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AIE Symposium
Embracing the power of Big Data to uncover customer insights and drive the mission

September 2014
The grand picture
Making better sense of the world...

Learn Human Genome

Reveal the Universe

Big Data

Better the Earth

... in order to better serve the needs of an uncertain environment and have a greater predictability of what likely happen in the future, which will drive the need to incorporate Big Data capabilities and proliferate the demand for advanced analytics
Creating the persona
Devising scenarios for personas to create data-driven decision making

- How can I optimize my workforce as talent and institutional knowledge is lost through retirement of “Baby Boomers”?
- What alert and detection enhancements can likely help to protect critical infrastructure and address emerging cyber threats?
- How can I more effectively manage my agency’s budget and prepare for “what if” scenarios for potential future reductions?
- Where can improved visibility and transparency help to achieve Affordable Care Act goals of improving quality, managing costs, and driving out waste?
- Where are there quick hits for spend savings in my supply chain?
Agenda

Embracing Big Data to uncover customer insights and drive the mission

• Forces Driving the Need for Advanced Analytics
• Level-setting the Federal Landscape
• Supporting the Citizen and Consumer Through Big Data and Advanced Analytics
• Uncovering Hidden Citizen and Customer Insights to Inspire a Course for Action
• Big Data Analytics Resources
Global marketplace trends

Trends that are driving the need for advanced analytics

- Data Volumes, Velocity, and Variety
- Regulations
- Profitable Growth
- New Signals
- Technology
Gaining deeper insights

Big Data lends the ability to effectively deliver on mission-critical goals with customer insights

...“big data” will affect the way we live and work; the relationship between government and citizens; and how public and private sectors can spur innovation and maximize the opportunities...

Supporting the citizen and consumer
Leveraging Big Data and advanced analytics to identify customer behavior

“…the **power of big data** is that it is information about people’s behavior instead of information about their beliefs. It’s about the behavior of customers, employees, and prospects…”

— Reinventing society in the wake of Big Data - Alex Pentland, edge.org
Challenges to overcome

Enabling Big Data and advanced analytics adoption

- **Technology Constraints**: Aging infrastructure and data sources can make it impossible and or impractical to perform data analysis. Streams of data are being generated, but capture, storage and processing challenges exist.

- **Data Consistency**: Relevant data exists across multiple data sources and various formats, which limit the discovery and exploratory analysis capabilities with relational stores.

- **Data Types**: Executive orders mandate agencies to release additional data sets that are held to more stringent standards and formats, these items likely work to make government information more accessible to its citizens.

- **Security**: Federal agencies begin to harness their data and try to strike the balance between making information that is open and accessible, while still providing the necessary privacy and security to enforce at granular level.
Overcoming challenges
Transforming agencies through incorporating Big Data components

The Enterprise Data Management (EDM) Maturity Assessment is a first step in understanding your current capabilities — and identifying the gaps you may need to close in order to reach your target state faster and more efficiently.
Creating additional value by leveraging existing infrastructure

Complimenting existing architecture

Diagram showing the integration of different data storage and computing components, data integration services, and various services such as data mining, data exploration, analytics, and predictive analysis. The diagram also highlights the importance of infrastructure, security, and data and information governance.
Lessons learned

Successful elements likely focus on the following elements

1. Make master data a priority
2. Don’t start without a map and take one step at a time
3. Standardize data and become good at governance
4. Drive innovation with your users
5. Make data analytics a core competency
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