

Big Data Customer cases

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University of Ontario Institute of Technology (UOIT) uses big data to improve quality of care for neonatal babies

Need

- Performing real-time analytics using physiological data from neonatal babies
- Continuously correlates data from medical monitors to detect subtle changes and alert hospital staff sooner
- Early warning gives caregivers the ability to proactively deal with complications

Benefits

- Detecting life threatening conditions 24 hours sooner than symptoms exhibited
- Lower morbidity and improved patient care





Vestas

Marked leader in Wind turbines


Wind only company

Install base approx. 50GW / 50.000 wind turbines

22.000 employees

World wide





Vestas optimizes capital investments based on 2.5 Petabytes of information

Need

- Model the weather to optimize placement of turbines, maximizing power generation and longevity

Benefits

- Reduce time required to identify placement of turbine from weeks to hours
- Reduces IT footprint and costs, and decreases energy consumption by 40 % -- while increasing computational power
- Incorporate 2.5 PB of structured and semi-structured information flows. Data volume expected to grow to 6 PB



Vestas[®]

Sparebank1 Insurance – part of the Sparebank1 Alliance (Bank & Insurance)

Sparebank1 General Insurance and Life Insurance merged autumn 2012

- Approx. 650 employees
- Approx. 12% market share in the risk insurance
- Approx. 9.5% market share in pensions and savings

Central data warehouse / BI function

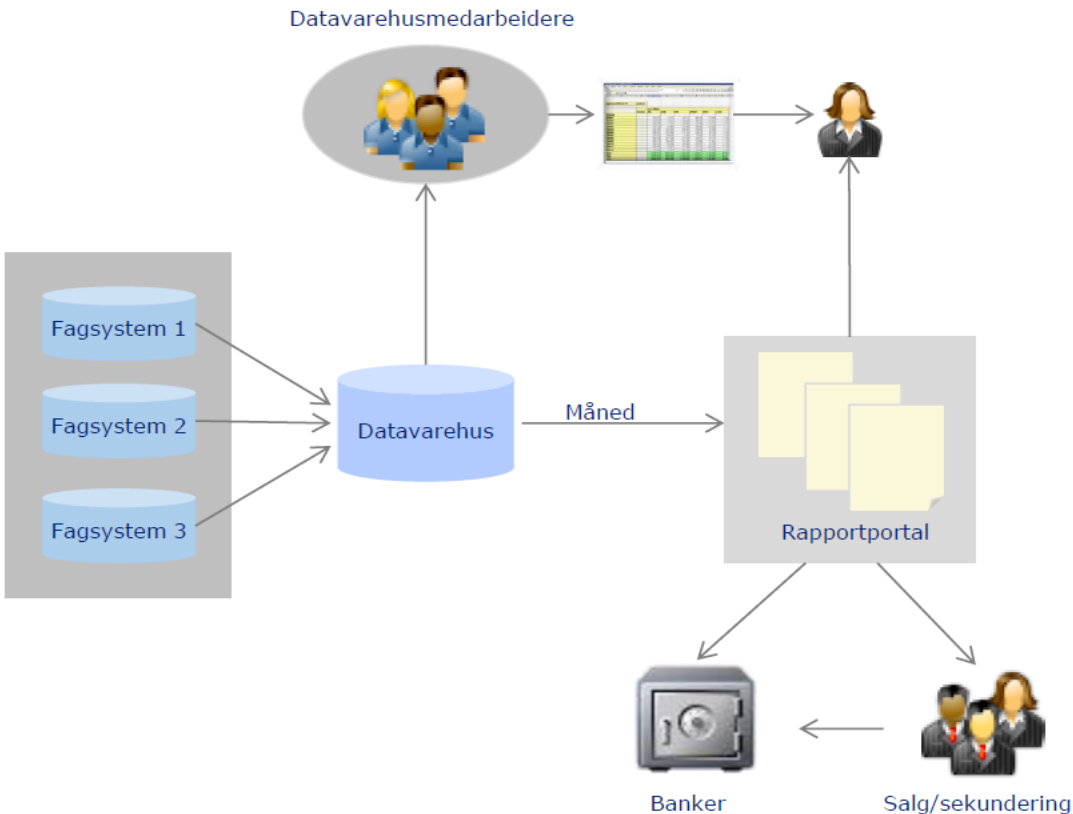
-13 Employees

-13 consultants

- Organized under the business Products & Analysis



Previous Situation



Reactive reporting

- Multiple-week responsetime
- Adaptation in separate spreadsheets
- Manual distribution and customization to banks
- Monthly Update

