



BIG DATA WITHIN THE LARGE ENTERPRISE

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Navigating Implementation and Governance

Purpose of Today's Talk



John Adler - Data Management Group

Madina Kassengaliyeva - Think Big Analytics

Growing data volumes, new data varieties, and ongoing business pressures motivate companies to consider new Big Data technologies. At the same time organizations have to operate within their existing business and meet operational and environmental demands and constraints.

Shifting from traditional technologies to Big Data can seem a daunting and insurmountable task. We will demonstrate how IT Governance methods and a gradual adoption approach can help organizations make the transition, develop new processes, and transform into a data-driven organization.

About Think Big Analytics



- ❑ Formed in 2010 to help clients launch and scale-out Big Data solutions
- ❑ Services include Big Data strategy, training, engineering and data science
- ❑ Management Background: Quantcast, Cambridge Technology, Oracle, Sun Microsystems, Accenture
- ❑ Blue chip clients, including:
 - Internet Transactions Security Global #1
 - Retail 2 of Global Top 5
 - Banking 4 of Global Top 1; Financial Services 2 of Global Top 5
 - Asset Management Global #1
 - Disk Manufacturing Global #1
 - Social Networking Global #1

About Data Management Group



- Formed in 2007 to help clients address the complexities and challenges of Data Management
- 100% Focus on Data Management and Data Governance advisory and Data Quality solution services
- Headquarters in McLean, VA
- Clients include;
 - Three of the largest mortgage financing organizations
 - Large retail financial institution
 - Large European investment bank
 - Two large federal agencies

Data Governance Defined:



- Data Governance improves data value, quality and risks by formalizing behavior related to definition, production, and use
- Pillars of Value of Data Governance
 - Trust (Data Integrity, Compliance Traceability)
 - Transparency (Ways of working, Collaboration)
 - Intelligence (Reporting, Business Analytics)
 - Agility (Business Transformation, M&A)

Requires a cultural adjustment

A quick question..

- Does your organization have an active data governance program?



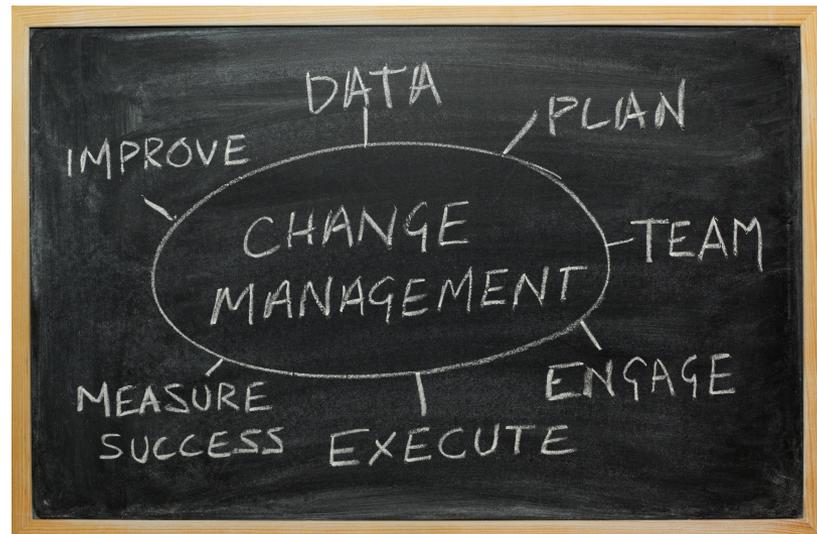
- Does the business have active representation in the Data Governance Program?



- Has your organization implemented a Big Data solution?



- Are you planning to implement Big Data?



- Do you think your Governance group will enable or hinder adoption of Big Data?



