From data to information:
IBM Big Data solutions in practice

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Clementine Consulting

- SPSS Hungary Ltd. from 2005
  - distribution and technical support of SPSS softwares
- Clementine Consulting from 2009
  - IBM acquisition of SPSS Inc.
  - Enriching IBM portfolio
  - IBM Premier Business and Support Partner :
    - Business Partner of the Year 2012
    - Best Performing IBM Predictive Analytics Partner in Central and Eastern Europe 2012

Some of our clients

Banks:

Insurers:

Telcos:

Public utilities:

Market Research:

Government:

Media:

Universities, research institutes :

Pharma:

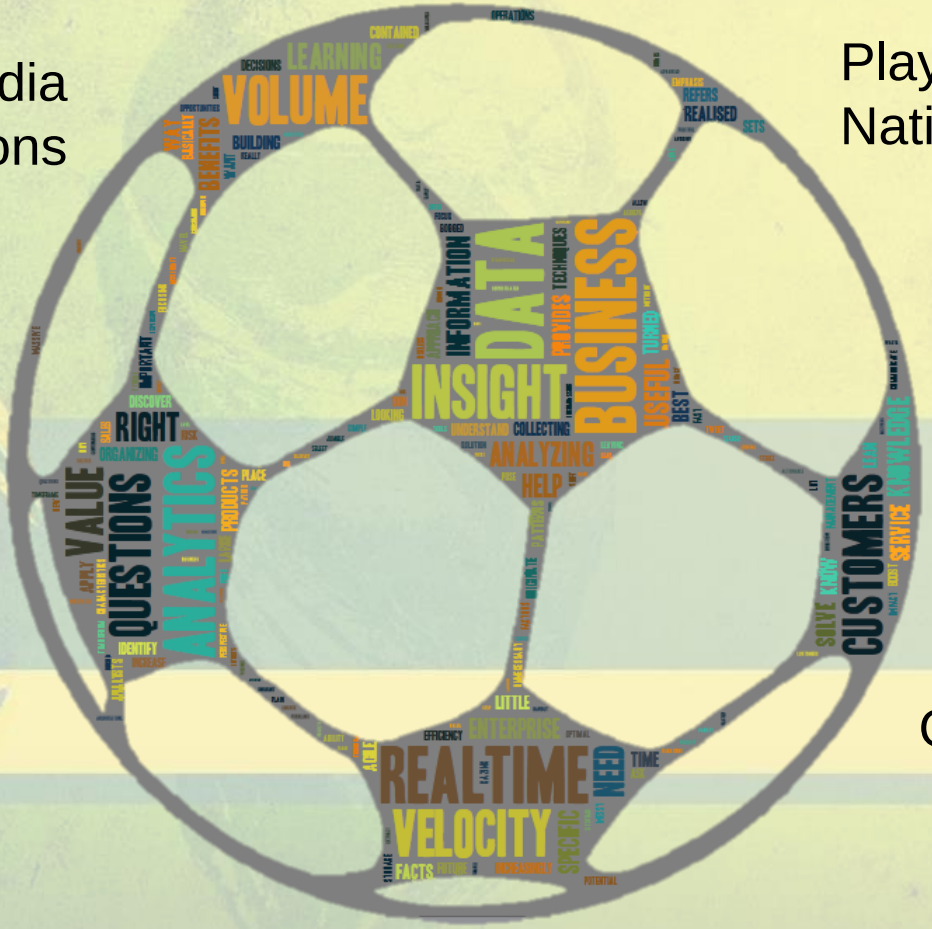
FMCG:

Consulting:

FIFA World Cup 2014 in 1 day

Social Media
Opinions

News
(e.g. Injuries)



Players
Nations

Previous statistics
Game history
Player history

Groups

Odds

Fast decisions, big money

Let's get down to business!

