

BIG DATA VISION WORKSHOP

Identify where and how to deploy big data analytics

ESSENTIALS

- Identify strategic business initiatives for big data analytics
- Align business and IT big data priorities
- Determine high-value big data analytics use cases
- Build analytic models that leverage your data
- Prioritize analytics use cases by feasibility and benefit
- Develop an action plan to prove the value of your analytics use

Business Challenges

Enterprises struggle to manage the opportunities and challenges created by big data. Buried within these data sources are new insights about your customers, products, and operations that can drive revenue, growth, innovation, and productivity. However, many organizations struggle to identify “how” and “where” big data can deliver the most value. Many organizations lack a strategy and in-house expertise to build big data capabilities into their business. With recent breakthroughs in technology, process, and skillsets, you can now leverage structured and unstructured data for initiatives such as improving customer experiences, reaching new markets, streamlining operations, enhancing security, and developing new products and services.

Service Description

The Dell EMC Services Big Data Vision Workshop helps you define how big data and analytics can transform your business. This consulting engagement leverages Dell EMC Services’ proven methodology to collaborate with the business and IT to envision, identify, and prioritize big data business opportunities as well as provide a roadmap for executing that vision.

Research and Interviews

Prior to the onsite workshop, Dell EMC Services conducts research and interviews with key business and IT stakeholders to determine a targeted strategic business initiative (i.e., improve cross-sell effectiveness, reduce customer churn, improve customer satisfaction levels). We consider potential data sources, obstacles, and analytics use cases that could support the business initiative.

Data Exploration

We acquire sample data sets (typically 5-6 GB), which Dell EMC’s data science team prepares, enriches, and employs to build 10-12 illustrative analytic models and user interface mockups that show the “art of the possible.” This process may require iterations with your IT team to acquire additional data.

Workshop Execution

The engagement culminates with an ideation workshop that includes interviewees and both business and IT stakeholders to review our findings, models, and mockups, and determine the use cases that have the best combination of implementation feasibility and business benefits. We then collaboratively prioritize the use cases and develop a plan to pilot a solution that will execute on that use case.

The agenda for the ideation workshop includes:

- **Big Data Overview.** This section establishes a common foundation with respect to understanding the potential of big data, and we present case studies that illustrate how other organizations are leveraging big data.
- **Envisioning Exercise.** We review the actionable insights derived from the data science work to help your business stakeholders visualize what is possible with available data sources and advanced analytics tools. We show how applying advanced analytics to the data can provide new business insights. The goal is to help imagine the types of actionable insights that result from data science.
- **Business Initiative Brainstorming.** We use business valuation techniques to help you identify the types of questions advanced analytics can answer, and we consider the decisions that need to be made with respect to the targeted business initiative.
- **Identifying Business Opportunities.** We aggregate the business questions and actions into “themes” or business opportunities (i.e. revenue analysis, customer up-sell, customer churn, and branch performance analysis), and compare these to the insights derived from the data.
- **Prioritizing Business Opportunities.** We guide the participants through a process where each opportunity is ranked based upon its relative business value and implementation feasibility.

Findings and Recommendations

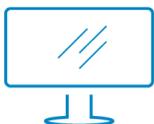
The final step of the Big Data Vision Workshop is a presentation of the findings and recommendations to executive leadership that covers:

- Summary of the outcomes of the Big Data Vision Workshop
- Review of the prioritized business opportunities and/or use cases
- Plan to execute a pilot that proves the analytical lift of the prioritized use case, creates a business case (ROI), and reference architecture

Summary of Benefits

The Big Data Vision Workshop is a powerful and engaging process to help:

- Align the business and IT around a strategic initiative
- Apply data science to your business models and data sources
- Determine the use case with the best combination of business benefits and implementation feasibility
- Develop and plan a technology road map for a solution implementation



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