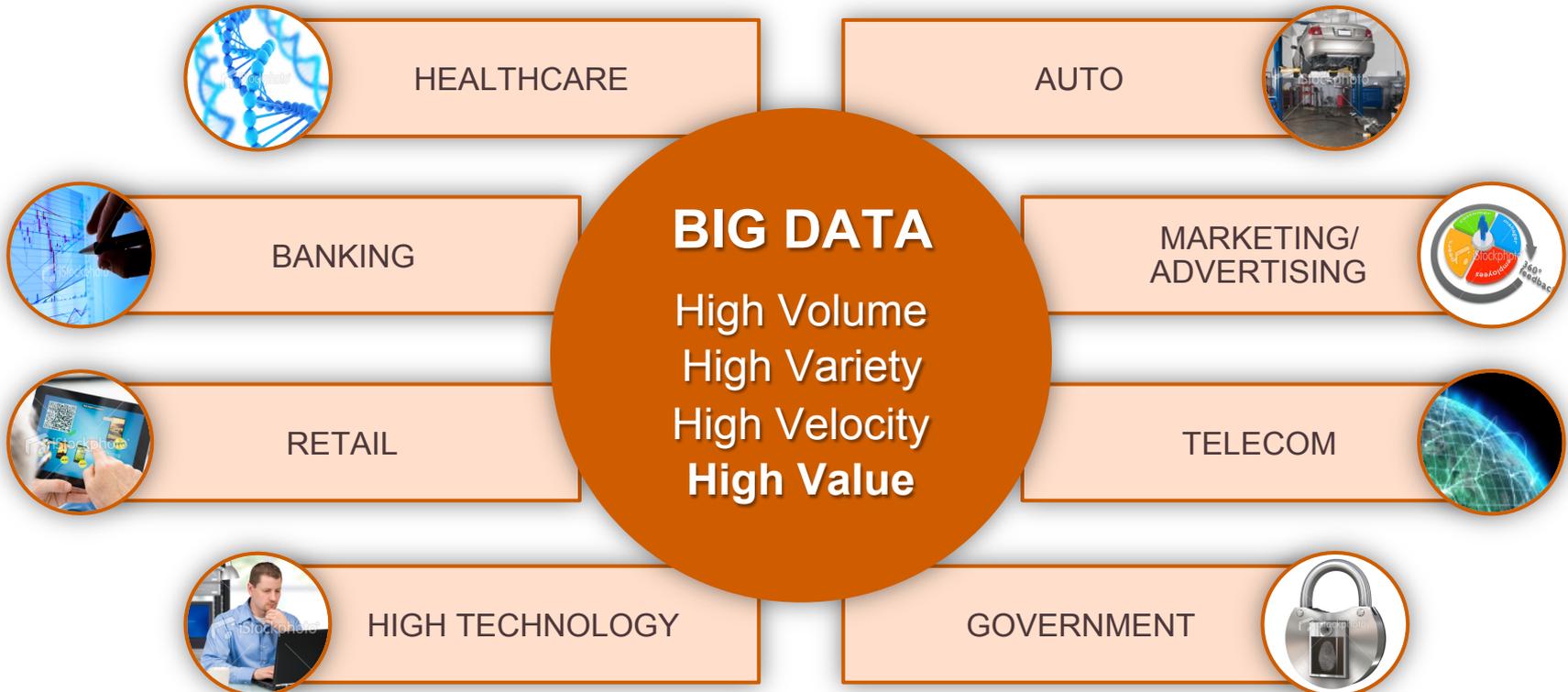
Common “Big Data” Assumptions

- Big Data in many people’s minds equates to “The Cloud”
 - Fears, Uncertainties, Doubts;
 - Perception: Not secure
 - Perception: Challenging for my company to procure / new
 - Perception: Different and costly IT management

