

Smarter Analytics

Big Data, Real Solutions, Big Impact

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Demystifying Big Data

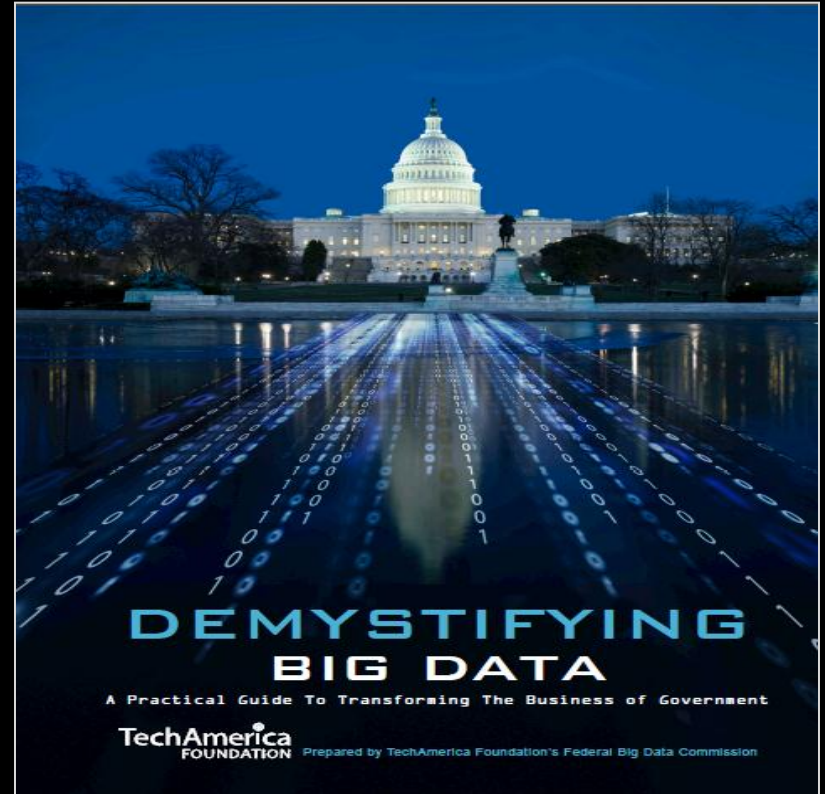
Potential to profoundly transform Government and society

Struggle to keep pace with volume of data and our ability to make sense of it is reduced

Leaders have made investments and demonstrated success

Evolutionary versus revolutionary - impact of Big Data is transformational, the path to effectively harnessing it is not

Starts with understanding the business requirement, the data available, and the “Art of the Possible”



Today, nearly all our transactions are recorded in real time

Nearly everything is instrumented



What Happens in an Internet Minute?



And Future Growth is Staggering



Creating a
proliferation of

big data



To manage risk and create agility, embrace all data

...uncertainty of new information is growing alongside its complexity



Volume



Data at Scale

Terabytes to
petabytes of data

Variety



Data in Many Forms

Structured, unstructured,
text, multimedia

Velocity



Data in Motion

Analysis of streaming data
to enable decisions within
fractions of a second.

Veracity



Data Uncertainty

Managing the reliability and
predictability of inherently
imprecise data types.

Leveraging big data with analytics to drive big results

Banking



Increase profitability and retention

Telecom



Data and location monetisation

Healthcare



Understand patients and populations

Industrial products



Optimise assets in real-time

Retail



Deliver personalised customer engagement

Government



Detect crime and predict threats in real-time

Energy and Utilities



Predict and manage demand

Insurance



Reduce fraud

The principles for

Achieving Excellence

We make decisions

We create value

We deliver value

The principles for

Achieving Excellence

We make decisions

We create value

We deliver value

- Decision will be based on predictive analytics, not on gut instinct
- The social network - new production line / citizen channel
- Enhance service outcomes, citizen relationships and improve citizen experience for individuals

Future relevance requires
integrating traditional data
with new sources and types
of information to power
transformation

- 1** New insights and new possibilities
- 2** Process and performance improvement
- 3** Better outcomes

Transaction
Social
Documents
Machine
Application





Smarter Traffic



Baile Átha Cliath
Dublin City

Robust and efficient citywide traffic awareness system to optimise bus routes and stop locations in real-time.

