DS Vantage
Leverage big data to uncover deeper insights
Journey to Data Monetization

CHALLENGE: HOW TO MOVE UP THE VALUE CURVE?

DESCRIPTIVE

Query/Drill down
Ad hoc reporting
Standard reporting

What exactly is the problem?
How many, how often, where?
What happened?

PREDICTIVE

Predictive modeling
Forecasting
Simulation
Alerts

What will happen next if...?
What if these trends continue?
What could happen?
What actions are needed?

PRESCRIPTIVE

Stochastic optimization
Optimization

How can we achieve the best outcome including variability?
How can we achieve the best outcome?

Source: Competing on Analytics, Davenport and Harris, 2007
Foundations to enable your data monetization strategy

**ENABLE SELF-SERVICE INSIGHTS**

Foster a data-centric culture that blends traditional approaches to analytics with dashboards, data discovery, and other self-service capabilities with minimal impact to IT operations.

**PREDICT AND RECOMMEND**

Forecast what is likely to happen and prescribe actions to improve upon business outcomes by capturing detailed history at deeper levels across your assets and your customer interactions.

**ENRICH DIGITAL EXPERIENCES**

Accelerate the monetization journey with cognitive services and machine learning that will provide new and enhanced digital experiences and extend your reach with customers.

Core data disciplines that help drive your monetization strategy

- **DATA INTEGRATION**: Ingest, transform, integrate and deliver your structured data.
- **DATA ENGINEERING**: Prepare your structured and unstructured data for analytics.
- **DATA SCIENCE**: Uncover patterns and relationships across your data.

Visual BI can provide expertise to enable your data monetization journey with our solution offerings, award-winning products and professional services.
Visual BI’s Big Data Solution Approach

**Know the problem**
Gather needed requirements that result in business needs

**Collect, store and explore**
Inventory data sources, design storage strategy, and prep for enrichment

**Seek value narratives**
Identify use cases to add new value
Uncover the gaps between the current state and value stories

**PLAN**
Understand the business problem to form the functional and technical specifications through data discovery and architectural design

**BUILD**
Develop machine learning models that will include data verification, pre-processing and training/testing

**RUN AND MANAGE**
Deploy solution with performance monitoring, hyper care oversight, and customer operational readiness

Land the Solution
Develop and provide solutions: phase-wise delivery
- Phase I (sample): data ingestion and rule engine development
- Phase II (sample): ML model development and evaluation (test run)
- Phase III (sample): ML model deployment and reporting tool configuration
Introducing **DS Vantage**

**ENABLE INSIGHT VELOCITY WITH BIG DATA**

Harness data sourced from online networks, web pages, audio and video devices, social media, logs and many other sources to uncover insights and patterns

Refine and tune machine learning models to boost prediction accuracy

Deliver big data solutions that can encompass “lift and shift” and “cloud-native” implementation models

Enable operational agility with enhanced telemetry analytics

Move beyond understanding “what happened” to “how can we achieve the best possible outcome”
DS VANTAGE CAN JUMPSTART YOUR DATA MONETIZATION JOURNEY

DS VANTAGE  
Leverage Big Data to uncover deeper insights

If you...

• Need insights across unstructured and structured data from on-prem and/or cloud-based sources

• Have not implemented or struggled with big data implementations due to high entry cost and/or internal expertise

• Have substantial data insights but are unsure how to drive a data monetization strategy for the existing applications and services

DS Vantage can provide...

• Provide modern analytics choice with flexible data ingestion from structured/unstructured sources

• Enable you to benefit from a “pay as you go” scalable solution that grows with the needs of your business over time

• Apply data insights that creates enhanced digital experiences to the existing line of business and develop new intelligent applications that provide analytics insights at the point of decision

Offering Highlights

Leverage cloud scale performance over any size data and extend your data science program with Visual BI’s experienced team of data scientists

Harness the innovation of Microsoft Azure utilizing:

• Azure Databricks
• Azure Machine Learning
• Azure Cosmos DB
• Azure DevOps
### Start building up Data Science culture

#### DS VANTAGE
4Wk Implementation

<table>
<thead>
<tr>
<th>Offering Type</th>
<th>Offering Step</th>
<th>Duration (week)</th>
<th>Description</th>
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</table>
| Data Science      | Understand of Business Problem /     | 1               | • Business Requirements Gathering  
| Arch Design       | Problem Formalization                |                 | • Data Discovery  
|                   |                                      |                 | • Formatting Function and Technical guidance  |
|                   | Development Environment Setup        | 1               | • Provision/Configure Computing tools  
|                   |                                      |                 | • Data Source Connectivity check  
|                   |                                      |                 | • Data Collection  |
|                   | DS Pilot Model Development           | 1               | • Data Pre-Processing  
|                   |                                      |                 | • Exploratory Data Analysis  
|                   |                                      |                 | • Pilot Machine Learning Model Run  
|                   |                                      |                 | • A/B Testing  |
|                   | Model Delivery                       | 1               | • Performance Monitoring  
| Arch Design       |                                      |                 | • DevOps for Version Control and Release Process  
|                   |                                      |                 | • Documentation  |

#### Project Delivery Schedule – 4 Week Timeline

1) **ESTABLISH GREEN FIELD DATA SCIENCE LAB**
   - Provide reference architecture supporting the requirements of a Data Science project initiation
   - Configure and deploy Microsoft Azure data services platform and prepare environment for first set of exploratory use cases

2) **DRIVE PRODUCTIVE USE OF EXISTING SOLUTION**
   - Provide best practices for key Azure services to lift and shift current solution
   - Provide guidance on leveraging proven methodology and processes that improve DS team collaboration and learning
Leverage big data to uncover insights with DS Vantage

Lift and shift your existing big data solution, or start from greenfield – our solution can help you make the best choice for your needs.
THANK YOU!