- Perception = Reality

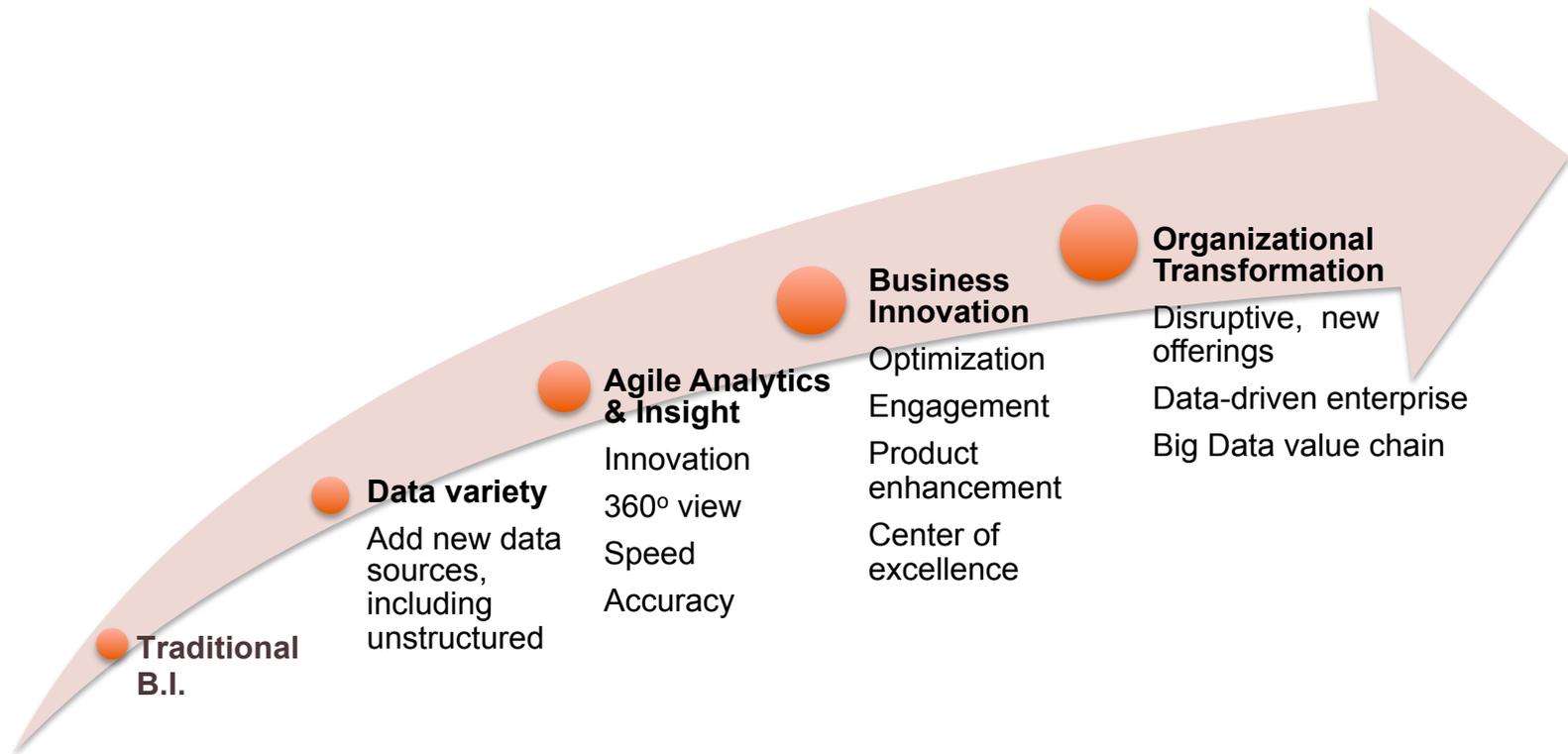
Big Data Is Changing Every Industry

Enabling Competitive Advantage
and Making Information Part of Value Chain



Stages of Big Data Adoption

Create sustained competitive advantage via innovative adoption of new technologies

