



BIG DATA

green^m

About myself

Alex Litvin

CEO and Founder of **GreenM**

Entrepreneur with 15+ years of IT expertise
in Engineering, Project Management,
Big Data Analysis and Visualization

Organizer of **Data Monster** community



Agenda

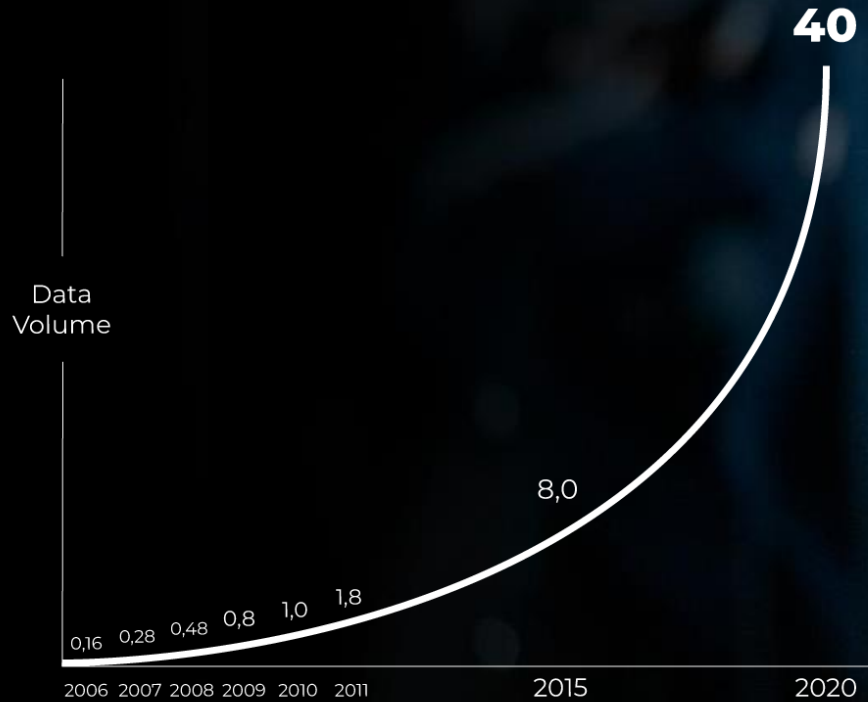
- What's Big data?
- Big Data in Practice
- Digital Transformation
- Trends
- Case Studies
- Conclusions

