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IT'S TIME TO DEVELOP YOUR BIG DATA ANALYTICS CLOUD COMPUTING STRATEGY

THE CASE FOR BIG DATA AND ANALYTICS CLOUD COMPUTING

Organizations are starting to realize that not only do they need to better leverage their data to compete in today's economy but they also need to change how they experiment, innovate, derive value from their data, and manage their data. Over the next three years, cloud's strategic importance will shift away from IT users to business users. In fact, the strategic importance to business users will double from 34 percent to 72 percent with Marketing being the primary innovator in the areas of Big Data and customer experience. More and more companies are coming to the conclusion that not only is Cloud Computing a strategic advantage that they must incorporate into their toolkit to remain competitive but they also need to make it a central part of their data and analytics strategy.

TO GET VALUE
FROM YOUR DATA
YOU HAVE TO USE IT

Data is only valuable if it is active and not inert. In other words, it is valuable when it is used to execute business process transactions as well as to derive insights that can feed strategy and operational decisions. When using data to gain business benefits, it is critical to balance the costs and overheads of information management, security, and risk.

As companies use and generate more and more data and require new technology to answer these needs, it becomes harder and harder to meet these business requirements using the same methods that people have used in the past because they are creating too large of a cost burden and cannot adapt to the speed required by increasingly sophisticated analytic and big data requirements which are quickly becoming the norm. This norm is becoming the benchmark for companies of all sizes due to the need to integrate social media and telematics data.

A Big Data and Analytics solution has to answer the need to explore vast amounts of data, perform transformations on very large data sets, produce analytic models, and effectively manage large amounts of data from both a performance, cost, and risk perspective. This business imperative is what is driving the convergence of big data, analytics, social media, and cloud computing to the point where it is virtually impossible to talk about one without considering other.

CLOUD COMPUTING
IS AGILE AND COST EFFECTIVE

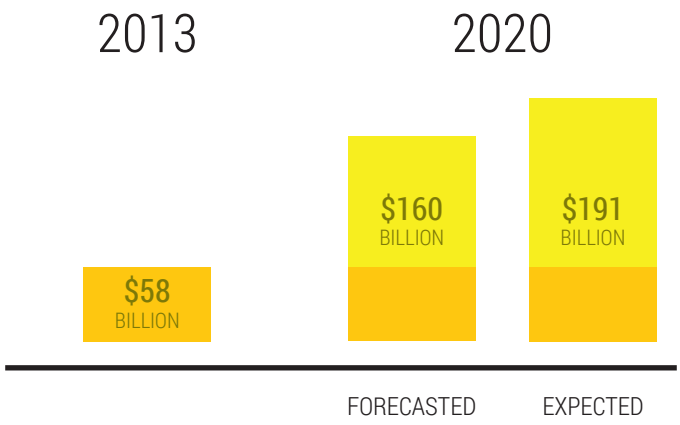
Think about the last time you wanted to act quickly to deploy a new capability to meet a business need. How much did it cost to not just purchase the hardware but also to plug it into your premises? Then factor in the time to procurement process, vendor evaluation, the licenses, the professional services and all the other steps required to make a capital expense of this kind.

Companies are using cloud computing to innovate their products and services more rapidly making it possible to shorten a new solution roll out time frame from months to weeks and start the procurement process using a corporate credit card. It gives us the ability to contain costs by reducing or cancelling the service at a moment's notice or meet new demand easily by increasing capacity. Speed and cost are making cloud the obvious choice for start-up organizations as well as established enterprises such as the Obama presidential campaign and Netflix.

One of the first well publicized users of both cloud and analytics was the Obama campaign. They not only created a huge advantage by using predictive analytics to determine how to spend time and interact with prospective voters but also cloud enabled their technology to get more horsepower for their dollar. "Despite running a campaign with about twice the money and twice the staff of Governor Mitt Romney's presidential bid, President Barack Obama's campaign under-spent Romney's on IT products and services by $14.5 million" (Gallagher 2012). In 2012, Netflix decided that it wants to run 95% of its IT services in the public cloud and now it is proving "that a company making $3.7 billion annually can run some of its most critical workloads in the public cloud" (Butler 2013).

CLOUD COMPUTING
IS READY FOR PRIME TIME AND
IS ACCELERATING BIG DATA ANLAYTICS

Adoption has broadened past start-up companies and specific application providers like Salesforce.com to the point where large Canadian enterprises are adopting the cloud because cloud service providers are starting to deliver products and services that cater to enterprise-class clouds that meet or exceed security and service level agreements of on-premise infrastructure and is at the center of their new mobile, analytics, big data, and social business strategies.



"Forrester Research predicts that the public cloud market is set for "hypergrowth." The research firm expects that the global public cloud market will hit $191 billion by 2020, a full 20 percent increase from Forrester's last forecast released in April 2011 that predicted the market would reach $160 billion by 2020. This is a significant increase from the current state of the market, about $58 billion at the end of 2013." (Public Cloud Approaching "Hypergrowth" 2014).

Cloud computing is not just about more cost effective infrastructure and management but about being agile across your proof of concepts, development, testing, and production operations. It is about innovating your produces and services more quickly. Cloud is ideal of Big Data because it allows for elastic computing power and disk storage that can inexpensively grow at the pace of Big Data growth.

"Pacesetters are 170% more likely than chasers to use cloud-based analytics to derive insights and 130% more likely to use the cloud to re-invent customer relationships. 66 percent are using cloud to strengthen the relationship between IT and lines of business and the majority are using cloud to integrate and apply mobile, social, analytics and big data technologies." (Comfort, Hayman and Hupfer 2013)

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