

DATASHEET

BLUEPRINT FOR BIG DATA SUCCESS:

Monetize My Data

Create New Strategic Revenue Streams by Delivering High-Value Data Sets

WHAT IS IT?

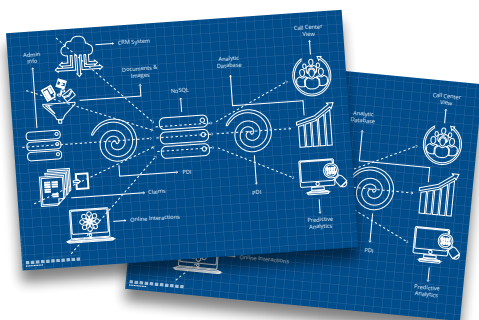
- Monetize internal data sets to external customers.
- Enrich and de-identify data sets for consumption by external customers.
- Capture sensor, location, and activity data and combine, refine, and deliver as new data sources to 3rd party businesses.
- Leverage external data sources and combine and enrich with internal data to add value to external customers.

WHY DO IT?

- Generate new sources of revenue by leveraging your diverse high volume data.
- Produce powerful market intelligence that can be highly valuable to a variety of industries and sectors.
- Provide competitive advantage to businesses, by better understanding the customer, the market, and by linking machine data where appropriate.

VALUE OF PENTAHO

- **Staff savings & productivity:** Pentaho Data Integration (PDI) delivers streamlined Hadoop orchestration, ingestion, processing and transformations.
- **Robust analytics options:** Pentaho Business Analytics delivers high-performance, multi-dimensional analysis that can be embedded into online applications or used in an agile manner by analysts to make bigger discoveries and broader decisions.
- **Flexible & secure delivery:** Pentaho Platform caters to customer-specific deployments, such as on-premise, or in-cloud, and enables multi-tenant security models for online SaaS-type offerings.



Example: Top Five Global Telecom Company

CHALLENGE:

- Leverage device usage data from mobile and digital content subscribers and networks.
- Deliver value-added marketing analytics as a service to third party customers.
- Enable focused analytics on location, audience and social insights to better manage future decisions and content directions.

SOLUTION:

- PDI used to ingest into Hadoop a variety of de-identified data including customer, billing, network, and location sources.
- Process and deliver data to analytic database for faster response to queries.
- Pentaho Business Analytics used by end users for agile data discovery, analytic visualizations, dashboards, and other content.

BENEFITS:

- Seamless integration between raw data sources, Hadoop, and analytic database.
- Generating brand new revenue stream with technology platform for controlling costs and maximizing profit margin.