The world's collective internet usage in 2016 reached

ONE ZETTABYTE

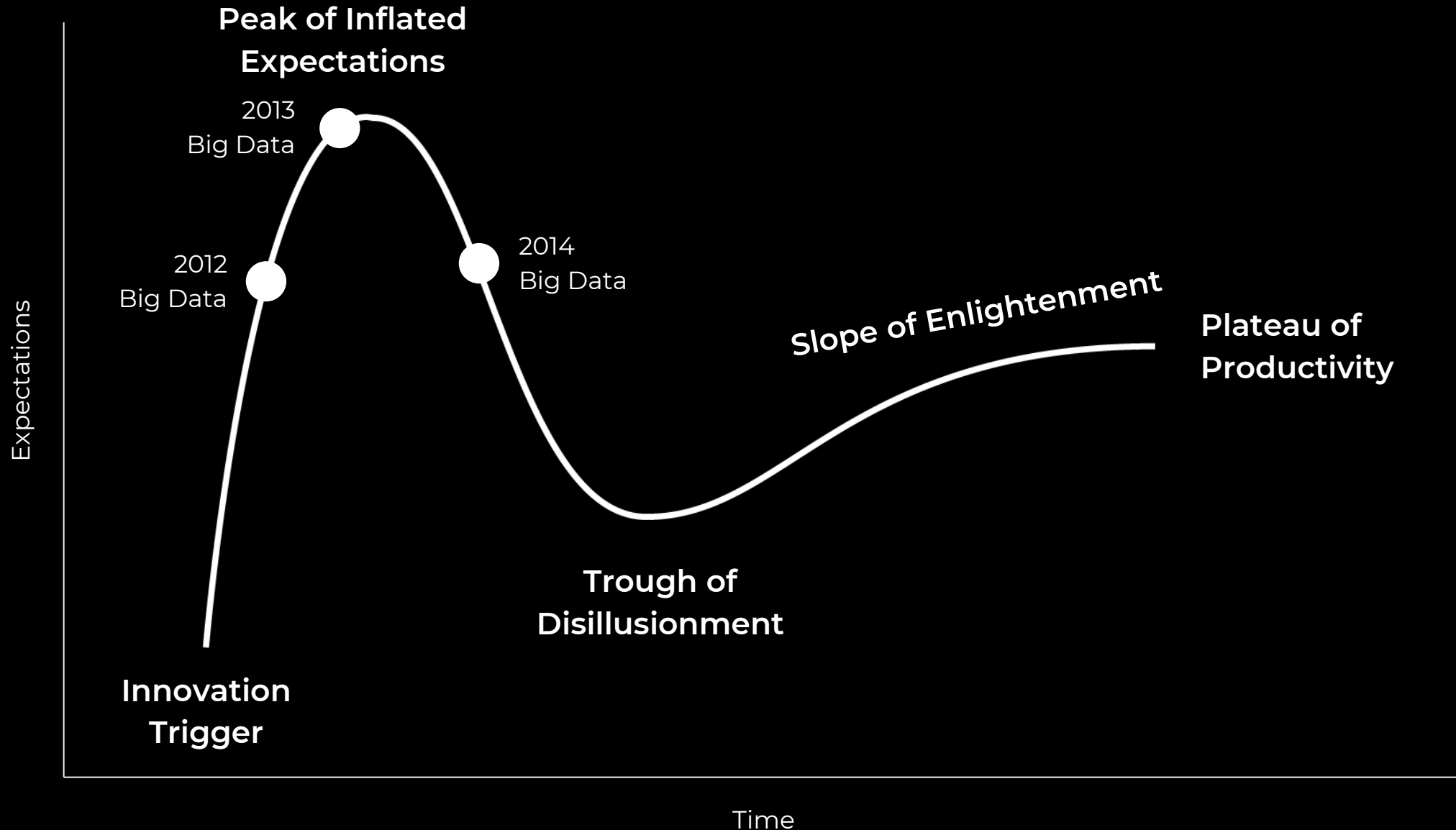
IDC predicts grow to **175 zettabytes** in 2025

- Internet searches
- Social Media
- Communication
- Services
- Digital photo /video
- IoT
- etc.

