

From data to information: IBM Big Data solutions in practice

Csilla Balogi
csbalogi@clementine.hu

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- 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:



Government:



BELÜGYMINISZTERIUM



Magyar Turizmus Zrt.



ORSZÁGOS FOGLALKOZTATÁSI KÖZHASZNÚ NONPROFIT KFT.



Public utilities:



Market Research:



Media:



Universities, research institutes :



Pharma:



FMCG:



Consulting:



FIFA World Cup 2014 in 1 day

Social Media
Opinions

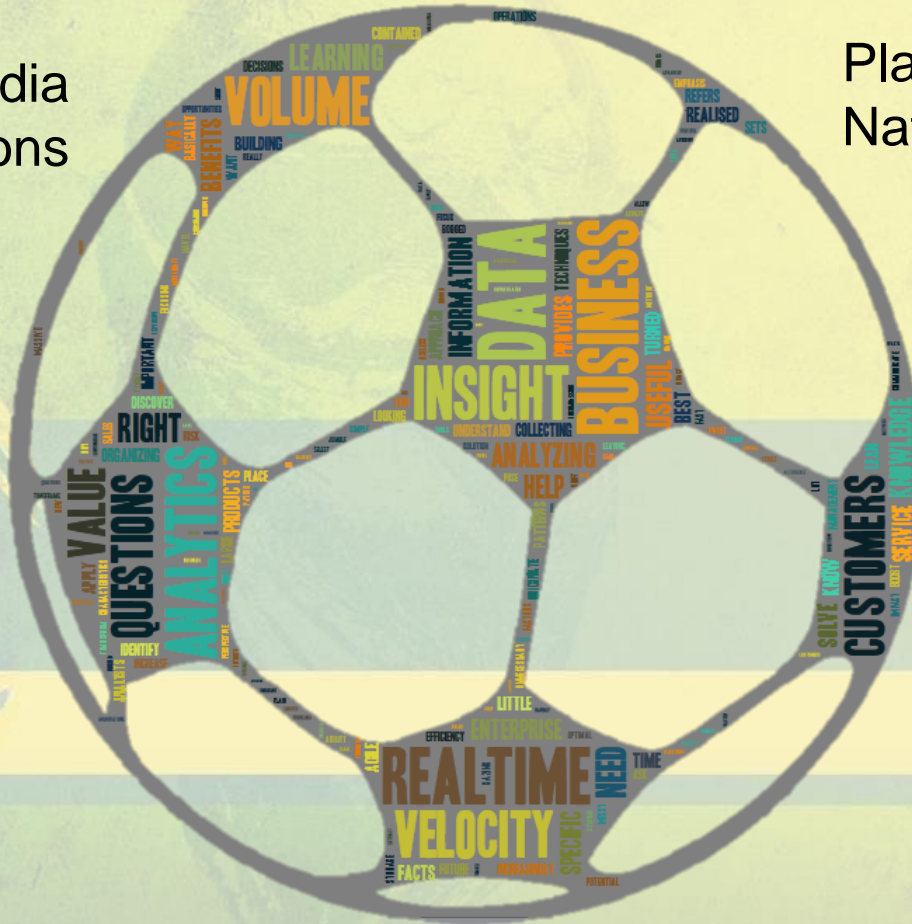
News
(e.g. Injuries)

Players
Nations

Previous statistics
Game history
Player history

Groups

Odds **BRASIL**



Fast decisions, big money

Let's get down to business!



