



# Discovering the Value of Big Data in Today's Modern Enterprise

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# Discovering the Value of Big Data in Today's Modern Enterprise

BY: VALENTYN KROPOV, SENIOR SOLUTIONS ARCHITECT, SOFTSERVE

## Big Data in Today's Modern Enterprises

Big Data initiatives are rapidly evolving in today's modern enterprises. There are a variety of different business intelligence technologies to be utilized by your organization, but the question remains, are you capitalizing on your current employee skill sets as well as uncovering business value from silos of enterprise data?

Not but a few years ago, enterprise organizations had to be convinced that big data was a real world problem worth investing in. Here in 2016, 63% of those enterprises already consider big data & analytics initiatives a necessity in order to remain competitive\*. If you are still integrating big data practices into your organization or have a fragmented approach to making big data & analytics a part of your business intelligence program, there are two different approaches to consider what would work best to achieve your objectives: a top-down or bottom-up approach. Let's take a look which approach might make sense for your organization.

in 2016

63%

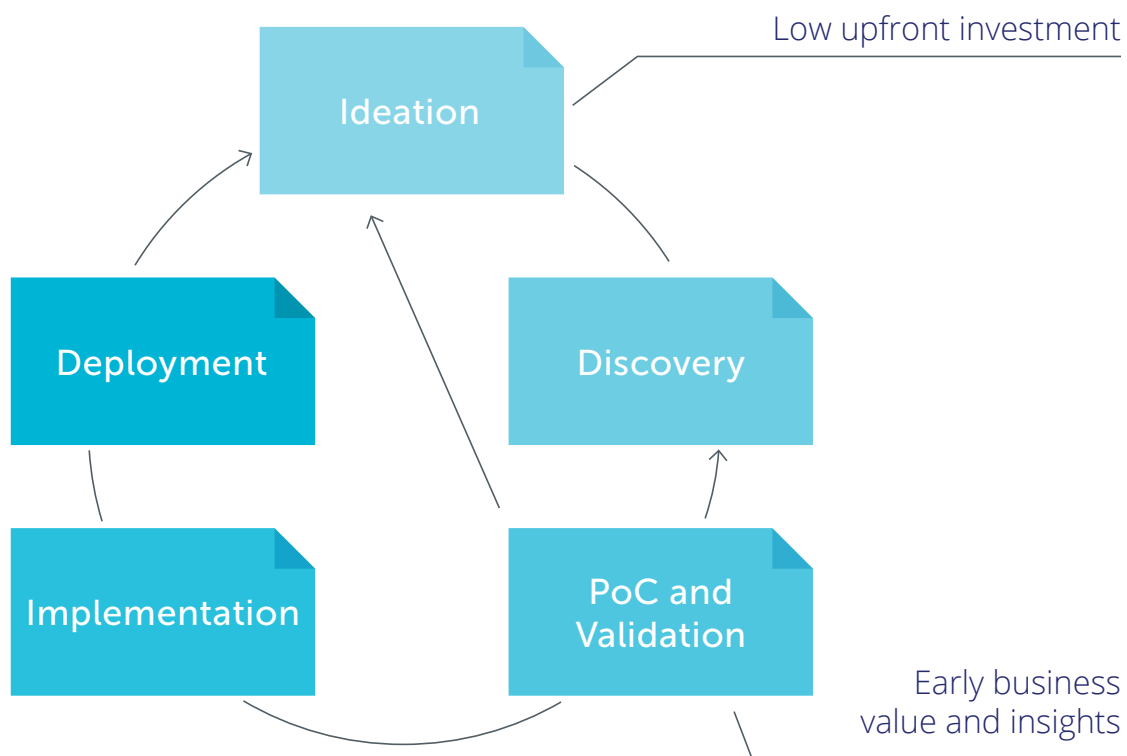
of those enterprises already consider big data & analytics initiatives a necessity in order to remain competitive\*

\*2016 SoftServe Business Intelligence Snapshot Report

## Looking at Your Organization from the Top

The true benefit to Big Data programs is what you are able to do with this vast amount of data. Organizations who do not have the resources with the proper skill set can find themselves unable to fully utilize the immense value held within the data. You can take a top-down look at your organization by starting with an “ideation and discovery” framework.

Ideation brings together all of the stakeholders and allows them to generate any ideas that introduce new scenarios on the organization’s data or business data workflow. Anything contributed during this session should alleviate a data user’s painpoint and makes it easier for them to manipulate data and add meaningful value to the business.