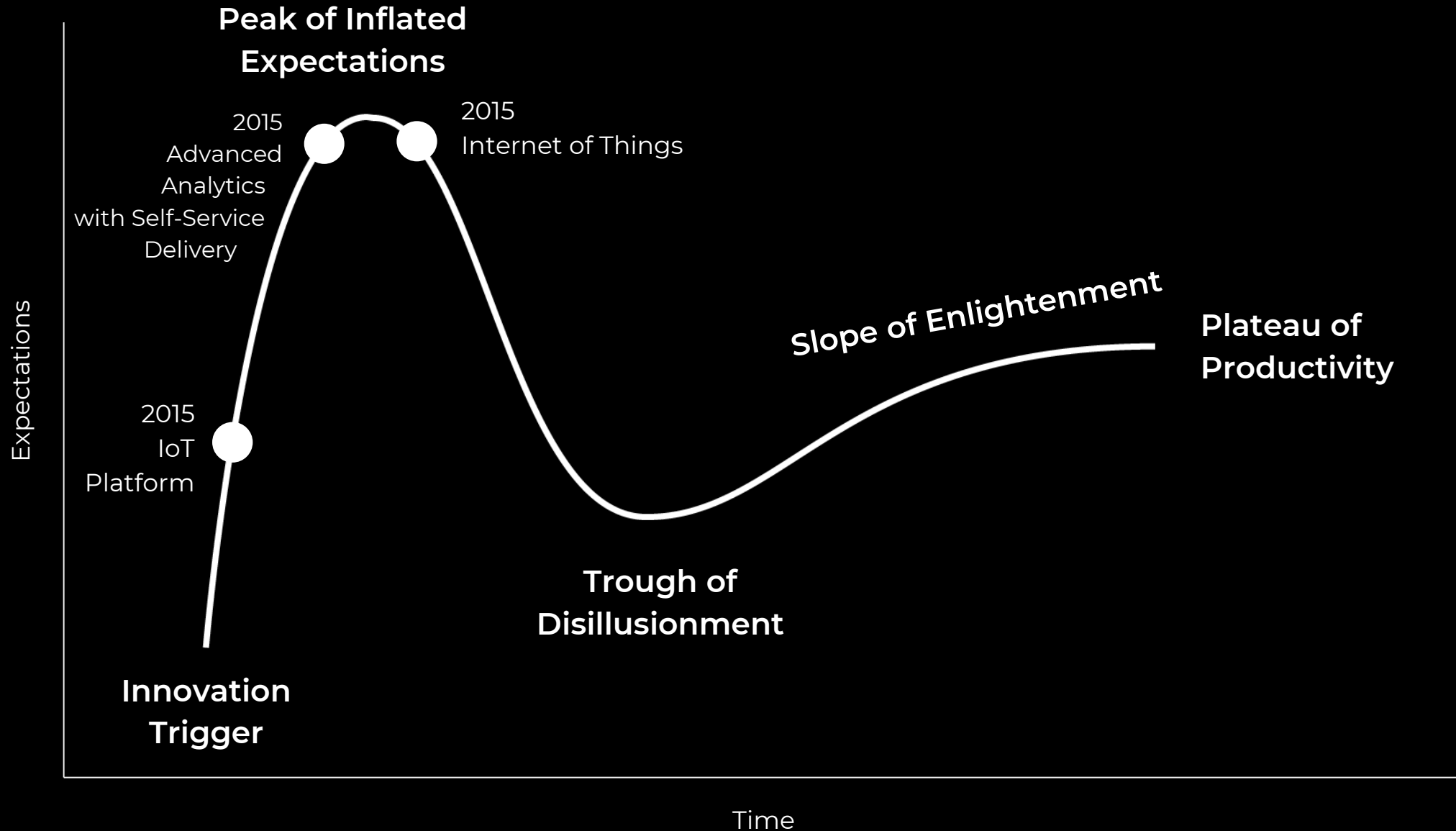


Source: [The Digitization of the World From Edge to Core](#)

Big Data emerging on Gartner Hype Cycle



Big Data emerging on Gartner Hype Cycle



A Day in the Life with Data

Wearable devices — Social Media — Weather condition —
Ticket booking — Traffic — Online purchase —
Real-time passenger experience — Hotel Booking — Online
Banking — Restaurant



Big Data 4V

VOLUME

Scale
of data

VARIETY

Different
forms of data

VELOCITY

Analysis of
streaming data

VERACITY

Uncertainty
of data

You already have the data

Data from your CRM, ERP system and other software used by different departments:

- Marketing & Sales Data
- Transactional Data (depends on core business activity)
- Financial Data
- Manufacturing data
- Inventory data
- Transportation and Logistic data
- Human Resources data
- Operations and IT data
- Procurement and Supply Chain Data
- Sensor, monitors and other devices data





FIFTH V: MOST IMPORTANT

VALUE | TURNING DATA INTO ACTION

How can we use all of this data
to extract something meaningful
for our users and the business?



BUT ONLY
25% **OF COMPANIES HAVE**
NECESSARY TOOLS, SKILLS
AND UNDERSTANDING

- what info organization holds
 - how it flows through the business
 - where it's most valuable
 - where its most vulnerable
 - what are other sources available (public gov data, SM, etc.)
- they can made advantage of

Source: [Big Data and AI Executive Survey 2019](#)

77%

of respondents say that “**business adoption**” of big data and AI initiatives continues to represent a challenge for their organizations

93%

of respondents identify “**people and process**” issues as the obstacle”





**Digital
Transformation**

— & —

Being Data-Driven

ASSESS
BE SMART
YOU ARE UNIQUE

INTERNAL DRIVERS

Demand from inside
of organization for Self-
Services

Investors & Owners
expectations for more
efficient operations and
cost reduction

EXTERNAL DRIVERS

Demand from customers
(customer-centric expectations
from products and services, set up
by Netflix, Amazon, etc.)

Vendors expectations
for effective and predictable
cooperation

How Data Driven is your enterprise?



Modern Analytics:

Harness Diverse Data

Boost ML Accuracy

Leverage Best Fit Big Data Platforms

Operations with Agility

Descriptive to Predictive

Start with Strategy

A central, integrated concept that articulates how data will enable and inspire business strategy.

A vision on how a company will collect, store, manage, share and use data.

