



TECHNOLOGY RUNS ON
GREAT PEOPLE

BIG DATA

Architecting Analytics for Business Value

The appeal of Big Data is rising as an unprecedented amount of information moves through organizational systems. Although it can be tempting to jump into a Big Data implementation, investments in analytics should be approached cautiously. Risks include an inability to extract value from data due to a lack of focus on business outcomes, and a failure to optimize Big Data technology, resulting in slow and expensive data task execution.



BUSINESS IMPACT AND TECHNOLOGY OPTIMIZATION

World Wide Technology's (WWT) Big Data Practice is founded on delivering solutions that increase revenue, save money, improve customer loyalty and further operational efficiency.

The process starts with a workshop tailored to your organization that identifies business use cases and results in an operationalized proof of concept that empowers your team to take analytics to the next level. Throughout this process, WWT builds and optimizes your Big Data technology by augmenting data warehousing with Hadoop-based infrastructures from any of our partners, implementing real-time capabilities and offering production support.

AN END-TO-END APPROACH

A Big Data solution capable of scaling beyond the pilot phase depends on strategic planning and the development of a roadmap for implementation. Without a Big Data plan of attack, organizations risk vendor bias influencing Big Data platforms, architectures and analytics components. If the Big Data stack is built without considering how layers need to speak to each other and how the overall solution will be optimally configured to achieve business goals, then the power of Big Data is lost.

Customers can explore, evaluate, architect and implement Big Data solutions through our Advanced Technology Center, which includes several physical Big Data architectures that demonstrate and compare leading vendor technologies, as well as support development of customer proofs of concept.

Organizations that lack an end-to-end approach to Big Data can experience:

- Inefficient and unreliable ingestion and transfer of a variety of data sources and types
- Lack of parallelization of all processes – from ETL to machine learning algorithms
- Inability to rapidly productionalize and scale their Big Data applications

Our service and solution offerings allow customers to engage at any point on the Big Data roadmap and are tailored to meet organizational needs.

ROOTED IN SCIENCE AND TECHNOLOGY

By focusing on business outcomes and end-to-end Big Data planning and design, WWT helps customers create valuable pilot use cases that integrate the platform, analytics tools and workflows needed to operationalize and sustain a long-term solution. Customers move from a successful proof-of-concept design to a rollout phase with live data that is processed and analyzed to provide meaningful value for an organization. Sustainment training ensures that customer business units are coordinated across the enterprise to scale Big Data solutions.

Core consultants, data scientists, technology practice resources and our OEM partners support each stage of a Big Data engagement from developing an analytical model to building out technology. Our objective is to enable customers to achieve long-term success with Big Data by arming them with analytical intelligence customized for their business needs and the Big Data technology to operationalize and scale these valuable solutions.

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Over four years of experience in management and analytics consulting; Experience delivering analytics projects in telecom, pharmaceuticals and retail at Opera Solutions; M.Eng in Operations Research from Cornell University

WHO WE ARE

World Wide Technology brings an innovative and proven approach to how organizations explore, evaluate, architect and implement new technology.

Our customers have hands-on access to cutting-edge data center, networking, security and collaboration products in our Advanced Technology Center; technical expertise from our expansive team of engineering resources; and accelerated global product delivery, powered by a sophisticated supply chain management infrastructure.

By working with a financially strong, privately held systems integrator with nearly \$7B in annual revenue that ranks among the top tier of partners with Cisco, HP, EMC, NetApp, VMware and F5, our customers realize the benefits of saving time and money while significantly minimizing risk.

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