Make Big Data Insights Easily Consumable and Actionable

There's a gold mine of business opportunity in putting critical data from multiple sources into the hands of business consumers.

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The race for Big Data advantage is an undeniable business trend across a broad array of industry sectors. A new strategic imperative has emerged: making Big Data insights easily consumable across the workforce so the right information is delivered rapidly enough so it can be acted upon quickly to drive strategic business benefits.

Nearly nine out of ten business and IT leaders agree there's huge value in putting Big Data to work today to make intelligent business decisions, according to a recent IDG Research survey. While only one third of the companies polled have implemented Big Data initiatives, that pace is expected to double during the next 12 months.

Data-driven organizations of all types can benefit from hidden insights buried in an expanding variety of sources both internal and external to the organization – including data from enterprise applications, online data, cloud-based data, social media data, public data and more.

Yet, most companies struggle to make sense of Big Data and the ability to capture its value rapidly and cost-effectively. More than fifty percent of survey respondents who had already implemented Big Data reported only "lukewarm" success with putting Big Data to work to deliver significant value in the form of competitive advantage, differentiation, topline growth, strategic insights, employee productivity and effectiveness, and other business metrics.

Big Data projects are taking far too long, costing too much and not delivering on anticipated ROI because it's really difficult to pinpoint and surgically extract critical insights without hiring expensive consultants or data scientists in short demand. The broader issue at hand is a growing mass of data that's difficult to collect from a wide variety of sources.

Perceived Barriers to Mining Big Data Business Value

■ **High Cost and Complexity:** Most business leaders surveyed believe Big Data requires a prohibitively expensive infrastructure investment as well as in-house data scientists to make sense of the data. Sixty percent of respondents agree that Big Data projects typically take 18 months or more to complete, and more than half say that these projects typically require consultants and other third-party experts to complete.

■ **Delayed Time to Value:** Employees across departments are taking matters into their own hands in an attempt to mine business insights from Big Data now, not in 18 months. Without effective solutions in place, manual data aggregation is a fact of life for more than eighty percent of survey respondents and IT is often being asked to automate or enable these efforts.

■ **Data Accessibility:** Nearly half of IT leaders (43 percent) cite concerns about accessing data sources to harness business value. They find it difficult to find, access and integrate the right information, which is often unstructured and spread across a web of internal and external data sources. Business leaders are eager to put this Big Data to work – from competitive pricing checks, brand monitoring and regulatory compliance to the automation of manual processes and transactions with partners and suppliers.

■ **Right Skills and Tools:** Big Data is mostly inaccessible by employees with no special training. Line-of-business employees have had to rely on IT departments to extract insights from heavyweight Big Data tools. The lack of simple tools that make it easy to consume and put critical data into the hands of business users is a perceived barrier that keeps Big Data an IT endeavor rather than a business-driven initiative to support decision-making across the organization.
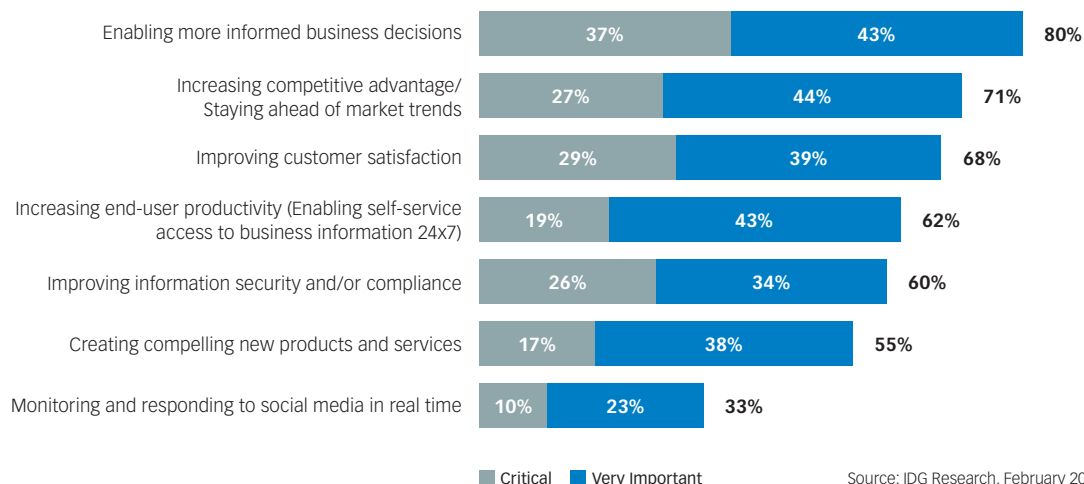
Most Important Big Data Outcomes for Business Leaders

Figure 1. Enabling more informed business decisions is the top Big Data outcome sought by business leaders.

	Critical	Very Important	Total
Enabling more informed business decisions	37%	43%	80%
Increasing competitive advantage/ Staying ahead of market trends	27%	44%	71%
Improving customer satisfaction	29%	39%	68%
Increasing end-user productivity (Enabling self-service access to business information 24x7)	19%	43%	62%
Improving information security and/or compliance	26%	34%	60%
Creating compelling new products and services	17%	38%	55%
Monitoring and responding to social media in real time	10%	23%	33%

■ Critical ■ Very Important

Source: IDG Research, February 2013

Consumable Big Data Business Insights Are Attainable Today

Making business insights gleaned from Big Data more easily consumable through an agile, user-centric model has emerged as a critical way to address common barriers related to long and costly IT infrastructure rollouts, unstructured data sources, time-intensive data collection and a lack of Big Data skills.

Similar to the business leaders polled, the majority of IT leaders are in favor of user-centric Big Data solutions. They anticipate improved productivity and better relationships with business leaders. More than half of IT respondents leaders view it as an opportunity to become a business partner, and the majority of all respondents say they're very or extremely likely to adopt Big Data solutions that are user-centric.

There are Big Data solutions on the market today such as the Kapow Software Big Data Integration Platform to enable the rapid delivery of valuable insights and timely information from multiple disparate sources in an accessible, easy-to-consume format so business users can act upon this mission-critical data quickly.

By making Big Data more readily available and consumable, these new tools are paving the way for organizations of all sizes to reap the value of hard-to-extract Big Data business insights. Implementation is much more rapid and cost effective, as no lengthy infrastructure rollouts are required. Organizations can start putting these new solutions to work quickly, and employees can begin leveraging both internal structured data and external, largely unstructured data to enable better decisions and drive improved results.

For more information, go to kapowsoftware.com.

Case in Point

Deutsche Telekom, one of the largest telecom companies in the world, is using Kapow Software to cut response time for enterprise support calls by enabling help-desk analysts to gather data instantly from multiple disparate systems. Deutsche Telekom now has one-click, real-time access to data from multiple internal and external data sources and applications – accelerating customer support processes up to 20 times. The company has benefited from reduced overall costs, increased operational efficiency and improved customer service experience.

"With Kapow Software we build innovative, user-centric business solutions in a fraction of the time that traditional integration solutions require. With one of our Kapow-driven applications the response time on technical support to high-profile business customers was cut down from a maximum of 90 minutes to approximately four minutes."

— Ruediger Adam, *Vice President, Deutsche Telekom M2M Competence Center*