Once you've gathered the most innovative and beneficial concepts that would support your organization, then you should move on to the discovery phase. The discovery phase is meant to help you explore what business value lies behind that idea and truly assess the feasibility of implementing it in your environment. Assessing the feasibility also includes examining if you have any gaps in your current infrastructure, identifying key data sources or any other key components of putting your concepts from the ideation phase into action.

When all stakeholders have agreed on the plan of action that derives the most business value, then proceed with validating, implementing and deploying it, securing additional resources as necessary to maximize your skill sets.

## Assessing Your Big Data Foundation

After looking at your organization, you may decide that your Big Data systems are more in need of a refresh instead of an entire overhaul. This is when taking a look at the foundation, or a bottom-up approach, is truly most favorable. Big Data stakeholders taking a bottom-up approach should start by taking an assessment of their legacy solutions and their practices that they'd like to improve and optimize. Elements of the top-down approach can be incorporated here, but the core focus is on the systems already in place and not creating new systems to solve the challenge of deriving value from Big Data sets.

The key differences here between the bottom-up and top-down approaches are that with this foundational approach the focus is on systems and functions while the top-down approach focuses on users and their respective skill sets.

### Bottom-up approach



systems and  
functions

### Top-down approach



users and  
their skill sets



## Building on the Fundamentals of Business Analytics

The success of a Big Data program is contingent upon the foundation of a strong business analytics program. The user-centric approach behind the top-down methodology of extracting value from your Big Data systems lends itself to naturally elevating your organization's business intelligence level from simply beyond just data. However, sometimes these approaches can be difficult to navigate internally.

External experts, like SoftServe, may be helpful to provide third party perspective and guide your organization through ideation and discovery sessions, conducting proof of concept and validation, as well as conduct interviews with group stakeholders. They also provide a variety of best practices learned from other clients that can be applied to your organization to save you time and cost.



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## Conclusion

Regardless of the approach you take when looking at your Big Data systems, it is imperative to have a program in place to ensure that you are retaining maximum value from the incredible amount of data that you secure to keep pace with the production of today's emerging technologies. With machine learning, artificial intelligence and data sciences all making tremendous progress in market adoption, your organization must have a plan in place to process the data you have today and for tomorrow. If you do not currently have the proper skill set employed to implement the systems you need, strongly consider bringing in a third party to assist with the ideation and discovery phase and implement the solutions needed.

At SoftServe, we have helped hundreds of companies in different industry domains and established a practice to collect case studies and analyze what works the best and occasionally, what does not work (which can often prove to be most valuable). This aggregated knowledge helps our clients avoid unnecessary pitfalls and take advantage of over 23 years of accumulated best practices gathered from some of the world's largest organizations.

# Big Data and Business Analytics Offering

At SoftServe, we're committed to helping our customers find new opportunities and deep insight from the mountains of data generated by processes (e.g. machines, social networks, and smart devices) embedded in daily life.

Our Big Data team is one of the largest specialized in-house software engineering teams in Eastern Europe and has extensive expertise in design and implementation, as well as certifications in multiple data warehousing, Hadoop and BI technologies.

## About SoftServe

SoftServe is a leading technology solutions company specializing in software development and consultancy services. Since 1993, we've been partnering with organizations from startups to large enterprises to help them accelerate growth and innovation, transform operational efficiency, and deliver new products to market. To achieve this, we've built a strong team of the brightest, most inquiring minds in the industry, and we form close, collaborative relationships with our clients so we can really understand their needs and deliver intuitive software that exceeds their expectations. Our experience stretches from Big Data/Analytics, Cloud, Security and UX Design to the Internet of Things, Digital Health and Digital Transformation, we have offices across the globe and development centers across Eastern Europe. For more information, please visit **[www.softserveinc.com](http://www.softserveinc.com)**.

### USA HQ

Toll Free: 866-687-3588

Tel: +1-512-516-8880

### Ukraine HQ

Tel: +380-32-240-9090

### Bulgaria

Tel: +359-2-902-3760

### Germany

Tel: +49-69-2602-5857

### Netherlands

Tel: +31-20-262-33-23

### Poland

Tel: +48-71-382-2800

### UK

Tel: +44-207-544-8414

### EMAIL

[info@softserveinc.com](mailto:info@softserveinc.com)

### WEBSITE:

[www.softserveinc.com](http://www.softserveinc.com)