What is needed?

Data Sources

Technology

Data Quality

Big Data Strategy

Competencies

Analysis Models

What is available?

BIG DATA – USING STRATEGY FOR SUCCESS

Does your company need Big Data?

- Your business is data-driven.
- You need to combine and package information from a wide variety of data sources.
- You use BI solutions to help you make your decisions.
- You are no stranger to the three Vs (Data Volume, Velocity, and Variety).

Does at least one of these statements apply to your organization? Then the question of whether and how much you invest in Big Data is justified. The answer is not simple. On the one hand, there are the strategic benefits of Big Data; on the other hand, there are often major costs involved for

hardward, software, training, etc. Unlike tool manufacturers and media, which often reduce Big Data to mere number crunching, we as an independent research institute support you in trading off costs and benefits and thus help you to avoid investing in the wrong cause.

With the help of an individual potentials analysis, we develop your personal Big Data strategy in collaboration with you. Based upon your goals as well as upon the availability and accessibility of the necessary data sources, we jointly check whether a Big Data strategy makes sense for your organization and if so, which one, which technologies you can use, and which competencies are required for exploiting the data.

Increasing efficiency and effectiveness:
Where do bottlenecks occur in business and workflow processes? How can processes such as quality control, production, resource management, and customer service be integrated better and thus become easier to plan?

Mastering risks: How can critical conditions in the value chain, such as the failure of production machinery, be recognized early on?

Innovative products and services:
How can the use of Big Data contribute to innovative products and services? Are the available data adequate and is their quality sufficient?

Our Services

We answer your questions regarding the added value of Big Data for your organization.

- Together with you we identify a Big Data strategy that is tailored to the actual needs and challenges of your organization.
- We moderate innovation workshops with you in order to optimize internal workflows with the help of Big Data and to generate innovative products.
- To help you control your business and workflow processes, we develop and evaluate decision and prognosis models.
- We support you in selecting suitable technologies and building up the necessary competencies for the use of Big Data.
- In our Big Data lab, we demonstrate state-of-the-art Big Data technologies and show you how to gain the largest possible benefit from your data.

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