1

Delivering new insights and new possibilities



Enhance citizen relationships and improve citizen experience



Transform financial processes to drive performance



Drive the next wave of operational efficiency



Make risk-aware decisions and manage compliance

2

Australian Bank

Transport security authority in Canada

US Telco

Improving current processes and performance

3

Better outcomes



Data and location analytics

European service provider uses big data to analyse mobile usage and footfall to improve citizen experience

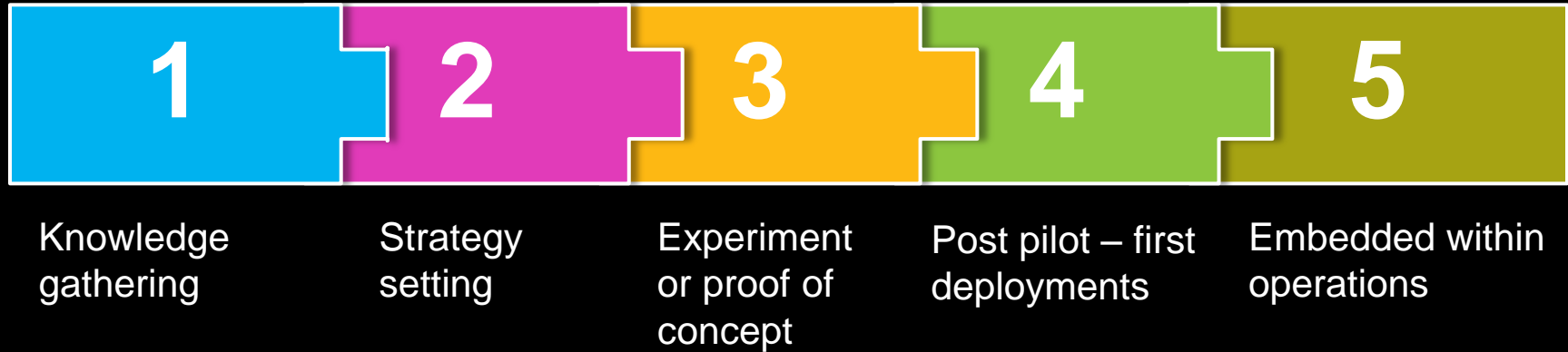


What is ACTUALLY HAPPENING?

64% of Organisations Have
Invested or Plan to Invest
in Big Data in 2013 (Gartner)

