



# The five big benefits from Big Data

## Deliver business value with Big Data analytics



The buzz around Big Data all points to big opportunity. It's an opportunity that should get you thinking about how you can translate all of your available information into a competitive advantage for your business. You just want to be sure that launching a Big Data initiative will be worth the investment—that the much-discussed rewards are real.

In this solution brief we explore the five ways that Big Data is generating big benefits, and how the advancing capabilities of **Big Data software and analytics** can help you draw the most value out of your data and pay dividends for your business.

### 1 Respond to the speed of business

To be first, you need to be fast. While the velocity of business data keeps accelerating, the sense of urgency coming from your business users is picking up speed as well. They want action—to get their queries answered quickly, get more insight from their data, and make the business decisions that will drive revenue growth.

With that in mind, Big Data analytics is designed to help you keep up in ways that your traditional infrastructure can't. Free yourself from the processing snags that currently make users wait weeks for their reports. In fact, next-generation analytics is capable of reducing query times from hours to minutes and minutes to seconds—responding to queries 50 to 1000 times faster than standard data warehouse or database technologies. With advancements in automation, end users benefit from

faster ingestion, processing, and analysis of information—even from diverse data siloes—as well as automatic alerts for new insights once they become available. Speed is further enhanced with capabilities such as natural language processing, which ensures that differently worded variants of the same question are directed to the relevant answer.

In a want-it-now world, Big Data is the way to get information into the hands of the people who need it—at high speed—to keep your competitive edge.

### 2 Tap into new insights

In addition to keeping pace with the velocity of Big Data, making the most of business data depends on your ability to find meaningful details within your rising quantities of structured, semi-structured, and unstructured data. The potential for new and impactful business insights is vast—if you can achieve the scale to manage it all.

Big data analytics provides the power to maintain control and performance as your data volume expands from gigabytes to terabytes and beyond. With next-generation technology, you'll gain the capacity to support up to 30 times more data per server. Consequently, you'll be equipped to learn more from your data; you'll gain deeper insights into your business and your customers, the ability to spot meaningful trends, and determine patterns and relationships—all leading to greater business value, such as targeted marketing, enhanced customer service, and increased revenue.

### 3 Gain value from all data types

Your business data—whether text, video, image, or audio—arrives in many hundreds of different formats. But if you're missing out on any one format, you're missing out on the full story that your data has to tell. With the right **Big Data analytics technology**, you can make sense of it all.

With capabilities such as machine learning and deep neural networks, you can identify links between sources that could otherwise be hidden within your data repositories. For example, consider the benefits of technology that can analyze your customers' tweets in tandem with call center logs. Companies can detect the root causes for why your product may be underperforming, move to resolve the product issue, and predict for a spike in call volume related to that issue, so you can staff for it accordingly.

### 4 Make your data relevant

Before you can begin extracting business value from your pool of aggregated data, you need Big Data technology that quickly allows you to sort the assets from the excess—and determine the relevant from all the rest. With advanced search and analytics features such as automatic query guidance, retrieval concept, clustering, personalization, and visualization for guided data exploration, next-generation Big Data analytics will point you to contextually relevant information so you're working with the right data at the right time.

As data volumes continue to expand, dark data will continue to accumulate. A **Big Data analytics platform** will help you focus on the information that's most meaningful. For example, in a manufacturing setting, important information can be generated from machine logs, equipment sensors, product telematics, or consumer clickstream. By capturing such data that was previously invisible, manufacturers can better predict supply needs and optimize production and distribution. Your data becomes business intelligence that you can use to drive business strategy, increase customer loyalty and retention, and get an edge in the marketplace.

### 5 Make your data actionable

Your business data is only as good as your capacity to leverage it and make it productive. With Big Data technology, you can establish a self-service model that makes your data readily accessible and digestible for your employees, which gives them the power to put your data to work for your business. Also known as self-service business intelligence (SSBI), this capability allows end users to conduct their own queries and analyses, providing IT staff with the freedom to focus on business goals.

And with advanced Big Data capabilities, you can balance system administration tools with end-user tools to make information available and actionable while keeping it secure. When your data is easier to use, your people are in position to both improve their performance and make your company more competitive.

### Experience the Big Data difference

We see business data pouring in from all directions, and at increasing speeds. Fortunately, the technology for wringing the full value out of your data is within your reach. By pursuing a **Big Data initiative with advanced analytics** from HPE, you're set to realize the growing promise of Big Data. With the power of automation, HPE provides the capacity to ingest and process data faster, to analyze massive data volumes, to find connections that exist across diverse data sources and formats, to deliver critical insights based upon relevancy, and to elevate your competitiveness by realizing the potential of your data for your business.

Start your Big Data software initiative today. Contact your HPE representative to find out how.

Learn more at [hpe.com/software/bigdata](http://hpe.com/software/bigdata)



Sign up for updates