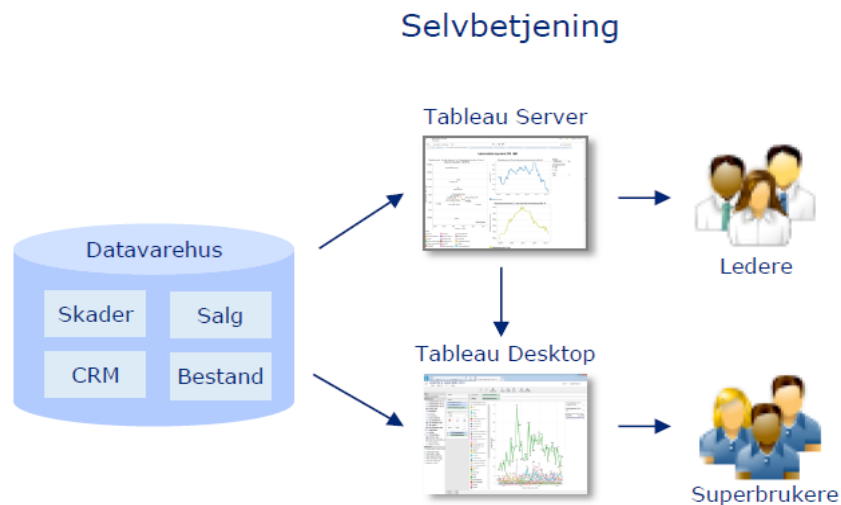
Technical solution

- Random data design - grown over time
- One tool for all

Competence

- Person-specific solutions
- Consultant Addiction
- No active use to steer

From reactive reporting to self service



Self-service

- Access to basic tools
- Easy to find information
 - Key figures easily available
 - Digging to find root causes
- Analysts to spend time on analysis, not on information retrieval
- Interactivity – business and analysts
- The sales force are to retrieve the relevant sales figures themselves