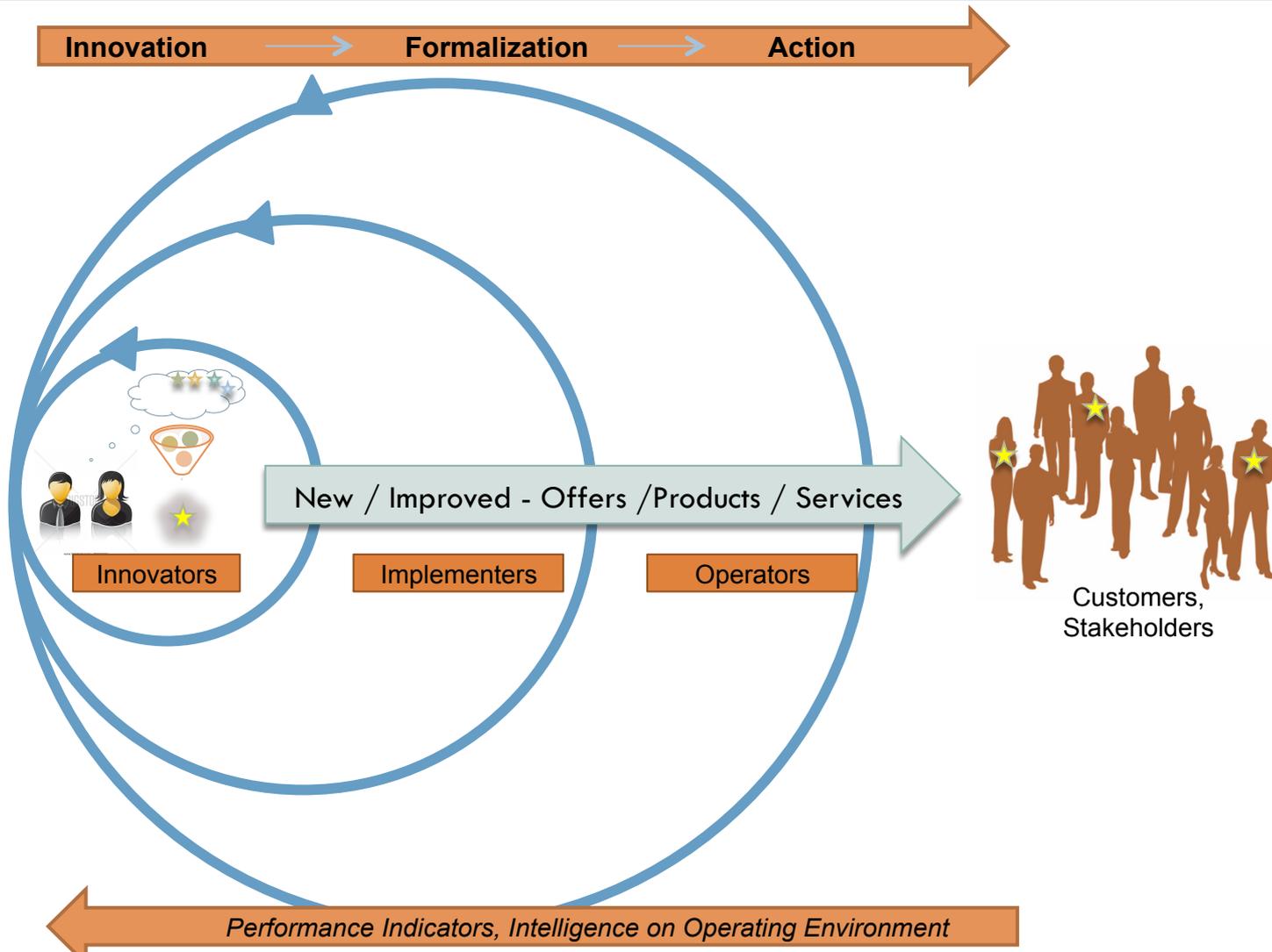


Change the playing field.. The opportunity is Innovation

- Reframe the discussion

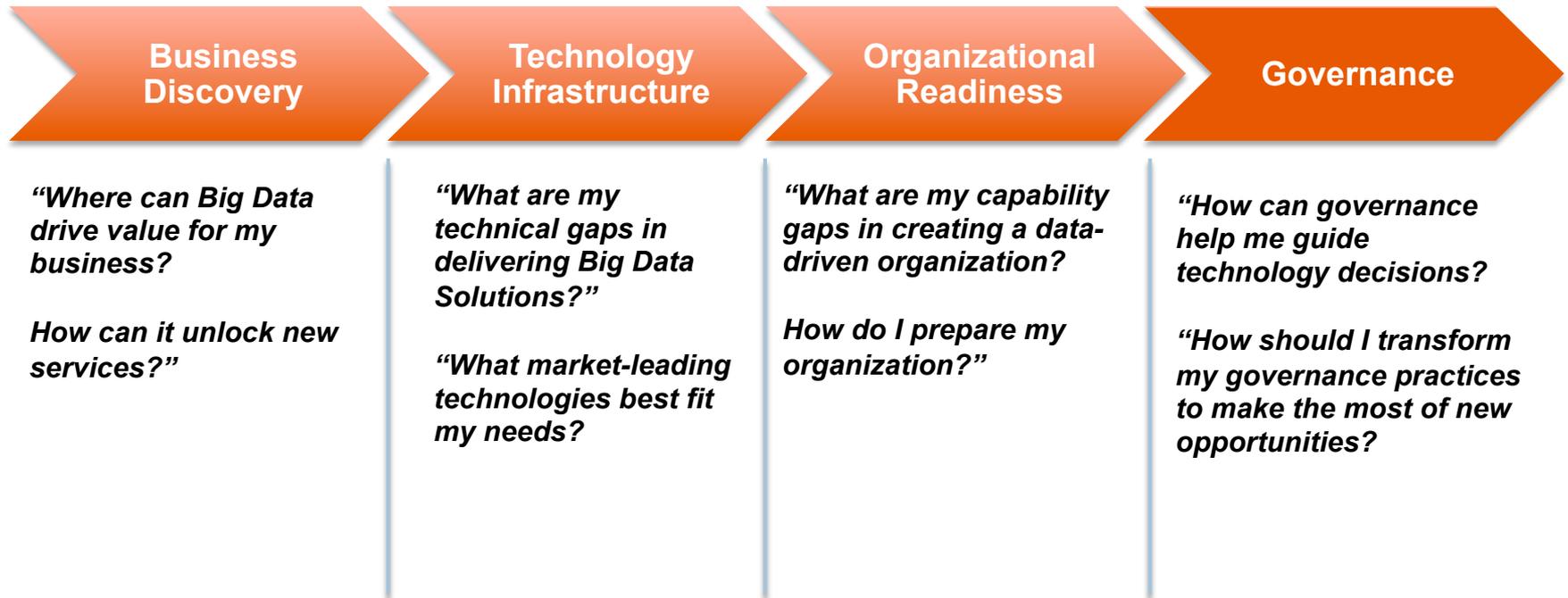
- Product Innovation
 - Move from hypothesis to correlation quickly
 - Rapid iteration
 - Identify new business opportunities
 - Operationalize the opportunities faster
 - “Appropriately governed” (Set a framework based on business priorities and get out of the way)