3 aspects – 3 examples

- Visualisation – IBM i2 -- Telco



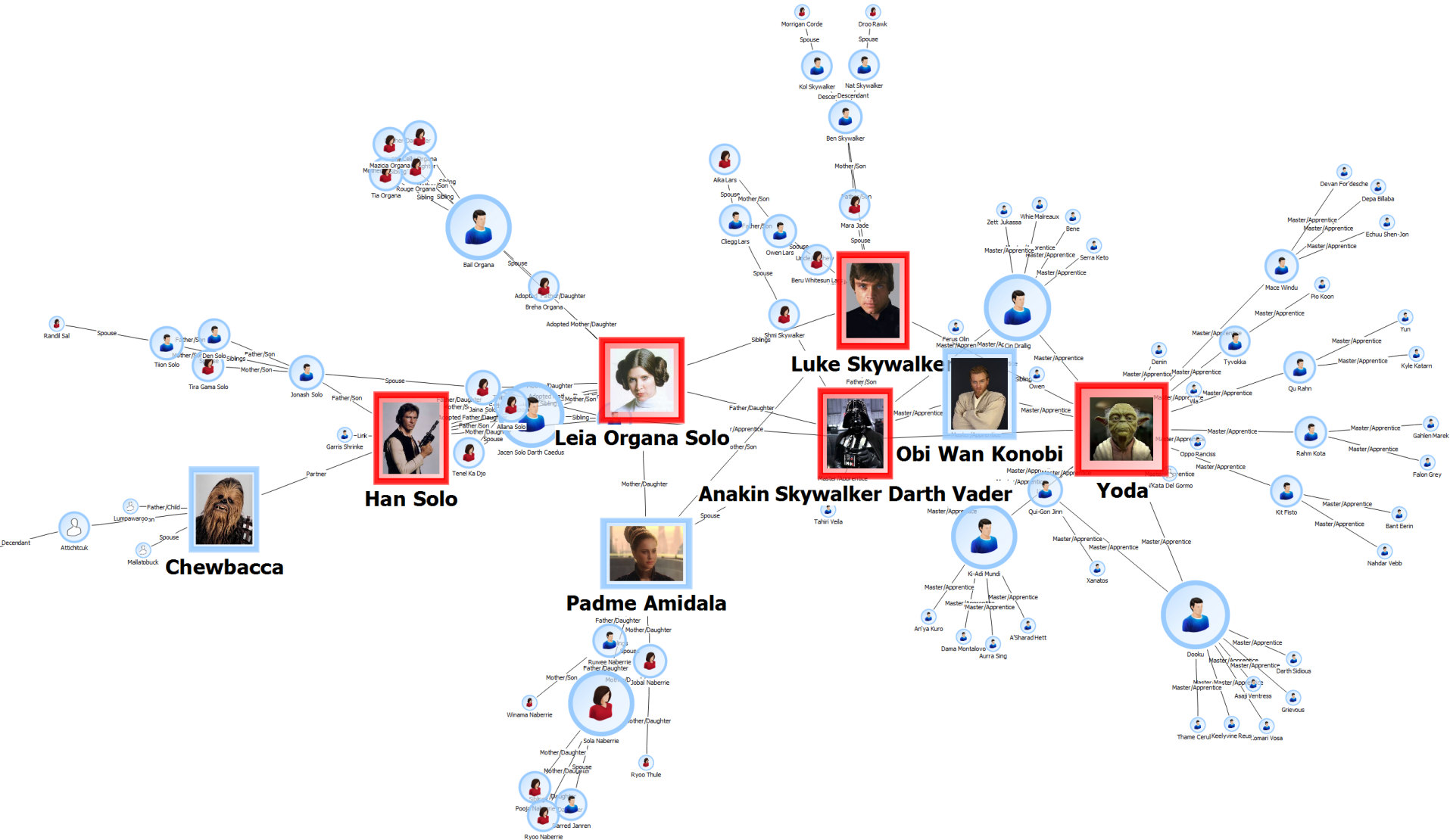
- Technology – IBM SPSS Modeler -- Marketing



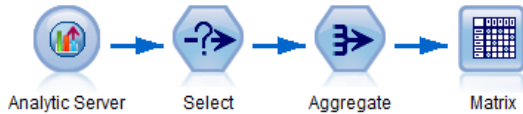
- Complex employment – diverse softwares --
Contact Centers



Example 1: Visualizing network data

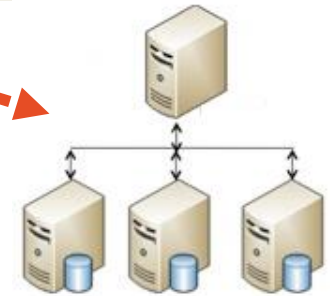
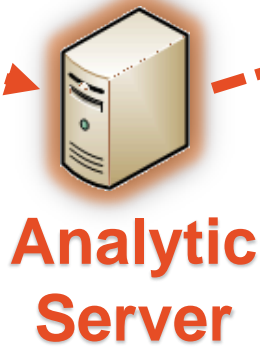


Analysis with Analytic Server

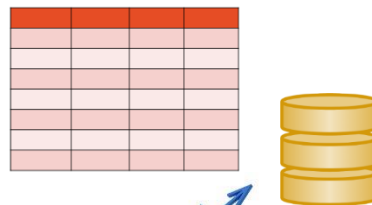


```
SET DEFAULT_PARALLEL 20;  
A = LOAD 'myfile.txt' USING PigStorage() AS (t, u, v);  
B = GROUP A BY t;  
C = FOREACH B GENERATE group, COUNT(A.t) as mycount;  
D = ORDER C BY mycount;  
STORE D INTO 'mysortedcount' USING PigStorage();
```

Modeler



Hadoop



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

Call center

aCRM

„I hope I will not call you again because of this invoice problem, because it is very annoying. Else, I am satisfied with your service.