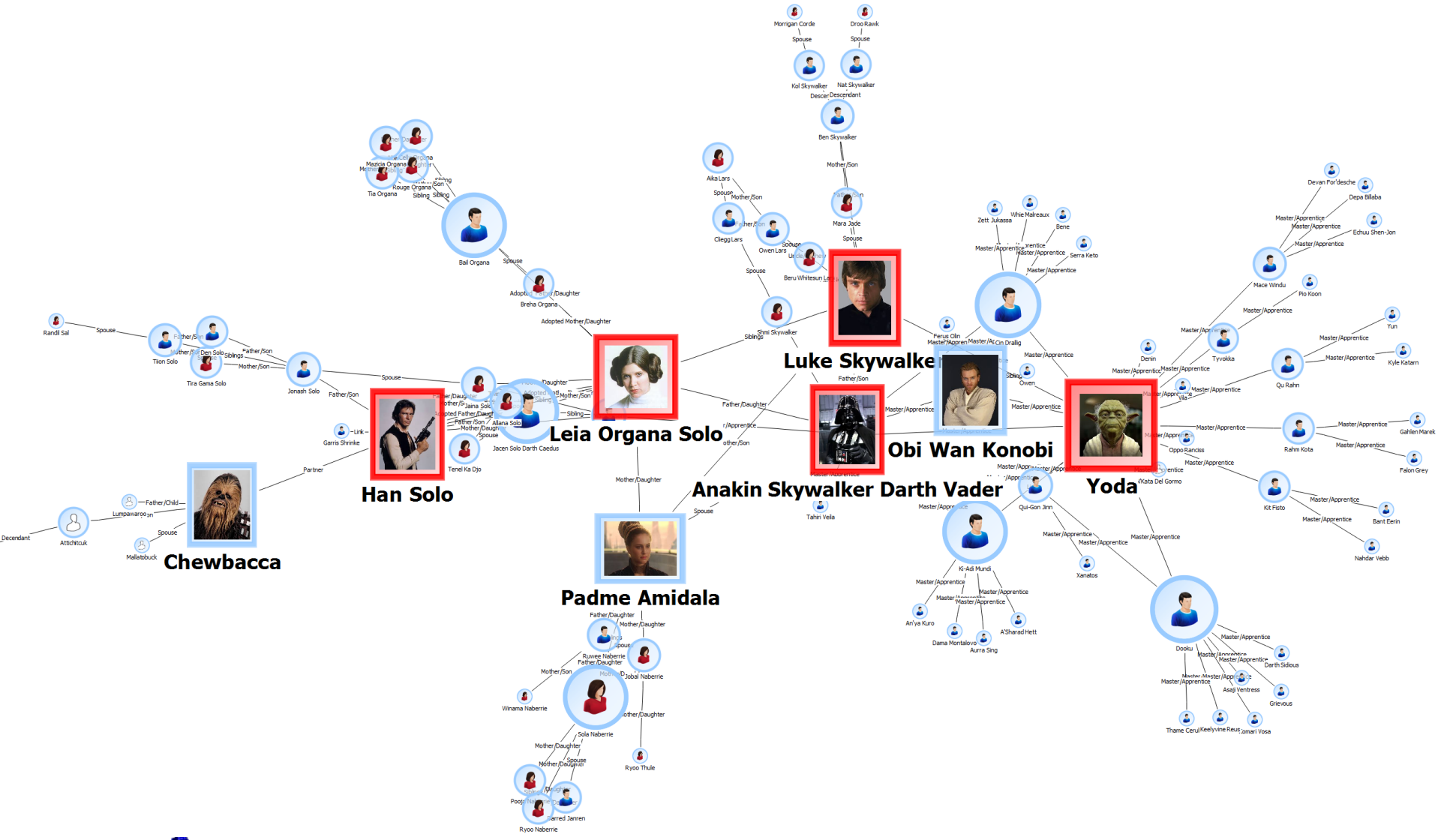
3 aspects – 3 examples

- Visualisation – IBM i2 -- Telco

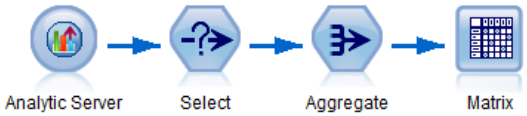
- Technology – IBM SPSS Modeler -- Marketing

- Complex employment – diverse softwares -- Contact Centers

Example 1: Visualizing network data



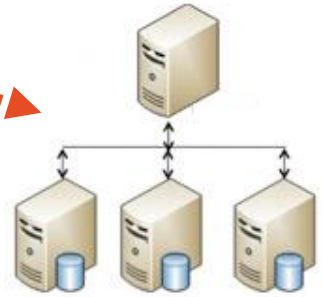
Analysis with Analytic Server




```
SET DEFAULT_PARALLEL 20;
A = LOAD 'myfile.txt' USING PigStorage() AS (t, u, v);
B = GROUP A BY t;
C = FOREACH B GENERATE group, COUNT(A.t) as mycount;
D = ORDER C BY mycount;
STORE D INTO 'mysortedcount' USING PigStorage();
```

