Extracting Value from Chaos**
“Big data” is high-volume, -velocity, and -variety information assets that demand cost-effective, innovative forms of information processing for enhanced insight and decision making.
WHAT IF YOU COULD TURN NEW SIGNALS INTO BUSINESS VALUE?

Brand Sentiment: Higher NPS
Predictive Maintenance: Less Downtime
Network Optimization: Lower Cost
Insider Threats: Greater Security
Asset Tracking: Increase Productivity
Personalized Care: Loyal Customers
Product Recommendation: More Sales
Risk Mitigation, Real-time: Retain Market Value
Propensity to Churn: Greater Retention
Real-time Demand/Supply Forecast: More Efficient
360° Customer View: Loyal Customers
Fraud Detection: Lower Risk
Not all Business Intelligence is the Same
The Analytical Tools Continuum

The key is unlocking data to move decision making from sense & respond to predict & act
THE NEW INFORMATION CONSUMER...

Responsive
Accessible
Engaging

10% today

75% by 2020
Analytics at the Core of Business & IT

Applications-centered today
- Business Applications
- Analytic Capabilities
- Analytic Capabilities

Business analytics-centered tomorrow
- Business Applications
- Analytic Capabilities
- Business Applications
- Business Applications
“When you two have finished arguing your opinions, I actually have data!”
How do I get there?
First, some myths to be aware of

Big Data is…

- Complete and perfect with good, clean data
- Only stems from people
- Static and easy to tame
- Neat, orderly, and structured
- Internal to the organization
- A Magic 8-Ball
- Better the more granular the data stored

- A Big Data architecture equals a Big Data strategy

Sources include Phil Simon at philsimon.com, James Walker at Prophet
And now some food for thought

- Big Data is a big nothing without Analytics and use cases that are pertinent to meeting your agency’s mission or improving performance
- A focus on HOW to access Big Data can lead to analysis paralysis and keep you from ever deriving real value from the data
- Challenge the status quo
- If possible, operationalize all this data
- Strategy, strategy, strategy

"The lack of a clear, well developed and articulated BI Strategy along with appropriate executive sponsorship are among the top reasons why BI initiatives do not achieve their potential or fail outright."

Bill Hostmann, VP Distinguished Analyst, Gartner
Thank you!

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