But, one other thing,

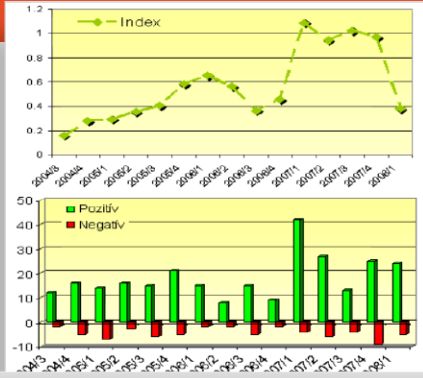
I have seen your promotion about the new package, The character is a bit strange, but the offer sounds good. I think it would be better with shorter loyalty...”

Marketing

PR

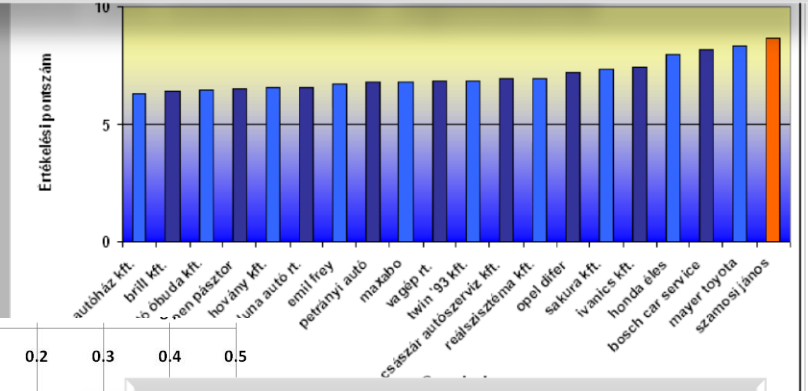
Product Development

Business solutions in text mining

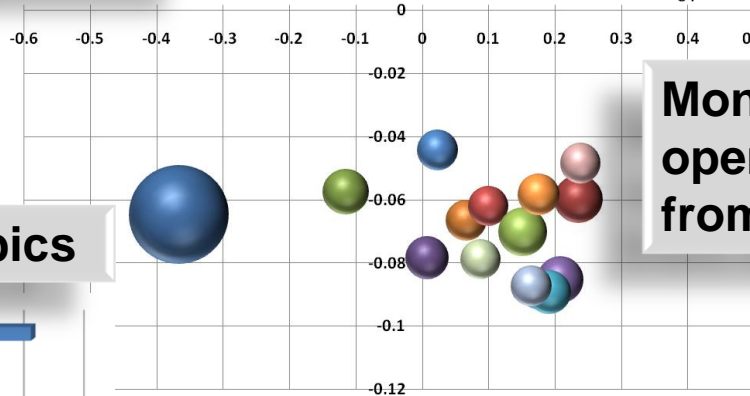


Opinion monitoring

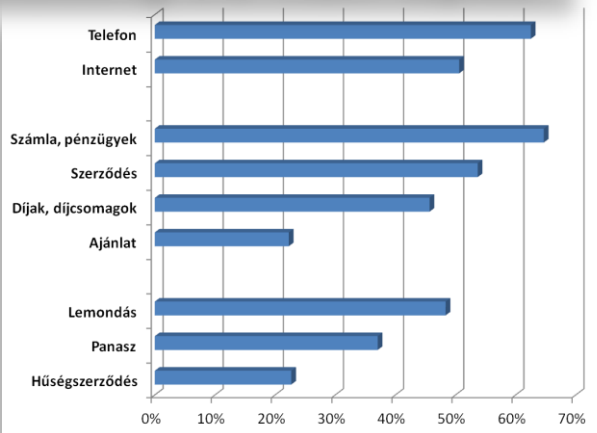
Complex ranking of companies based on customer opinions



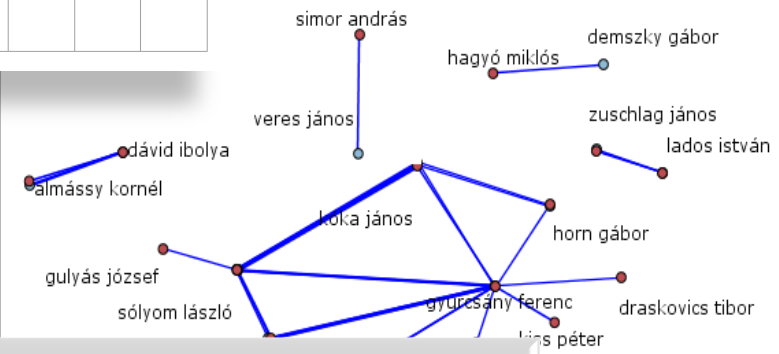
Monitoring call center operator performance from recordings



