



World Wide Technology, Inc.

# 4 STEPS TO EFFECTIVE BIG DATA DEPLOYMENTS

Big data can not only provide a competitive advantage, but also transform business models and create growth in new and unexpected ways. But there are challenges.

## According to Gartner<sup>1</sup>:

Top challenges include obtaining the skills and capabilities needed, defining strategy, obtaining funding and beginning to think about infrastructure issues.



Getting value from a variety of data sources, such as social media feeds, machine and sensor data, as well as free-form text, requires not only increased storage capacity, but also different tools and the skills to use them.

Challenges introduced by analyzing a variety of data sources may explain why most organizations are still studying traditional data sources for their big data projects.

## TIPS TO REDUCE RISK

1. Harnessing the power of big data requires an expanded technology stack that leverages existing infrastructure, while introducing new technology for distributed parallel processing for capturing and processing massive, often unstructured, data flows.
2. An effective, efficient big data solution depends on coordinating the interaction between data, analytics and IT services. When this nexus of factors works together, it empowers business units and scales across the organization.
3. Keeping business objectives in mind when designing the interface helps avoid costly errors. For example, batch-based Hadoop tools may have low capital costs, but can become significant bottlenecks in production environments. Conversely, high-performance, near real-time options, such as columnar or in-memory databases, provide high performance and reliability, but may be overkill for many big data applications.



## Your Deployment Roadmap

With a clear roadmap, transitioning your current infrastructure to tap the benefits of big data is possible, affordable, effective and offers competitive advantages.

### 1. PLAN

Develop a roadmap for implementing big data

- Use case exploration
- Data governance, infrastructure and analytics ownership
- Define high-impact use cases

Design and test appropriate reference architectures



### 2. DESIGN

Create detailed description of selected pilot use cases

- Analytics
- Workflow integration

Test various reference architectures

“Stand-up” reference architecture



### 3. IMPLEMENT

Design the pilot

- Success criteria
- Timeline and scope

Identify and prepare data

Build analytical models

Design workflow

Implement, manage and monitor



### 4. OPERATE

Implement design changes from pilot learnings

Invest in software development as necessary to improve UI

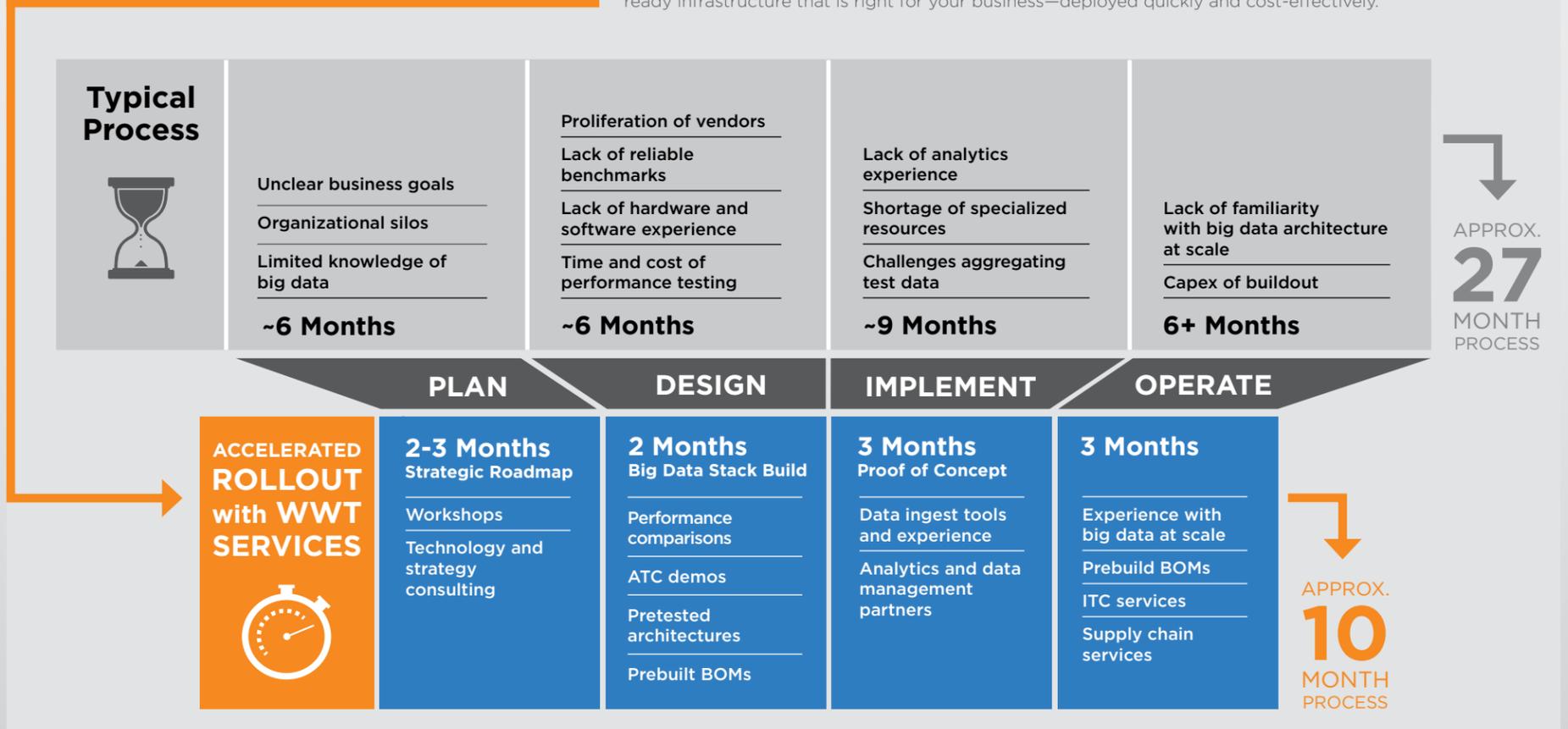
Prepare ETL process for scale

Build out infrastructure as required to support rollout



## GETTING THERE FASTER

Our experience and proven reference architectures allow us to accelerate big data adoption and deployment. Whereas a typical deployment cycle takes at least 1.5 years, WWT can take you from planning to proof of concept to a scalable deployment in as little as 8 months. The result is an analytics-ready infrastructure that is right for your business—deployed quickly and cost-effectively.



WWT can help bring the competitive advantages and benefits of big data to your organization in a way that supports your business goals. We are here to talk about next steps and answer any questions.

Contact us at: [BigData@wwt.com](mailto:BigData@wwt.com)  
Learn more at: [www.wwt.com](http://www.wwt.com)

Download our comprehensive big data guide:  
[Turning Big Data into Business Value: A Practical Guide to Big Data.](#)