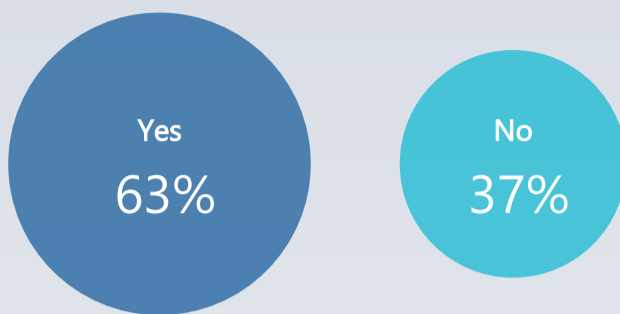


BIG DATA SNAPSHOT

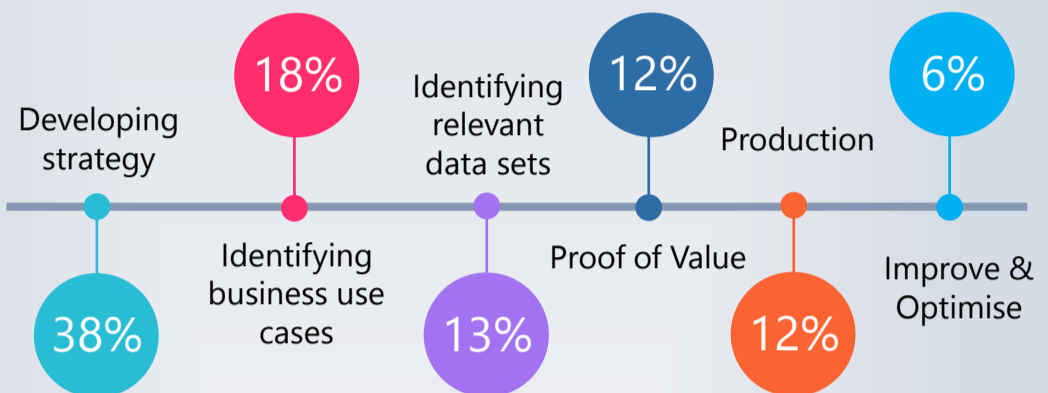
JUNE 2018 | WHISHWORKS

We asked delegates at the recent Big Data Analytics and MapR Convergence events in London, about their progress with implementing Big Data in their organisations. Here is what they told us:

01 Do you have a Big Data strategy?



02 Where are you in the Big Data roadmap?



Very often Big Data initiatives fail to prove their value due to lack of strategy and/or poorly defined expected outcomes. We have also seen initiatives that started with a strong IT strategy but failed along the way because there had been no alignment with the overarching business strategy.

03 What are the main use cases for Big Data you have identified:



360° customer view



Risk management

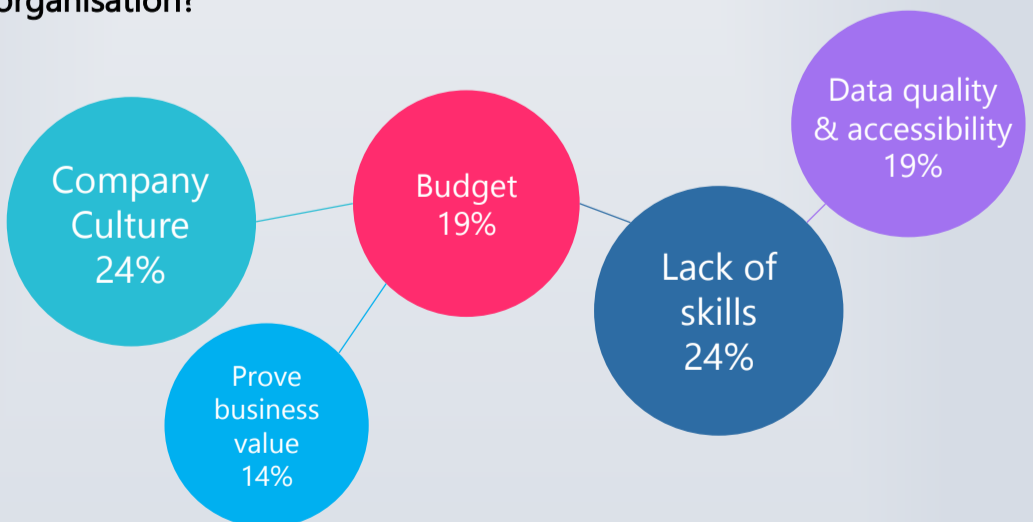
Profitability and compliance have been on top of the agenda of most B2C businesses in the past 2 years. They are now turning to Big Data solutions to gain the necessary visibility for strengthening both their business and governance strategies.

04 What are the current skill gaps in your Big Data projects?



Regardless of why organisations decide to implement a Big Data solution, unless they are able to extract, transform, combine and analyse their data at scale, they will not be able to derive the desired outcomes. The Big Data technology landscape requires a whole new skillset and most companies struggle to bridge the gap.

05 What are the 3 biggest obstacles in implementing Big Data in your organisation?



Embarking on a Big Data journey means embarking on a transformational journey and, unless top management sponsors it, there is going to be resistance from across the organisation. Top management expects to see the business value from any proposal, but often IT fails to translate technical advantages into compelling business benefits that will in turn help release the necessary investment.



WHISHWORKS is a global IT services and consulting company, specialising in systems integration and Big Data analytics since 2008. The company works with an ecosystem of systems integration and Big Data partners, including MuleSoft, Hortonworks, MapR and Cloudera, to develop leading solutions that enable digital transformation.