

big data & analytics

Get more value from your structured and unstructured data

You are looking for ways to create (more) value from the data within your own company and outside. You are running against the limitations of your current IT landscape. The amount of data what matters is unmatched namely large and growing by the day. In addition, the data you want to gather outside your company is often unstructured. The question is: how do I get a grip on the data and more importantly: how do I distil value from that data Big Data? Atos offers customized solutions and competencies necessary to handle Big Data and get (more) value out of it.

Big Data

The amount of data in the present-day world has exploded. Today we get information not only from traditional (structured) data but also from semi-structured or unstructured sources, mostly outside your business. Analyzing these large data sets, identifying problems and recognizing patterns is key to achieving competitive advantage. It also helps in the identification of new productivity, stimulate growth and innovation. Atos combines the knowledge and expertise in the area of Big Data to

help you with your Big Data strategy, approach and realization: (Enterprise) Content Management,

Business Intelligence, Software Engineering and Big Data specific competencies.

Big Data and the 7 V's

If it's about Big Data, there are often refers to a combination of the 7 V's:

Variety: diversity of data (or semi-(on)structured).

Volume: volume, size of the data.

Velocity: flow, velocity, displacement of data (timeliness).

Viscosity: measures the resistance to flow in the volume of data. This resistance can come from different data sources, friction from integration flow rates, and processing required to turn the data into insight.

Virality: measures how fast data is distributed unique and shared between nodes in a network (e.g. the Internet). Time is a determinant factor along with rate of spread.

Veracity: trust and quality of the data.

Value: what is the added value that Big Data should bring?

Big Data & Analytics

Of looking back to predict with Big Data Analytics

Analyzing Big Data with existing (predictive) analytics and data mining tools may seem obvious, but whenever unstructured data is part of the source data set, it often does not fit within the architecture of traditional data warehouses. The existing technology toolsets may no longer satisfy the requirements in terms of processing times and storage of large volumes of data. But there are new technologies that makes this possible, such as NoSQL, Hadoop and MapReduce in clustered environments and Atos have expertise and knowledge of these technologies.

Big Data roles

By the emergence of new Big Data roles in the IT field new roles arise such as data scientist, data steward and data virtualization experts, who can translate the hidden value of data into the information needs of companies or who can manage the full lifecycle of data.

For existing roles - such as infrastructure specialists, technical specialists and developers- this development has consequences of a new way of thinking about components and resources. Technical specialist faced with a new kind of complex distributed system with multitude of distributed services. Developers are going to develop with new (Big Data) components and (Business Intelligence) libraries. Furthermore, they have to create a new way of thinking to design new algorithms suitable for distributed processing.

Analyzing large data sets, to figure out problems and recognize patterns is key to achieving competitive advantage.

Architects must have an overview of - and make a choice from - the many alternatives and components out there for distributed storage and processing data.

Atos has the expertise required for these roles and ensures that knowledge remains up to date. So you do not have all of a sudden school your entire workforce if you want to work with Big Data (analytics).

More information

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Big Data applications

Today there are many Big Data applications in different industries to recognize.

A summary of this:

Utilities

- ▶ Smart Metering
- ▶ Smart Grid/Power Grid

Public

- ▶ Sensoring
- ▶ Public safety

Retail

- ▶ Personalized product offers
- ▶ Customer sentiment analyses
- ▶ (Social Media) Campaign management

Industry

- ▶ Predictive maintenance and repair
- ▶ Sensoring

Telecom & Media

- ▶ Call center optimization by Call Data
- ▶ Records (CDR) analysis
- ▶ Network usage, performance and optimization

Financial Services

- ▶ Fraud detection

Health care

- ▶ Patient monitoring
- ▶ Epidemiological analysis
- ▶ Claims Fraud detection

Transport & Logistics

- ▶ Track & Trace
- ▶ RFID
- ▶ Supply chain optimization

