



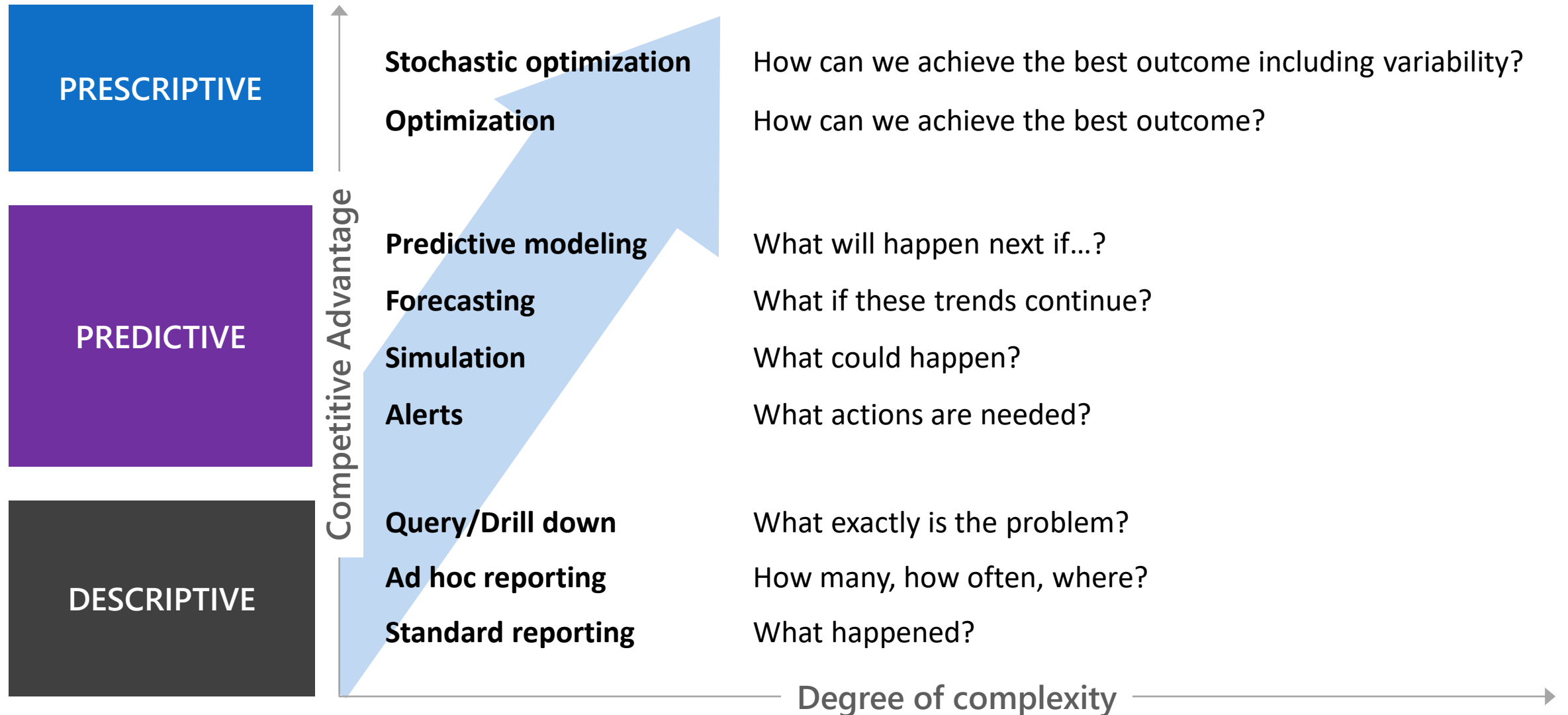
## DS Vantage

Leverage big data to uncover deeper insights



# Journey to Data Monetization

## CHALLENGE: HOW TO MOVE UP THE VALUE CURVE?



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 SCIENCE

DATA ENGINEERING

DATA INTEGRATION

Ingest, transform, integrate and deliver your structured data

Prepare your structured and unstructured data for analytics

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

## 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

## 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

# 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

*Leverage Big Data to uncover deeper insights*

## Offering Highlights

### 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

**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



# Project Delivery Schedule – 4 Week Timeline

## Start building up Data Science culture

**DS VANTAGE**  
4Wk Implementation

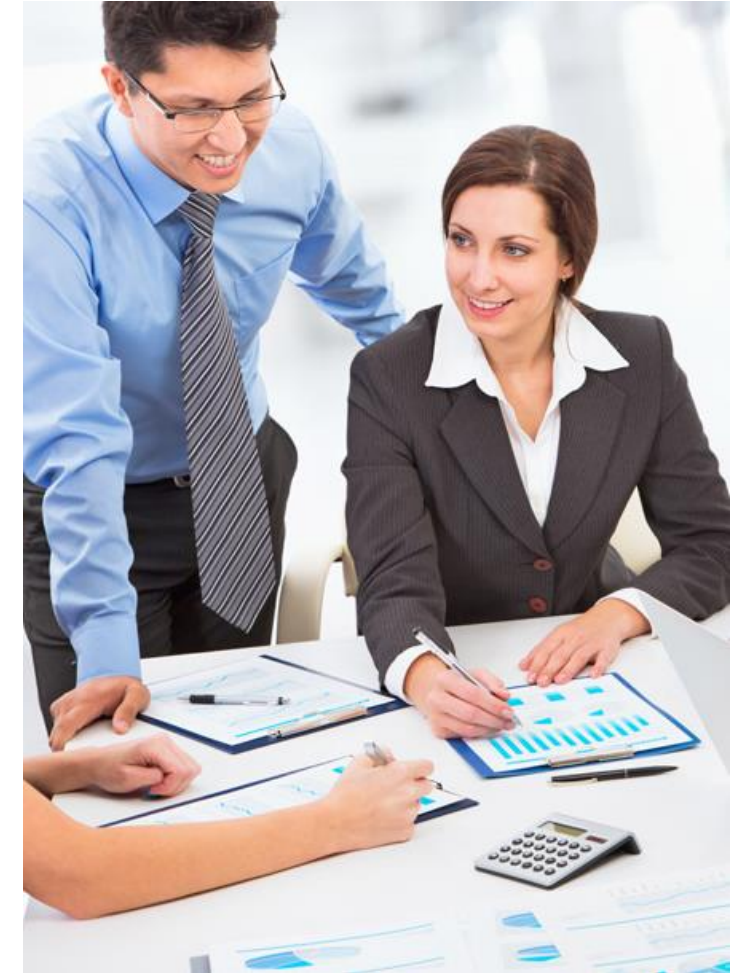
- 1) ESTABLISH GREEN FIELD DATA SCIENCE LAB
  - Provide reference architecture supporting the requirements of a Data Science project initiation
  - Configure and deploy Microsoft Azure data services platform and prepare environment for first set of exploratory use cases
- 2) DRIVE PRODUCTIVE USE OF EXISTING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

	Offering Type	Offering Step	Duration (week)	Description