MANDATORY CONDITIONS:



Buy-in from Executives



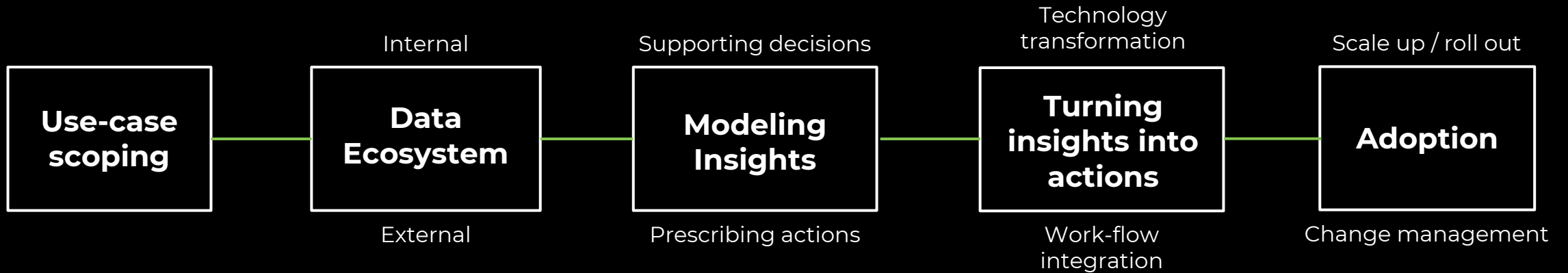
Giving People a Sense of Ownership



Clear Long-term Goals as well as Quick wins



Building blocks for success in data initiatives



Technology & Infrastructure

Organization & Governance

Data Platform

TECHNOLOGY

The technology you use, as well as the partners you work with, can have a significant impact on the success of your data strategy.

SKILLS & CAPACITY

Do you have the skills to deliver your data needs?
If not, can you train in-house staff or do you need to hire new talent?
If you're looking at external skills, will you partner with a data provider or is there potential to acquire a company?

TECHNOLOGY IMPLICATIONS

What growth of data can you predict?
What type of insights do you need, how complex is logic standing behind?
How you would like to communicate insights from data, including reporting and data visualization?

