

The Experts

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Resistance is futile: Do more with more (data) and cloud-based services

Have you tried to avoid mention of Big Data or cloud-based services lately? Impossible, isn't it? But maybe it's time to stop resisting and put the latest in data innovation to work for your organization.

Newsflash; although we create more data every day, storing and analyzing it remains amazingly affordable. But, where you store, analyze and manage your data can make a big difference in terms of costs, flexibility and time to delivery.

We all know the drill: You pay for a constant level of IT resources. Usually, some of those resources sit idle until your next big project, and you're left holding the bag for resources you don't use every day. Consider analytics on cloud: they provide just the right amount of resources you need at any time and help you:

- **Avoid or reduce IT costs.** On-premises, the problems you solve often depend on the resources you can afford. If an important problem requires more of anything, you might not be able to assemble what you need, especially if deadlines are short. Cloud-based resources make it easy to rent extra resources for as much or little time as needed.

- **Avoid delays.** After your onsite initiative gets started, you might not have enough computing resources. Increase the staff or scope of operations, and before you know it, you're handling more data than you can manage.

No one — business users or data specialists — wants to wait for data processing delays. With cloud-based services, they won't have to. Adding processing power requires a few clicks, and you're off to the races.

- **Data Access and sharing of data.** It is relatively easier to share your internal data, but combining it with your social media, survey and other external data adds layers of complexity. Having a data-lake on the cloud streamlines this process, if done correctly, else data lakes turn into data swamps!

Essentially, cloud-based data analytics services such as Amazon Web Services (AWS), provide complete design and test environments. In them, you can collect data, run your models and then deploy them. You can avoid the time, effort and costs of setting up a physical environment inhouse. Also, you can quickly build prototypes without worrying about version control and scalability. Once you have proven the concept, you can always build a production stack later.

An early adopter turns a test drive into a drag race

One of our clients, a large retail company, provides a good example of what you can do with all that data and cloud-based services.

Although they knew that they wanted to use data they collected to improve customer service, they were not sure where to start. Creating a Big Data analytics environment on their own wouldn't be simple. Coordinating data access and sharing across business units and finding and hiring analysts with the right skill sets were just two potential complications.

Company IT leaders viewed a webinar co-hosted by Syntelli, TIBCO and MapR. They got a high-level view of data analytics and how it could fit in their environment. Next, Syntelli data scientists helped them fully understand what Big Data analytics could mean to their company. And, Syntelli shared use cases—customer analytics, fraud detection and prevention—to show them how powerful analytics capabilities helped other companies get going and get more competitive.

High-octane fuel for competitive business performance

Next, Syntelli consultants put them behind the wheel of AWS Test Drive, a new cloud-based analytics service. The test drive gave the managers a hands-on look at what a Big Data analytics platform is and what it can do. Basically, the test drive helped them set up their own MapR clusters, play with large data sets and use Tableau Desktop and TIBCO Spotfire software to analyze, visualize and share their results.

When they completed their 8-hour trial, they knew how they could **save time, money and effort by using a cloud-based analytics platform.** Syntelli consultants still work with client company managers to create a sandbox environment with their own data. Soon, they'll share the results with other business units.

Powerful resources at your disposal

Big Data analytics systems require a complex infrastructure, and experienced data scientists which can be slow and expensive. No matter what the size of your business, Syntelli Solutions expertise will help you get there quick, at much lower risk and cost.

- **Managed Analytics as a Service — MAaaS —** from Syntelli Solutions — offers a predictable flat pricing for all of data storage, hosting and data science solutions which includes on-demand access to talented data scientists.

- **Apache Spark** is a big trend in the industry and helps with quick development due to strong support of Python, Scala and Java while offering reliability and faster in-memory processing. Combined with Hadoop, it offers unlimited scale and real-time and operational processing and decisioning.

- **Apache Drill** uses in-memory processing for lightning-fast data handling and machine learning for improved understanding of your data and of many types of unstructured and semi-structured information.

- **Tableau and Spotfire for Data Visualization:** Analyze and visualize your data in minutes to find outliers, trends, hot-spots and opportunities in your business and share internally and externally with stakeholders

- **Rapidminer** puts data to use to segment, predict next best action, and reduce churn, model risk, do sentiment analysis and more with visual drag and drop. Since it comes with pre-build models that go on top of Hadoop, data scientists and analysts get a jump start.

- **As Amazon partner,** Syntelli provides free use of Hadoop test drives. We have also worked with other cloud providers such as Microsoft Azure, Rackspace and Google Cloud.

- Syntelli can offer private solutions with our local cloud providers such as Peak10, DC74 and Data Chambers.

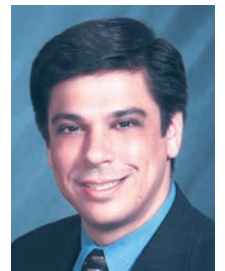
- **Syntelli Solutions offers** highly skilled and certified practitioners (100% of our team is) to deliver Big Data solutions from data strategy and architecture to Hadoop development (MapR, Hortonworks, Cloudera), Spark development and Data Science & Analytics (RapidMiner, R, Spotfire, Tableau).

Interested in trying out the Syntelli Solutions Big Data Test Drive or in learning more about Syntelli Solutions services? Visit <http://syntelli.com>, or contact us directly at 1-877-SYNELLI. Email our President, Frank at Frank.Boncimino@Syntelli.com or our CTO at Shikha.Kashyap@syntelli.com. Want to meet with us, we are at 13925 Ballantyne Corporate Place, Suite 260, Charlotte, NC 28277.

FRANK BONCIMINO

**President
Syntelli Solutions Inc.**

The 25-year career of Syntelli Solutions President, Frank Boncimino, has been all information technology all the time. Frank started his career in technology consulting services at Ernst & Whinney and then became a partner at Ernst & Young (which became CapGemini Ernst & Young). He then served as CIO of Time Warner Cable for 11 years.



Frank brings a proven track record to Syntelli. He's known as a specialist in designing and executing IT strategies focused on growing businesses. His experience focuses on enhancing the customer experience and simplifying automated business processes.

He's also recognized for large-scale business transformations, big data solutions and application portfolio rationalization, which have business impacts worth millions of dollars.

He is passionate about using big data as a strategic tool that makes businesses more competitive. His mantra: "Data-driven companies will win the fight for a bigger market share."

SHIKHA KASHYAP

**Chief Technology Officer
Syntelli Solutions Inc.**

Shikha Kashyap is our solutions architecture powerhouse, our go-to expert. She knows that keeping big data solutions simple will help ensure successful deployments. And, her belief in and use of agile methods help us build high-value deliverables with fast times to market and proven results.



To start, Shikha has two decades' experience delivering advanced IT solutions. She started at Syntelli in 2005 on our Day 1. She's always focused on data transformation warehousing, and her experience has grown with the big data industry, long before anyone called it big data. From proofs of concept to full deployment of Hadoop and visualizations platforms, Shikha helps lead the industry by creating reference designs that consistently deliver successful results. She's also helped Syntelli provide managed analytics services and end-to-end, big data infrastructure solutions.