What value does your organization place on creating change? How much does it cost your company to “do nothing” while your competitors are all embracing their big data to drive innovative strategies, reach new customers and markets and lower operational and capital expenditures?

Big data has the potential to create big results. What if you could harness your big data to deliver the type of value realized by these organizations?

• A leading energy company added $100 million per year in well revenue via better well re-completion analytics using big data
• A large credit card company prevented close to $2 billion in potential losses through better fraud analytics on their big data
• An online gaming company fueled a 3,000 percent revenue growth in three years by using behavioral analytics to enhance their games and user experience
• A major telecommunications company is saving over $150 million annually through predictive maintenance analytics on their network equipment
• A large financial institution reduced customer churn by 50 percent by finding behavioral patterns of customers that led to customers leaving the firm

Through 2018, 90 percent of deployed data lakes will be useless as they are overwhelmed with information assets captured for uncertain use cases.

– Gartner Strategic Planning Assumption, August 2015
Big data can be a competitive weapon and agent of change for your organization.

The shortest path to gaining business value from your big data is through analytics. Without analytics, the large volume of data you’ve stockpiled is worthless.

The Datameer Use Case Discovery Workshop is the vehicle to generate real business results from your big data analytics. This workshop will align your big data analytics efforts with business needs and start generating real value from your stockpile of big data.

Datameer’s Success With Big Data Analytics

Datameer has helped companies large and small succeed with their big data efforts including: American Airlines, American Express, Citi, Comcast, Priceline.com, Sears and Sprint. We’ve learned the formula to big data success contains two key properties:

• Alignment and collaboration between the lines of business, the analytic team and IT professionals
• A clearly defined set of business use cases the big data analytics will support and enable

It’s not simply about the lines of communication between the business, the IT and the analysis teams. All the key roles — line of business executives, business analysts and IT professionals — need to be aligned on their objectives and key results.

It’s important to identify the business sponsors and the details of the specific use cases. A part of close-knit collaboration is having a shared view of the key questions being answered, a clearly defined set of KPIs and a demonstrable ROI.
Datameer Use Case Discovery

The Datameer Use Case Discovery Workshop is designed to help you align your teams, create closer collaboration, identify key business use cases and ascertain the details of these use cases. This half-day workshop employs a unique process to help you:

- **Discover** – the workshop gamifies group-based discovery to identify the key use cases and align the teams.
- **Define** – the session will help define the key personas for the use cases and the critical barriers to implementation.
- **Deliver** – the workshop delivers results by identifying the top business use cases, the critical implementation requirements and the value the business will see over time (ROI).

In the first part of the session, the team will break into multiple cross-functional groups to identify as many use cases as possible. The teams will then use a worksheet to measure the requirements and barriers, and stack rank the different use cases.

Each use case will be tied to ROI based on the value it brings to the business over time – operational efficiency, revenue gains, reduction in customer churn and more. This will also create a maturity model for future use cases uncovered by the business. The result will be a complete set of scorecards on each of your business use cases, helping you prioritize your efforts and align your teams.
On the Path to Success

Use case discovery will put your organization on the proper road to a winning big data journey. It’s the first step in your big data journey and will lead to Proof-of-Concepts (POCs) and successful implementation of defined business use cases, returning real value to the business.

From there the journey continues, repeating the POC and successful delivery cycle to deliver more use cases. Over time, your organization will mature and produce many more critical use cases to various parts of the business. This maturity will lead to many benefits, including tremendous monetary value, and evolve your business into a data-driven organization.