Big Data and Analytics Services

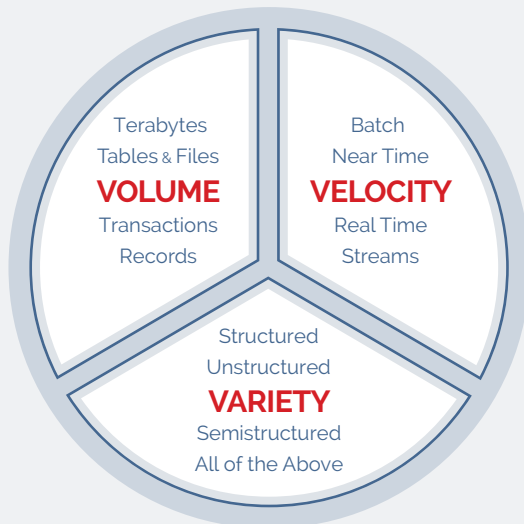## Transform Big Data into Business Insights with IT People inSight Services

Enterprises recognize data is a corporate asset and that current technology has made it possible to store and process data in ways that provide advanced decision-making capabilities previously not possible. In the past, data available for business analysis was mostly limited to what a company owned internally. But today insights can also be derived from external data that is available from numerous resources and has considerable benefits, such as helping companies to better understand markets and customer behavior, enabling predictive modeling and forecasting, streamlining operations and improving production.

To enable quick access to insights, organizations must first address information management challenges for what is often referred to as the "Three Vs of Big Data—Volume, Velocity and Variety." That is, high volume and velocity of real-time structured and unstructured data in a variety of different formats (see diagram). These data sets are often extremely complex, run into petabytes and more, with varying schema structures and cannot be processed easily via standard relational approaches.

Many organizations' existing information management architectures and technologies are simply not equipped to handle the capture, storing, aggregation, processing and reporting requirements for today's Big Data, especially considering that more and more data important to organizations is generated outside the company.

The 3 Vs of Big Data

Big Data challenges enterprise information management in three significant ways:

- **Volume:** Petabytes, exabytes or zettabytes of data that cannot be stored in currently available storage technologies or processed using standard relational approaches.

- **Velocity:** The rate at which data is generated and must be aggregated and processed for timely use. For example, 20,000 trucks generating geo-location data at five-second intervals such as loaded, unloaded, position, stop, delivered, un-deliverable, etc.

- **Variety:** The types of data (voice, video, social media, machine logs, transaction logs, text messages, third-party digital research, etc.) that are unsuited for fixed schema and standards.

How Can Big Data Analytics Deliver Value to your Organization?

- Greater insight into data patterns that enable better business decisions

- Better resource allocation through identification of peak service trends

- Identify customers with the most potential or actual value

- Identify customer needs for new products or enhancements

- Deliver real-time, personalized recommendations to customers based on loyalty and buying patterns

- Identify spikes in logistics costs to improve system operations and fault management

- Identify new revenue streams

IT People Big Data and Analytics Services

If you answer "yes" to any of these questions, IT People can help you identify your data analytics shortfalls and gain the business intelligence you need:

- Is your growth constrained by the inability to process consumer sentiments and market dynamics?
- Are you unable to fully use data as a key organization asset to move into new markets and services?
- Are you unable to derive and share meaningful insights from the organization's wealth of data?
- Are your current systems and technology unable to handle unstructured data (like text files) and deal with large volumes of data?
- Is most of your reporting focused on historical data, looking at key business indicators and trends?
- Do you have any concerns with managing reputation, meeting compliance and transparency of your data?

Why IT People?

IT People can support your Big Data and analytics initiatives by providing strategy, architecture and a phased implementation model. Our pool of consultants includes principals, data scientists, business analysts, architects, modelers and developers. With experience in SQL, Hadoop and NoSQL stacks, we are poised to bring value to your organization.

IT People brings innovative thinking and experience to the table to help companies assess, modernize, implement and optimize their data analytics capabilities. We use proven planning, assessment and diagnostic tools to deliver Big Data solutions. With our experienced pool of application and database developers, and by partnering with leaders such as EMC, Hortonworks, Ixsight and RedHat, we apply the latest advancements around data science to model complex problems.

IT People inSight Data Analytics Services

Discovery and Health Assessment

Provide an accurate understanding of the environment, thereby enabling us to develop the architecture, strategy, roadmap and business case around optimization

Architecture and Roadmap Services

Review the current level of analytics within the organization, analyze business capability needs and build an information architecture to accomplish those needs including the identification of pilots and proof-of-concepts

Master Data Management

Provide services to cleanse and de-duplicate key business information data and generate Master and Reference data

Analytics

Review business requirements and develop algorithms and queries to process structured and unstructured data either in real time or batch to generate critical business insights including making real-time recommendations

Analysis and Reporting

Develop business intelligence and analytical reports through the creations of appropriate universes and developing reporting and visualization templates

Competency Establishment

Define or refine the processes necessary to have a successful migration through the establishment of governance, mentoring, pilots and best practices

Technology and Architecture Consultation and Application Development

- Consulting on NoSQL technologies such as Hbase, NeoDB, Cassandra, MongoDB, Hadoop, Pig, Hive, etc.
- Providing test management of NoSQL based applications
- Defining and implementing Hadoop architectures
- Providing NoSQL application development services tailored to your needs
- Building new applications based on hybrid architectures and provide support for analytics

For more information about our Big Data and Analytics services, call 919.806.3535 or email sales@itpeoplecorp.com.

About IT People

IT People is a next-generation IT services and workforce solutions firm. We provide consulting, managed services and staffing to Fortune 500 corporations, public agencies, and small and mid-sized businesses throughout North America. Our specialties include IT modernization, infrastructure and applications optimization, and management. We enable organizations to achieve their business goals by transforming their IT processes, applications and infrastructure using the latest technologies for cloud, big data, mobile and social, and by providing them with exceptional talent when they need supplemental staff.

Our Vision and Mission

We are passionate about co-creating value with our customers and employees by offering IT services through applied thought and innovation with the commitment and integrity to deliver quality solutions on time, every time.

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