Integrated in processes

- Essential for dynamic performance management
- Management meetings

High degree of skill change from previous scenario

IBM PureData for Analytics (Netezza) Appliance approach for serious analytics

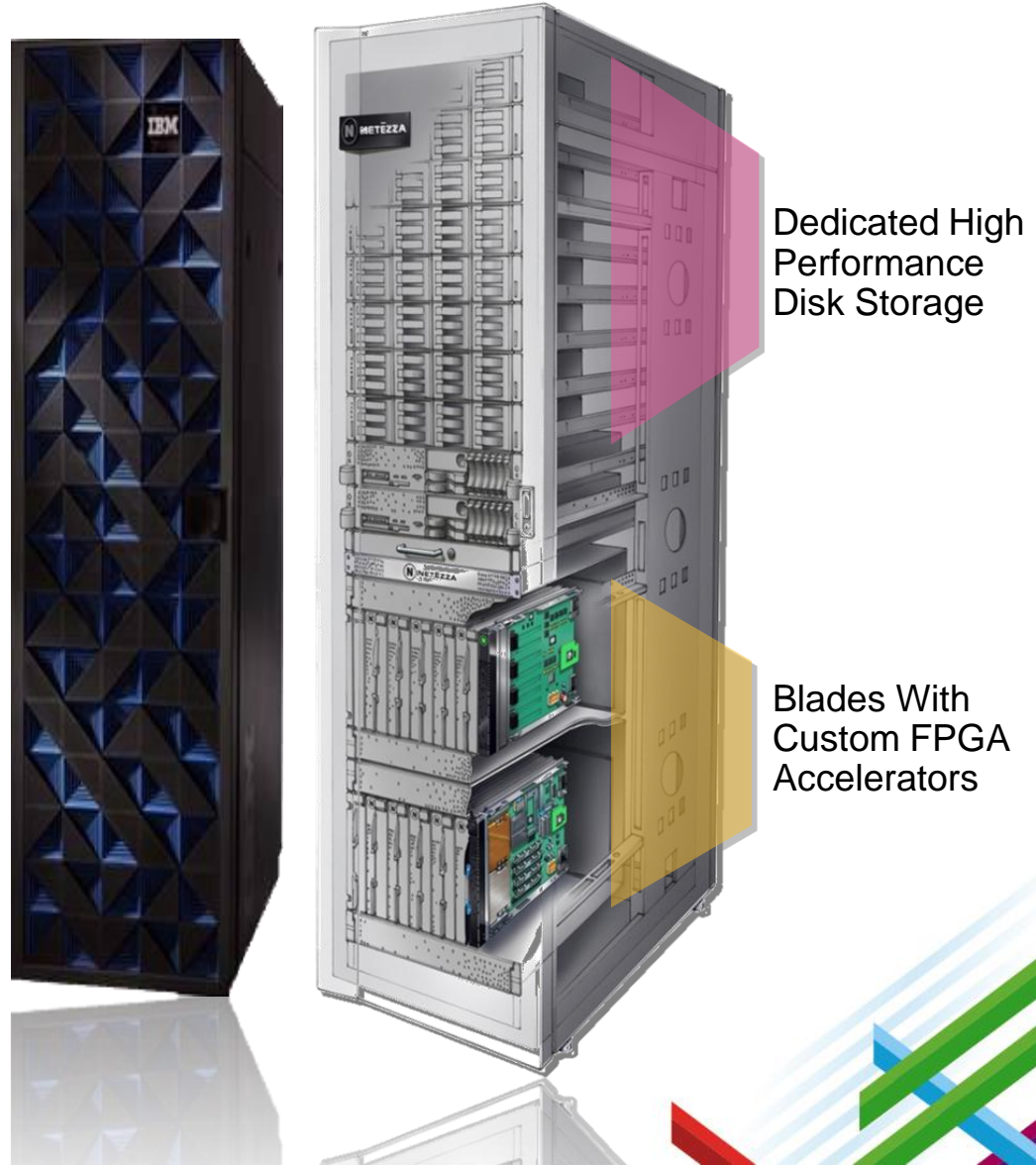
Purpose-built analytics appliance

Speed: 10-100x faster than traditional systems

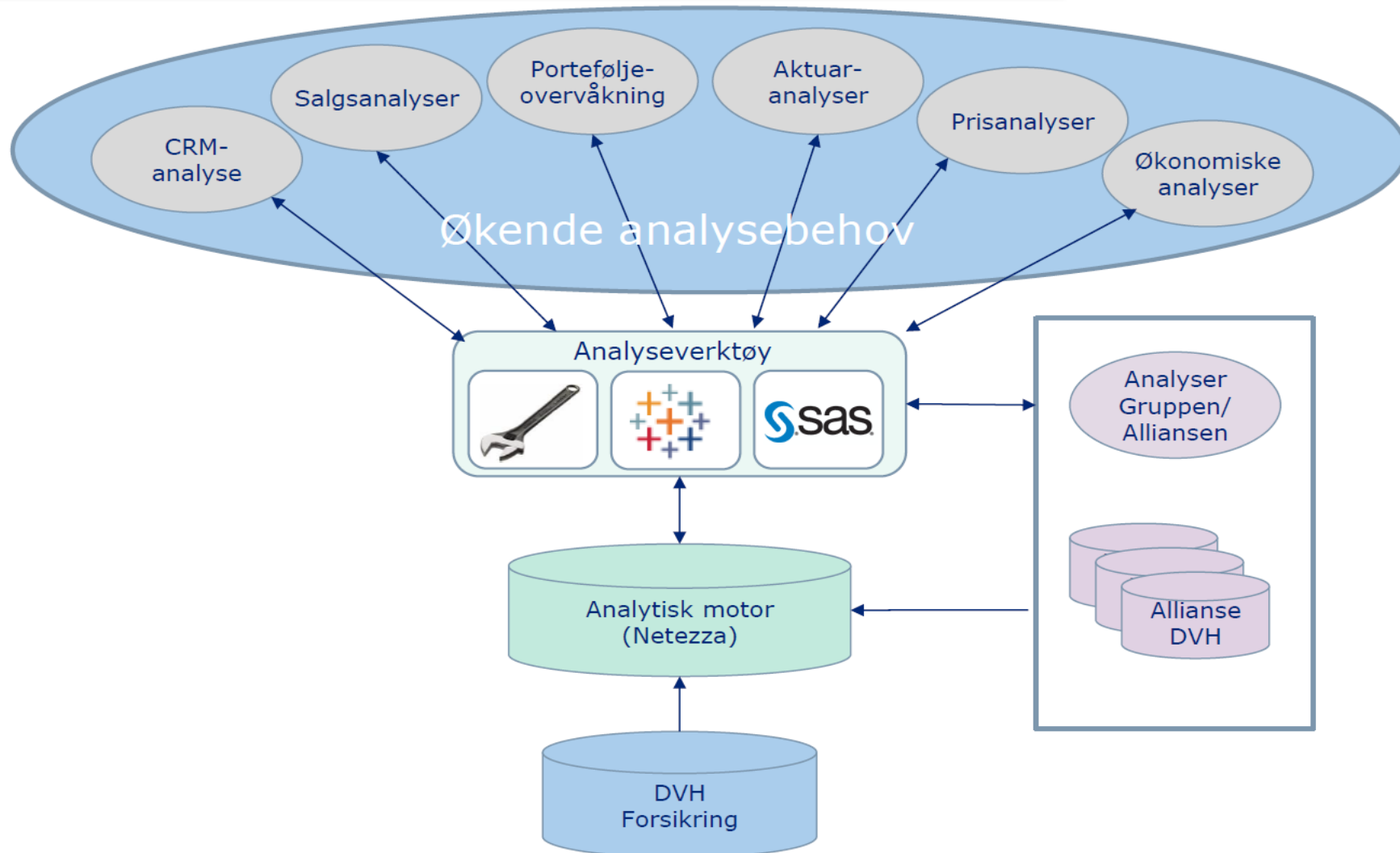
Simplicity: Minimal administration and tuning