<b>4 Week Delivery Cadence</b>	Data Science Arch Design	Understand of Business Problem / Problem Formalization	1	<ul style="list-style-type: none"> <li>• Business Requirements Gathering</li> <li>• Data Discovery</li> <li>• Formatting Function and Technical guidance</li> </ul>
	Data Science Arch Design	Development Environment Setup	1	<ul style="list-style-type: none"> <li>• Provision/Configure Computing tools</li> <li>• Data Source Connectivity check</li> <li>• Data Collection</li> </ul>
	Data Science	DS Pilot Model Development	1	<ul style="list-style-type: none"> <li>• Data Pre-Processing</li> <li>• Exploratory Data Analysis</li> <li>• Pilot Machine Learning Model Run</li> <li>• A/B Testing</li> </ul>
	Data Science Arch Design	Model Delivery	1	<ul style="list-style-type: none"> <li>• Performance Monitoring</li> <li>• DevOps for Version Control and Release Process</li> <li>• Documentation</li> </ul>



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!

The image shows a hand holding a tablet displaying a business dashboard. The dashboard includes several key metrics and charts:

- FINANCIALS**: \$170 Billions (This Month: 6.0%, This Quarter: 8.0%)
- SALES**: \$110 Billions (This Month: 9.6%, This Quarter: -8.8%)
- MARKET SHARE**: 10% (This Month: 12.0%)
- GLOBAL REVENUE**: \$170 Billions
- HUMAN RESOURCES**: 04% (This Month: 7.6%, This Quarter: 9.0%)

Additional visible data includes a world map with regional revenue (\$4.5B NA, \$4.5B ME, \$4.5B LA), a 'Select Period' dropdown set to 'YTD', and a table with columns for 'Operating Profit', 'Operating Margin', 'Share Incentives', and 'Earnings per Share'. A hand is pointing at the bottom right of the screen.