

DATA FACT



A Business Analytics Company



Discover
Insights



Mine
Big Data



Predict
Behavior



Visualize
Patterns



Analyze
Real Time

**Unparalleled Business Analytics
For Data-Driven Solutions.**

Gaining Competitive Advantage Through Real-Time Analytics

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Presenter

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Problems Facing Today's Business

- ▶ Businesses are fiercely competitive
- ▶ Business environment is highly connected, quantified and rapidly changing
- ▶ Substantially more ways to transact and do commerce
- ▶ Savvy customers are even more demanding of products
- ▶ Businesses are facing novel challenges:
 - ▶ Constantly improve service
 - ▶ Retain existing customers
 - ▶ Expand to new customer base
 - ▶ Maximize profits and longevity
- ▶ Exponential growth of Volume, Variety and Velocity of data
- ▶ Business today is reactive – still putting out fires after the fact

Current Landscape



- ▶ Complex and disparate data warehouses
- ▶ Analytics is a few hours late at the best
- ▶ Expensive and time consuming data movement
- ▶ Big Data Analytics provides enormous opportunities, however
- ▶ Opportunities are highly transient
- ▶ Lost opportunity = lost revenue
- ▶ Time to delivery is critical
- ▶ Need for time, contextual, actionable insights
- ▶ Enormous costs involved in standing up dedicated Big Data Clusters

Solution

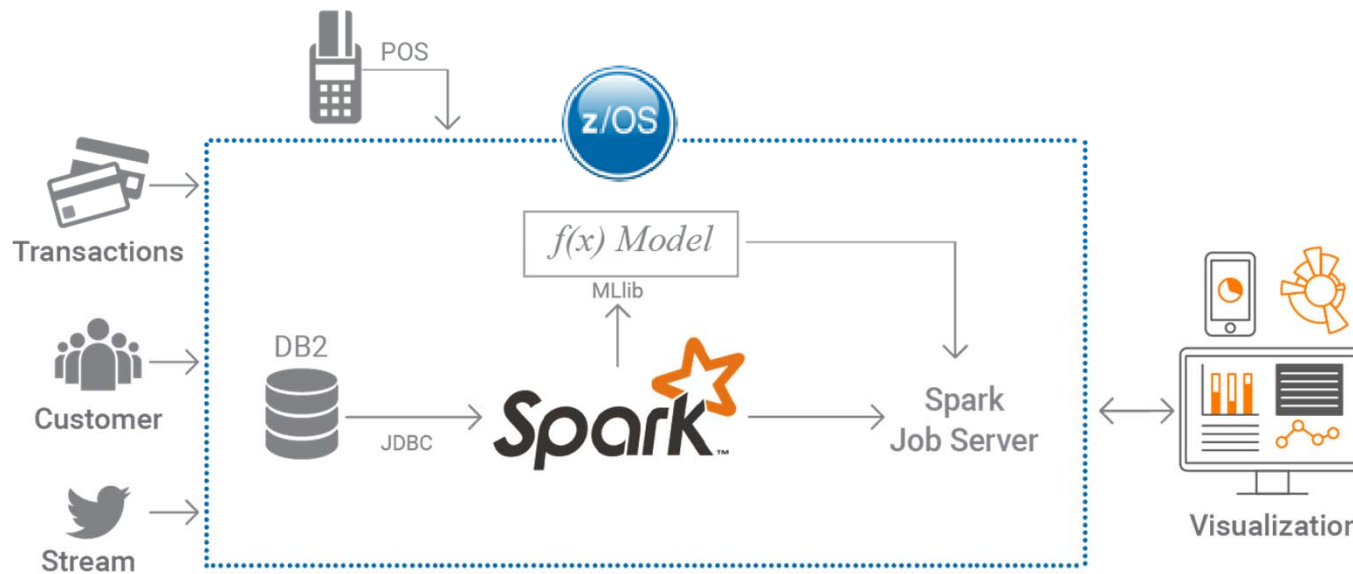


- ▶ Apache Spark on IBM z/OS.
- ▶ Leverage **z Systems** processing capabilities.
- ▶ Integration with technologies that support Advanced Analytics *i.e.* Ability to run **Spark Machine Learning (MLlib)** Models in Real Time on Mainframe.
- ▶ In-memory based analysis *i.e.* **In-Transaction Analytics, Real Time Analytics**
- ▶ Co-location of Analytics & Operations.
- ▶ Transform transaction system into an **Analytics Platform** without the tedious processes (data movement, ETL etc.)

Architecture



IBM z/OS In-Transaction Analytics Architecture



Advantages



- ▶ Minimal data movement
- ▶ Fast, in-memory, low latency analytics
- ▶ Ability to analyze big data in motion
- ▶ Proactively sense current and future business states in real-time
- ▶ Sub-second response times
- ▶ Respond to opportunities as they happen
- ▶ Fewer missed opportunities, truly operational analytics
- ▶ Increased business value and competitive advantage
- ▶ Decreased hardware costs and TOC by collocating analytics with operations

Industry Use Cases



- ▶ Banking and Financial
 - ▶ Real-time fraud detection
 - ▶ Anti-money laundering
- ▶ Retail
 - ▶ Customer churn prevention
 - ▶ Inventory turnover and Excess stock
- ▶ Health Care
 - ▶ Re-admission analytics

Thank
You!



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