Gartner Hype Cycle for Emerging Technologies, 2019





**Data Trends to impact your
business in next 5 years**

**DATA
GOVERNANCE**

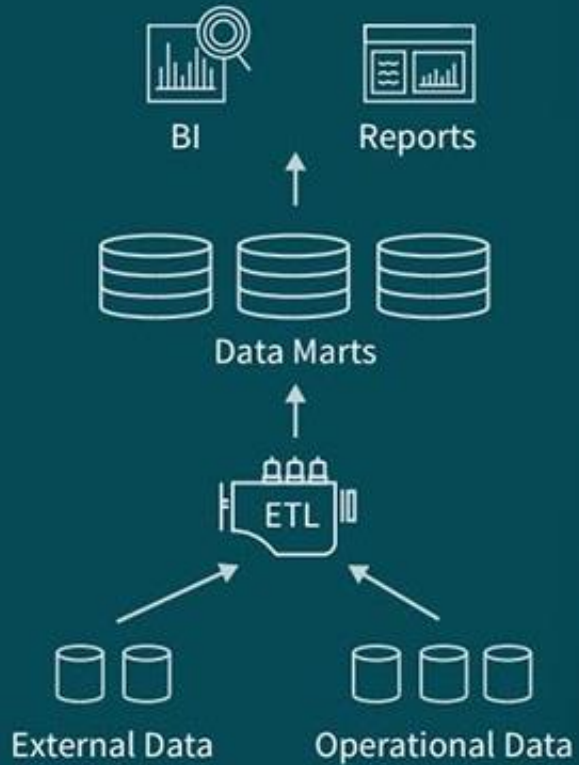
**AI & MACHINE
LEARNING**

5G
MORE DATA

Approach

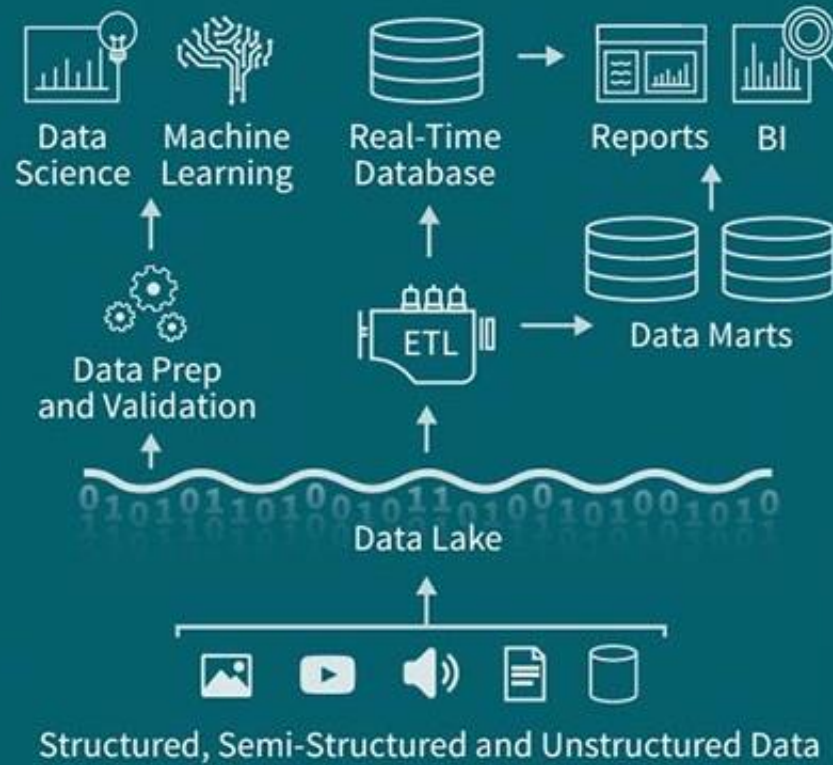
Data Warehouse

Late 1980's



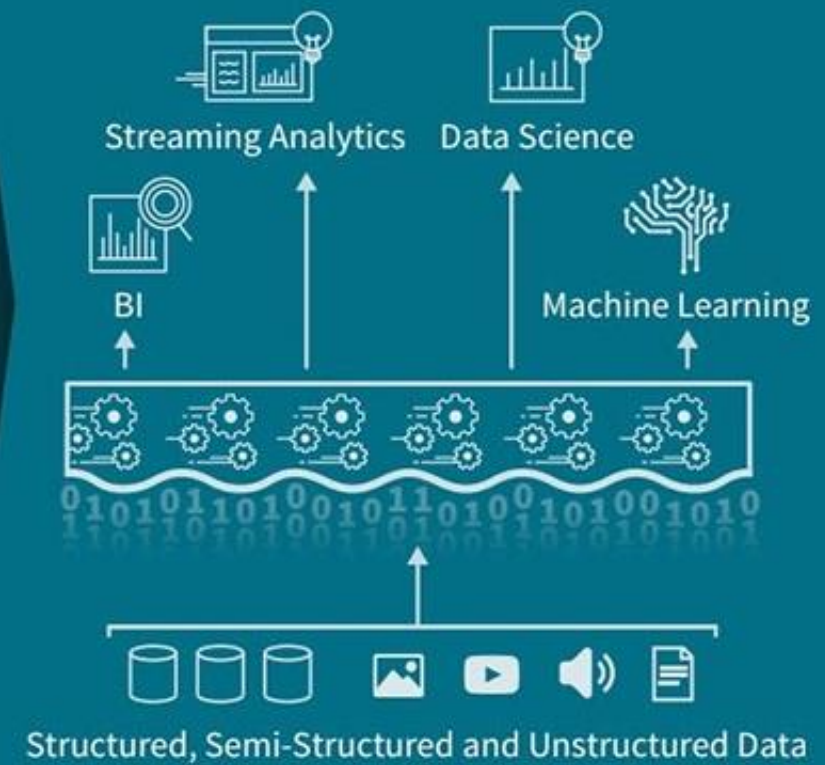
Data Lake

2011



Lakehouse

2020





Case Studies

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Embedded Analytics

Challenges

High Market competition. Latency and high costs of all stages in Patient Surveying process.

No ability to satisfy demand for information of all parties - external & internal.

No basics to introduce modern features like AI.

Goals

Create one Platform enabling organizations with instant knowledge on what matters most to each person they serve.

Streamline inhouse innovation by empowering internal

Research & Data Science teams with Data



Embedded Analytics

Solution

Single source of truth for all departments.
Self-service Analytics for internal users.

