

Enable innovative analytics through big data technologies

Enterprises have been collecting and using data from their operations for better decision making for a while now. As more and more mechanisms of data collection, such as sensor and device data, became available, some enterprises were challenged seriously by limited scalability and reliability of their analytical capabilities. Social media channels only aggravated this situation by creating valuable data, such as customer conversations, that is often generated in an unstructured form. Additionally, enterprises started to realize the need to not just store images and video for manual and reactive use, but also to process them and tag them with certain features. These features allow images and videos to be used in deriving proactive, operational insights, such as safety incident analytics, used in object recognition for shop floor optimizations, etc. Valuable insights buried in volumes and varieties of data, termed as big data, are often overlooked for several reasons. One of the main reasons relates to cost. Many of the existing, big data technologies are expensive. That becomes a barrier to entry when IT organizations are constantly faced with ever-tightening budgets.

Innovative analytics is all about gaining insights from big data for better decision making.

The industry has been abuzz for a few years now with specific sets of technologies that enable companies deal with data problems of an Internet scale. The market place is being pounded with numerous infrastructure options, platforms, analytic products/ applications, sources of social media data, open source projects, etc. All of these options are geared toward tackling big data problems. In such an environment, there is a clear struggle by enterprises in defining strategies to adopt and leverage big data technologies to meet their need to innovate.

Even when enterprises were able to define a reasonably well formed big data adoption strategies, deriving significant benefits from innovative analytics has proved VERY difficult to do. Navigating critical ancillary needs, such as your approach to analytics, technological diversity and technological evolution, has also posed some significant challenges. Adopting proven business intelligence practices, such as data governance, in the context of big data has been a challenge not mastered by many enterprises.

Many enterprises are typically found attempting to address gaps that often

accompany adoption of emerging technologies. So, when there are a few emerging technologies come into play simultaneously, gap closing efforts often outweigh adoption benefits unless appropriate risk mitigation strategies are put in place. For example, adoption of big data technologies in the context of cloud computing or in-memory computing requires a clear risk mitigation strategy.

Oracle big data appliance

Amidst such a plethora of options, Oracle's portfolio of big data management offerings cover a broad range of functionality by supporting integration with existing industry standards as well as employing a clear, concise strategy/direction. Oracle's integrated big data platform enables big data to be analyzed in combination with traditional enterprise data, which is a critical transition step in adopting big data management capabilities. Oracle's big data platform opts for clear choices for tackling functional requirements related to integrating big data with enterprise data. Those choices include things like: data organization and data management, advanced analytics and decision making. Through a systematic adoption of the powerful Hadoop ecosystem, Oracle's comprehensive big data platform enables enterprises to meet their big data management needs.

Oracle offers a wide variety of companion options to increase the value of your big data investment:

- Oracle's advanced analytics platform uses data mining algorithms, statistical analysis and open source R
- Oracle's exalytics platform offers a high performing, highly scalable analytics platform to deliver tailored dashboards and reports in the quickest most robust form to the end user
- Oracle Endeca platform offers the ability to quickly add structure to unstructured data when the importance, relevance and relationship to existing corporate metadata are unknown

Our solution

Hitachi Consulting has been leading enterprises through adoption of Business Intelligence technologies and practices in the past two decades, starting from the period when there were plethora of data platforms, methodologies and toolsets, through a propriety systematic and holistic methodology.

Hitachi Consulting has a concise point-of-view on how and why companies should be leveraging Oracle's big data platform offerings to their overarching big data adoption strategies. Hitachi Consulting can help you define, refine, or implement your holistic Business Intelligence strategy that involves robust integration of big data with your enterprise data.

- Hitachi Consulting big data and business intelligence adoption methodology
- Comprehensive Oracle big data platform that can be integrated with your enterprise solutions
- Integrate big data with enterprise data
- Leverage already existing architecture layer where feasible and introduce big data capabilities incrementally

Benefits

- Application of Hitachi Consulting's big data and business intelligence adoption strategies combined with Oracle's big data platforms provide a clear path for enterprises to adopt big data capabilities and integrate with enterprise data management capabilities
- Enterprises are able to leverage Hitachi's world-class research through Hitachi Global Center for Innovative Analytics, in bringing the benefits of innovative analytics.

Why Hitachi Consulting

Some of our differentiators include:

Integrated Hitachi Global Center for Innovative Analytics (HGC-IA) and Dedicated Business Intelligence and Performance Management Practice Hitachi's Global Center for Innovative Analytics links Hitachi operating units and local researchers and engineers located in the U.S., the U.K., Japan and other regions around the globe. HGC-IA will leverage the company's world class research, business consulting, information technologies and services to collaborate with its global customers to co-innovate, develop and apply end-to-end big data solutions.

Hitachi Consulting's Business Intelligence and Performance Management practice blends the deep expertise of a boutique with the scale, reach and breadth of service of a global systems integrator. Our involvement in Oracle's Invested Partner Community for Business Intelligence provides us unrivaled access to cutting-edge technology and the insight required to implement.

Experience

We also draw upon the wealth of experience gained by our Management Consulting team.

Our seasoned practitioners are trained to embed Industry teams' best practices in all their projects and have extensive experience working with the tools we leverage to deliver Oracle-based big data solutions.

Skills and capabilities

Hitachi Consulting combines the skills and delivery capabilities normally found in a niche technology provider, with the additional depth and breadth of capabilities usually only found in a large global firm. Our consultants have an average of 10 years of experience in their chosen technical discipline and many have worked for end-user customers so they are experienced in delivering in-house projects within large corporations. This approach means Hitachi Consulting is uniquely positioned to gain an in-depth understanding of the business issues your organization is facing and can design and deliver the most appropriate solutions to drive measurable business value.

Approach

By deploying our tried and tested tools and methodology, we can harness our clients' internal intellect and automate complex implementation processes.

About Hitachi Consulting

Hitachi Consulting is the global solutions and professional services organization within Hitachi Ltd., a global innovation leader in industrial and information technology solutions and an early pioneer of the Internet of Things. Hitachi Consulting is a business integrator for the IoT era and a catalyst for digital transformation. Using our deep domain knowledge, we strategically collaborate with our clients to help them innovate faster, maximize operational efficiency and realize measurable, sustainable business and societal value. As a consulting-led solutions company, we can help you leverage data as a strategic asset to drive competitive differentiation, customer loyalty and growth. To learn more, visit www.hitachiconsulting.com.