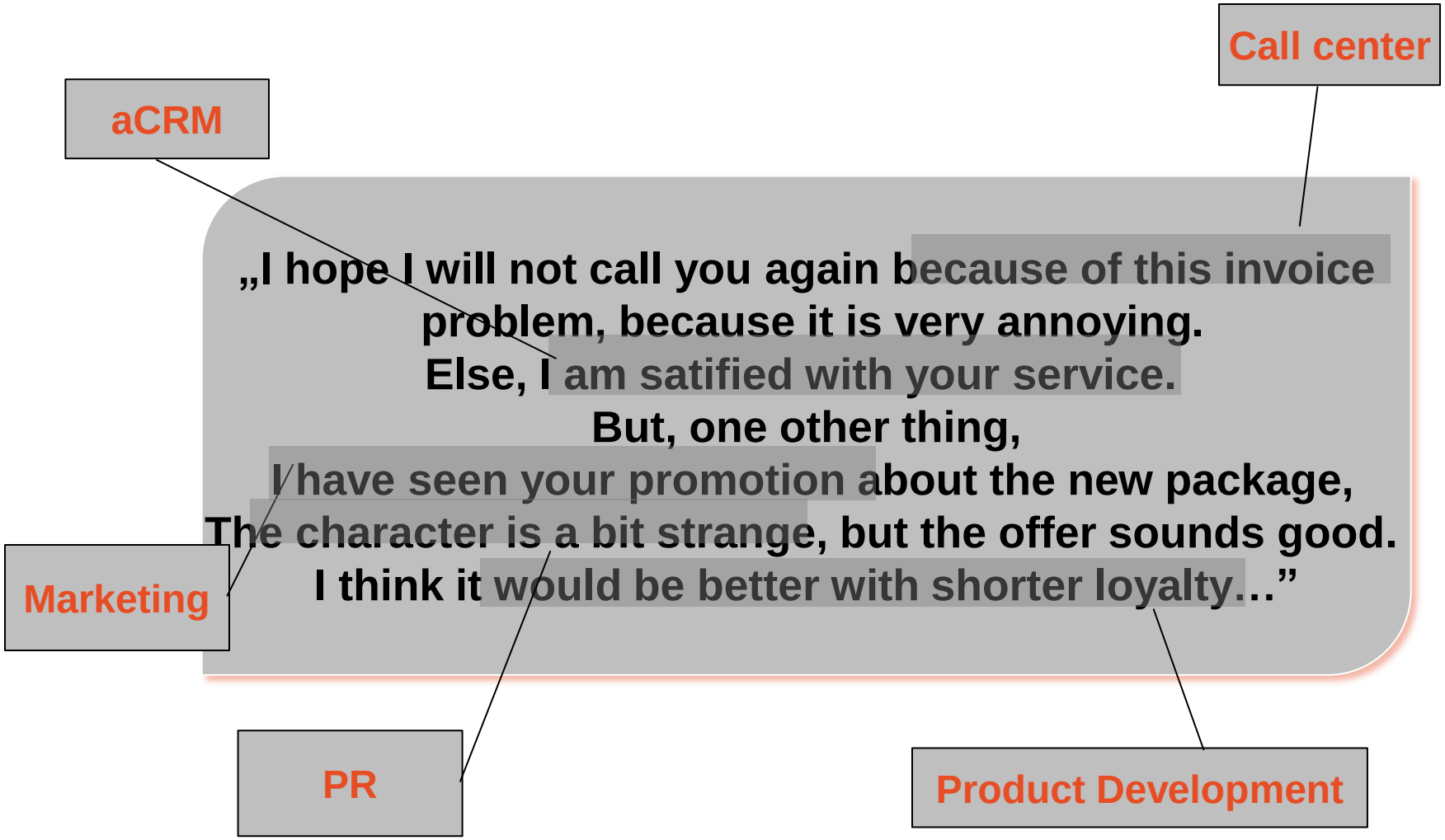
Modeler

Analytic Server



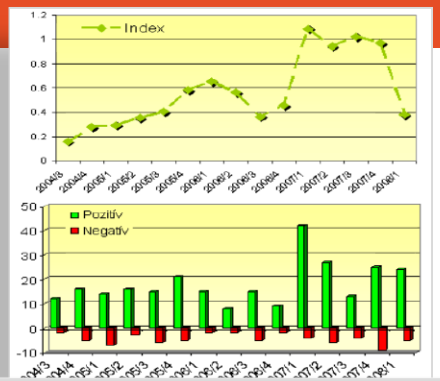
Hadoop

Example 3: Let's have a listen to the voice of the customer!