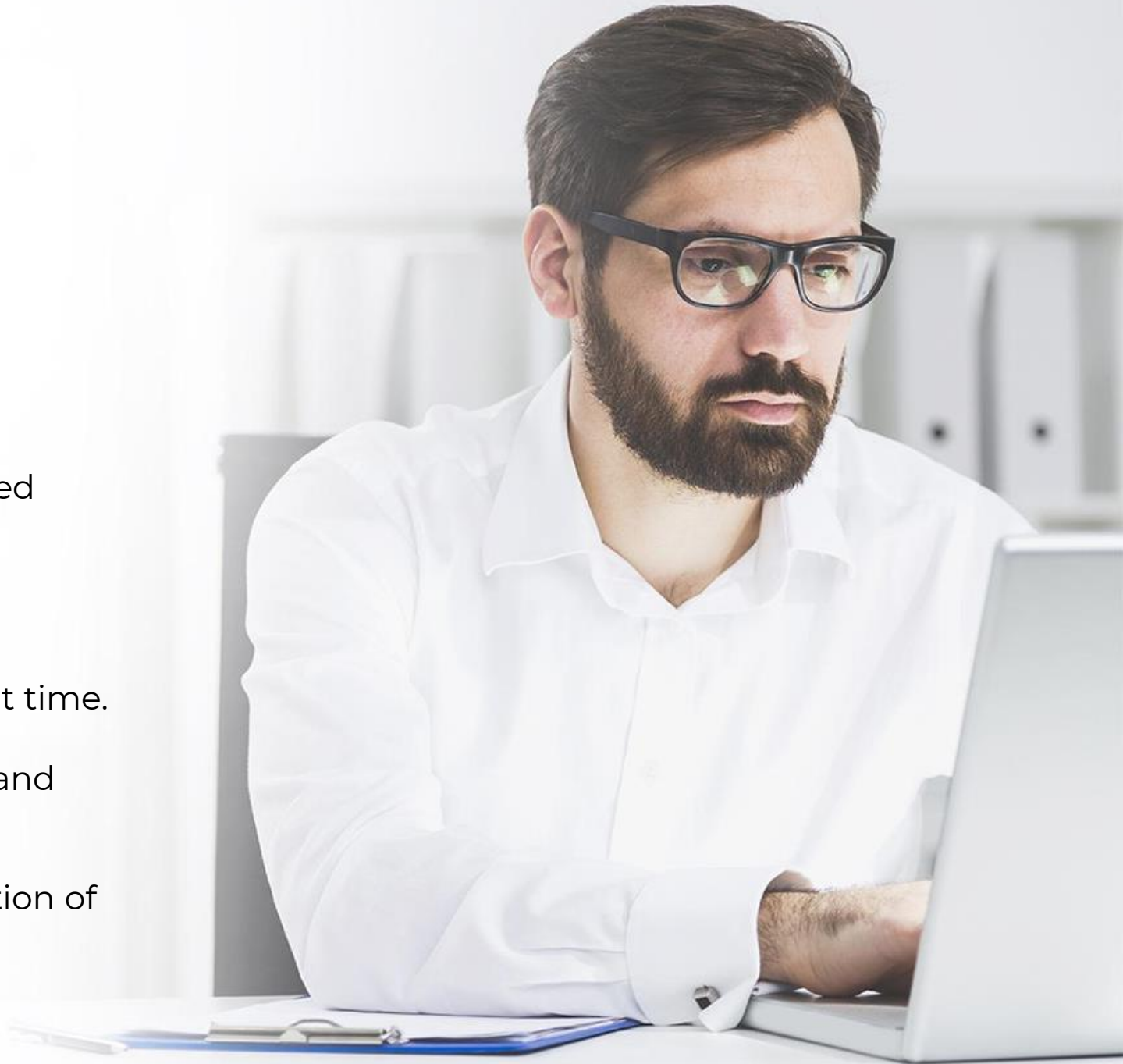
New Real-time Analytics portal with sophisticated security and subscription system.

Result

Right users get the right information in the right time.

Improved patient loyalty- delighted customers and higher business market share.

Strong position on the market due to fast adoption of the latest trends.



Self-Service Analytics

Challenges

Inefficient Sales and Customer Support due to lack of insights to how customers use solution.

No consistency between Different Departments data.

High cost and low quality of customers Service reports.

Goals

Create one Multi-tenant customers Web Platform to see the Big Picture.

Enable Internal departments with tools for easy reporting.

Proactively manage customers addressing risks and offering new licences and devices.



Self-Service Analytics

Solution

Single source of truth for all departments combining variety of data for all customer.

Self-Service Analytics to support all company departments.

Set up of Troubleshooting workflows.

Result

Improved business outcomes - customer base growth, contracts extensions.

Introduction of Benchmarks and data-driven Best Practices alone with Consulting services.

Innovation initiatives for different internal departments who can now play with data.

Moneyball

OR HOW DATA CHANGED BASEBALL
AND WHOLE SPORT INDUSTRY

- Business need
- Data strategy (data will enable and inspire business strategy)
- Buy in from executive
- Long-term goals
- Quick wins



Conclusion – why bother?

You have the data — start with
the data strategy

Quick win, build foundation
of the data platform

Be ready
for the future

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