Rapid innovation cycles



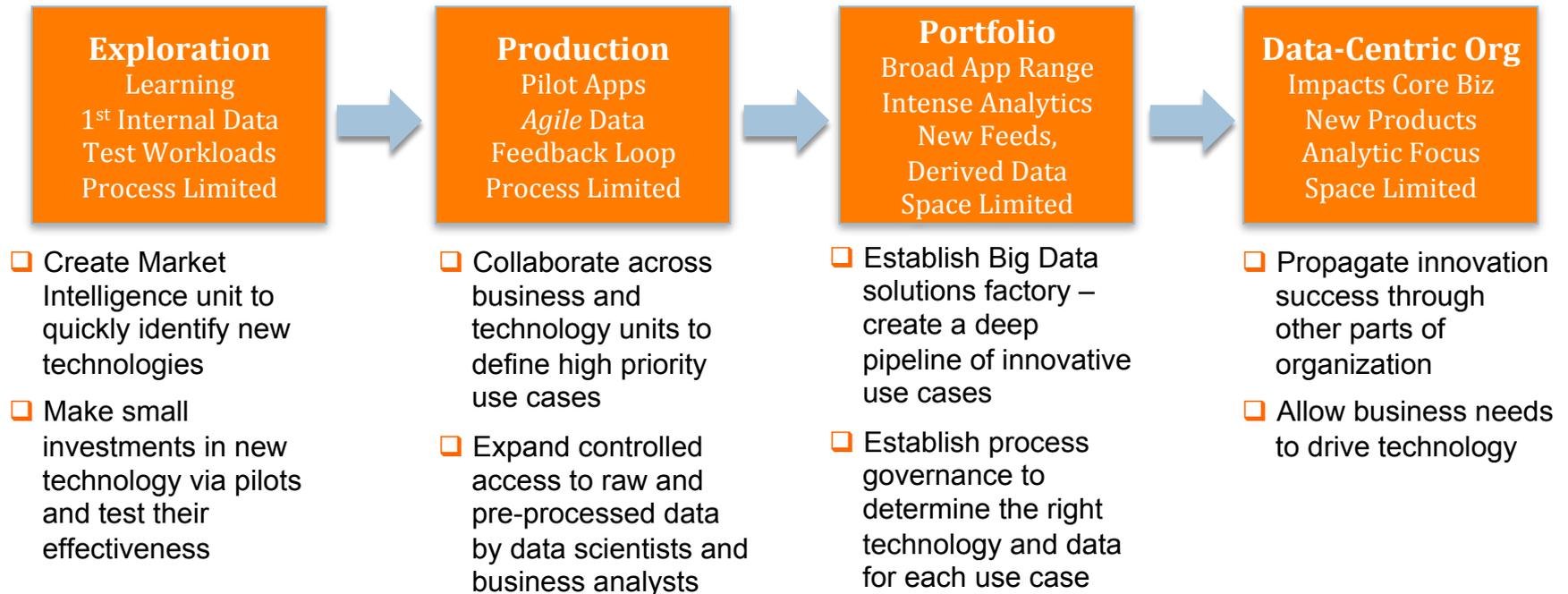
Governance as Part of Strategic Roadmap

Data Governance is the integral part of business Big Data Strategy. It is the only component in which outside help is limited and the business must drive the transformation



New Technology Adoption Curve

Enable governance components to facilitate transition from existing technology to building an innovative data-driven organization



Fundamentals of Big Data Governance

Governance is the System tailored to your organization by which the current and future use of IT is directed and controlled

Common requirements of a Big Data Governance program:

- An execution model embracing key roles and active involvement from Business and Technology to help your organization identify and pursue new opportunities
- Adoption of the right technology for the right outcomes
- Support incremental adoption of Big Data technology and concepts
- Deployment and Access Control driven by data classification
- Management of meta data / new types in more open forms

Common challenges faced when creating Big Data Governance program:

- Organizational silos and deep division between business and technology
- Focus on operations and maintenance, not on innovation
- Large number of solution options, not all of which are mature enough for a large organization
- Convergence of Structured and Un-Structured Data
- Meta Data Management
- Monitoring and Managing Data Quality and Resource Usage and Data Privacy and Security

Center of Competence

Centralizing technology decision-making, building out data engineering and data science capabilities is key to growing organizational capability. Consolidating such capability into a Center of Competence (CoC) provides key benefits:

- Creates Governance body to guide investment decisions, data decisions and solutions / product development decisions
- Establishes advanced engineering and analytics capabilities that enable market intelligence, business problem identification and rapid testing
- Supports business units' requirement to accelerate the pace of deployment of new analytics applications



Questions?

Madina Kassengaliyeva

madina.kassengaliyeva@thinkbiganalytics.com

John Adler

jadler@datamgmt.biz