Scalability: Peta-scale user data capacity

Smart: High-performance advanced analytics



Netezza as the common analytical engine



Netezza Business case

Completed the acquisition process over 5 months, Including Pot and PoC and 3 rounds with the management team

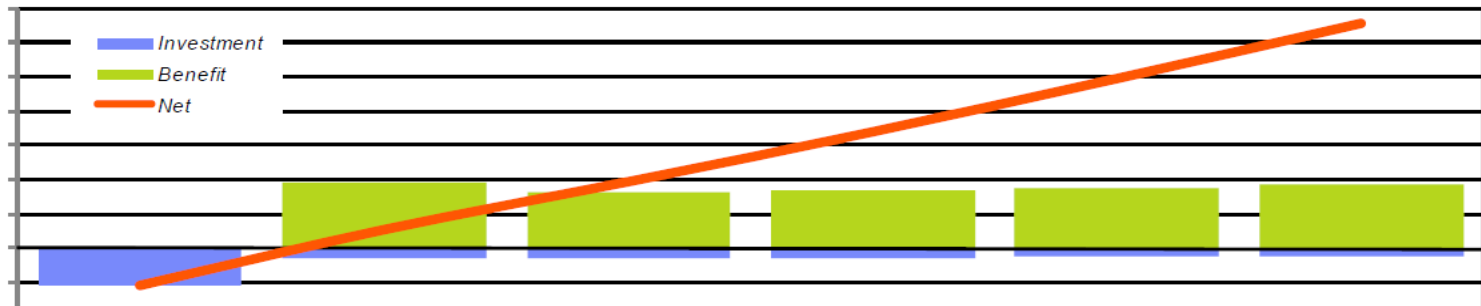
Quantitative benefits

- 10% productivity gain for analysts
- 6 months faster phase-out of old datawarehouse
- 20% faster development of new data warehouse solutions
- 20% less resources for operations and administration
- 20% savings on disk costs

Qualitative benefits

- Significantly improved performance of Tableau solutions
- Reduced hardware costs
- Reduced licensing costs other tools
- Reduced batch window

63 Month Cash Flow



Benefits summarised



Examples of benefits so far

- Major time savings for analysts
- Better insights - particularly relating to product and customer profitability
- Better understanding of sales processes
- Faster development of data warehouse solutions
- Far better performance on queries

Examples of future benefits

- Support for dynamic performance management
- Deployment of management dashboards
- Arrangements for analytical CRM
- Far faster loading of data warehouse
- More frequent updating of data warehouse