Detecting the main topics



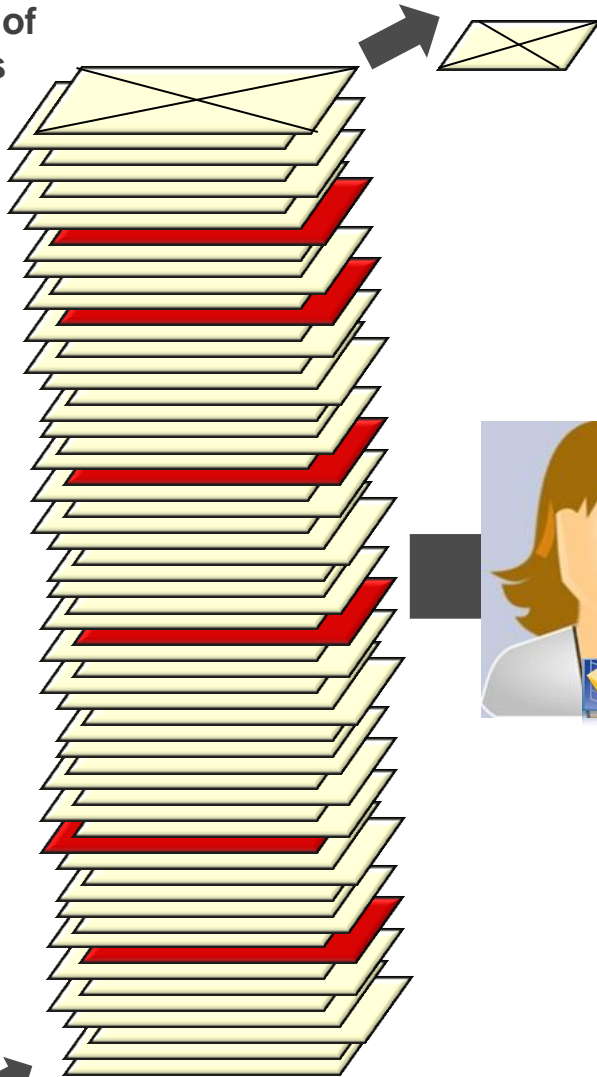
Analyzing relationships



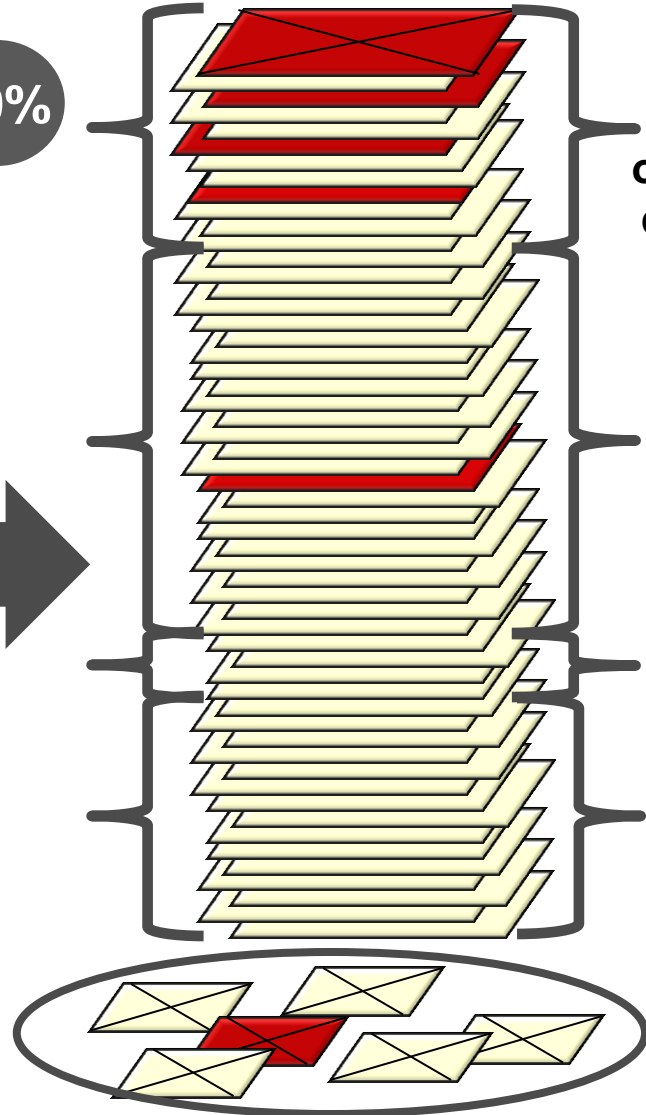
Real-time categorization of emails

Average rate of
complaints

9%



20%



70%
of the total
complaints

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