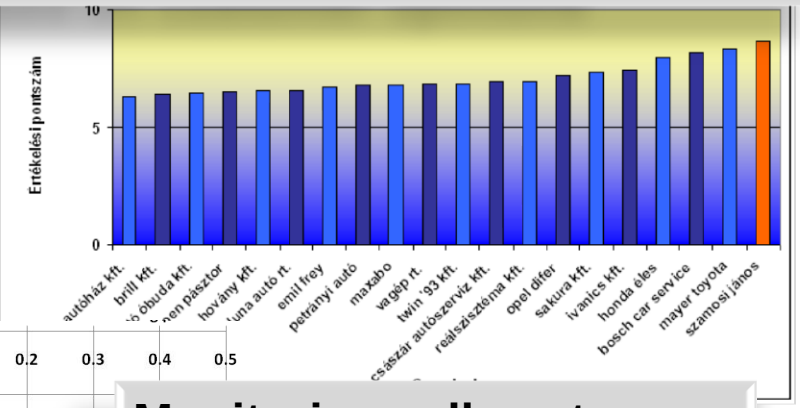
Business solutions in text mining

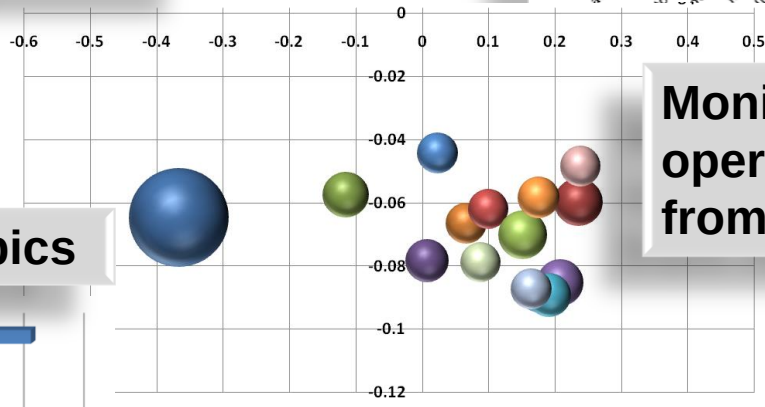
Elementine consulting



Opinion monitoring

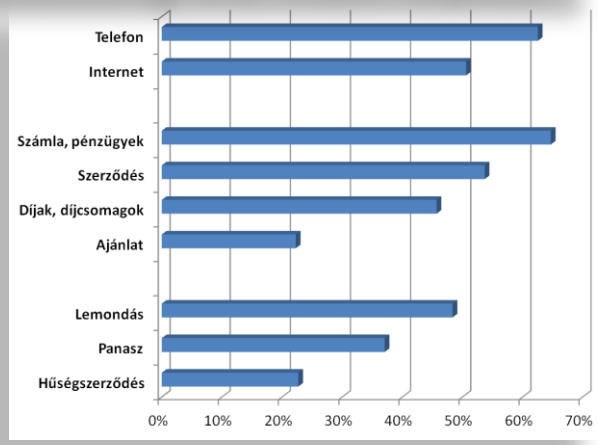
Complex ranking of companies based on customer opinions

