Mobile India - 2014

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Big data matters
Transformational business value from data

- Business Value
  - Operational Efficiencies
  - New Strategies and Business Models
  - Drive Better Profit Margins

- Velocity
  - CRM Data
  - Customer
  - Things
  - Sales Order

- Volume
  - Transactions
  - Planning
  - Inventory

- Variety
  - Instant Messages
  - Mobile
  - Demand
  - Opportunities
Opportunities with big data

- Brand Sentiment
- Predictive Maintenance
- Insider Threats
- Network Optimization
- Propensity to Churn
- Product Recommendation
- Fraud Detection
- Risk Mitigation, Real-time
- 360° Customer View
- Asset tracking
- Personalized Care
- Real-time Demand/Supply Forecast
Big Data Hype!
What’s Next?

- In Memory
- Mobile
- Cloud
- Analytics
- Sensing and Responding
- Predictive Modeling
- Personalized Insights
- Advanced Planning and Forecasting
- Real-Time Reporting and Analysis
Big Data Analytics – What would you need?

Simple Discovery
- Simple, easy to use analytics.
- Discover Insights

Flexible, Self-Serve
- Build your own analysis without dependencies on IT

Speed
- Provide you fast answers to your customer needs.

Lower TCO
- No cost of building data marts or data warehouses

Scalability
- Be prepared for data growth

Changing landscapes and new opportunities