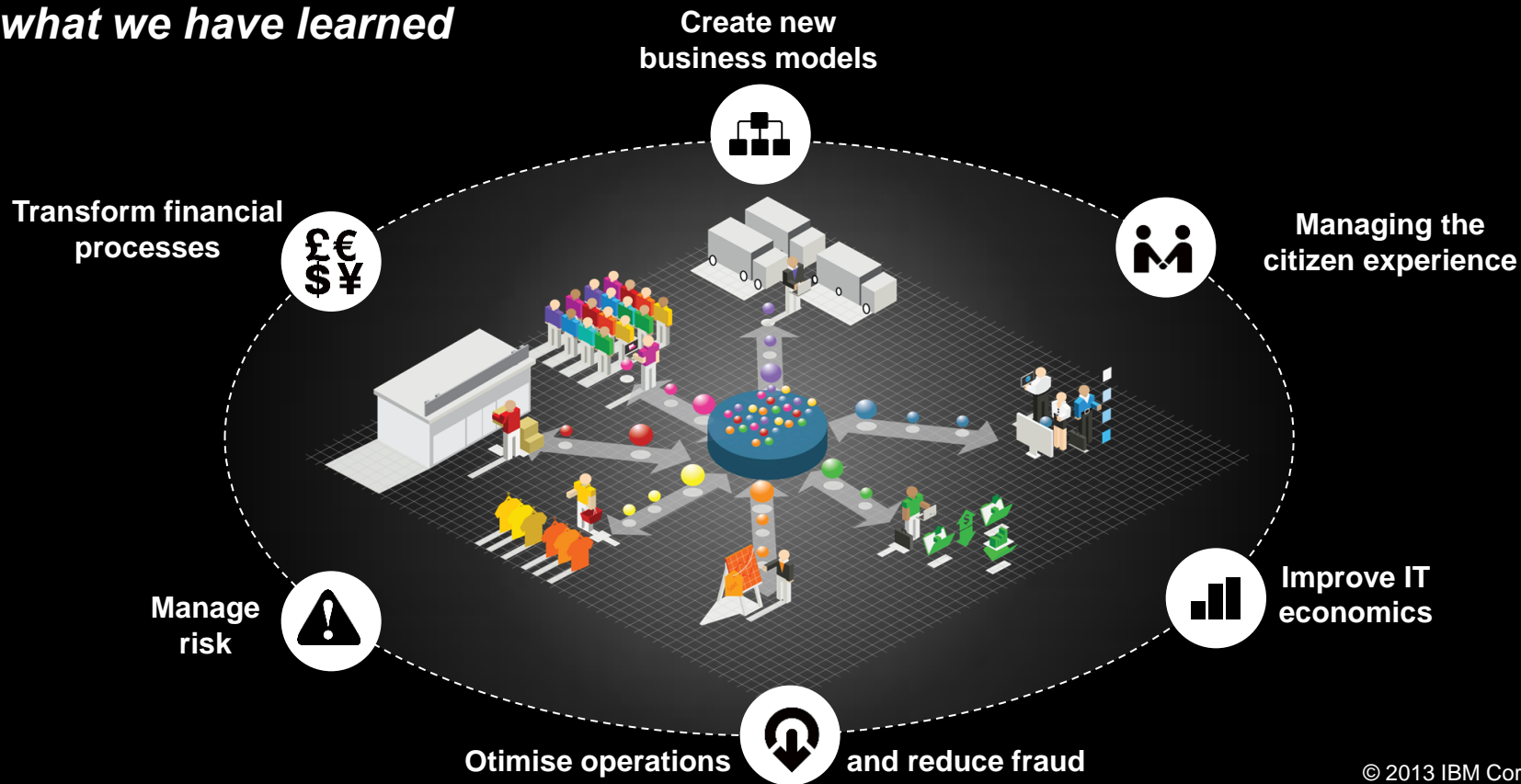
- Investments in 2013 continue to rise - less than 8% of survey respondents have actually deployed
- Industries leading investment in 2013 - media and communications, banking, and services
- Largest planned investment over next 2 years – transportation, healthcare, and insurance

Stages of Big Data Investment



Infuse Big Data & Analytics everywhere

...what we have learned

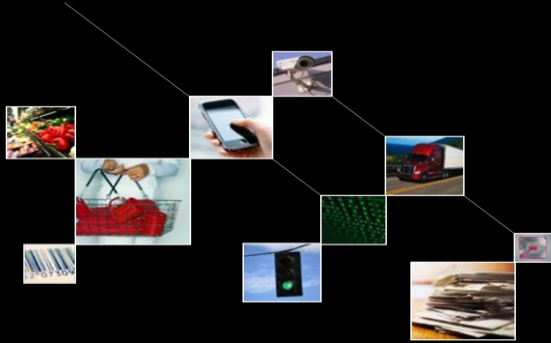


Getting Started – Recommendations

1. Understand the “Art of the Possible”
2. Start with a clear mission or business requirement, and fully define a discrete set of use cases
3. Take inventory and understand your data assets
4. Assess your current set of capabilities and technical architecture against what is required to support your initial use cases
5. Explore which data assets can be exposed for public consumption, to drive innovation and the development of Big Data solutions
6. Talent will be your biggest challenge



Big data **to recap...**



- Decisions will be made on predictive analytics and data
- Understand that the social network is your new production line / citizen channel
- Delivering value by enhancing service outcomes, citizen relationships and improve citizen experience for individual

The challenge is not technology but culture

Thank You