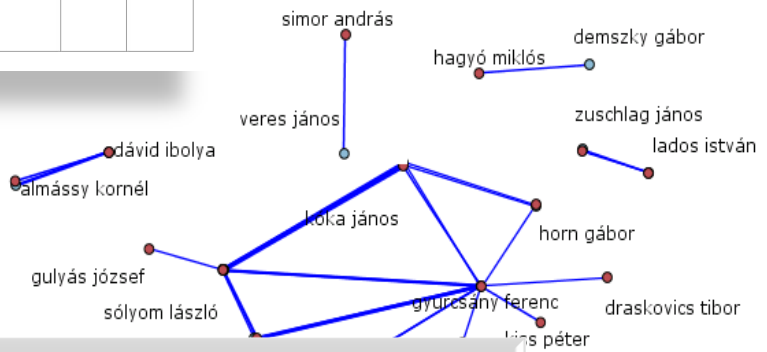




Monitoring call center operator performance from recordings

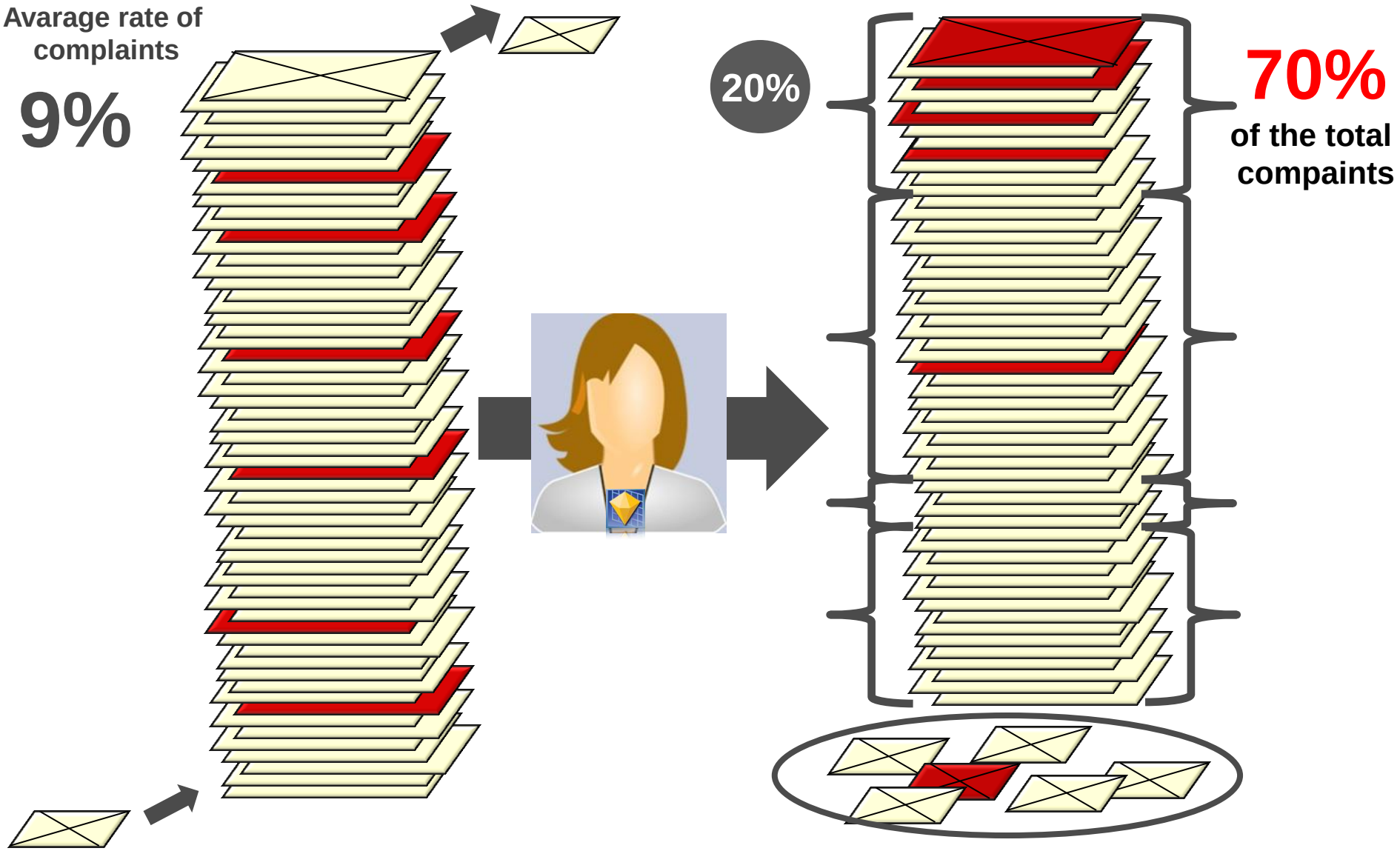
Detecting the main topics





Analyzing relationships

Real-time categorization of emails



Summary

- Robust technologies to handle Big Data problems
- Integration wiht popular Big Data standards
- Several cases studies from Hungarian and foreign practice