

# **Integrating BIG Data with Business**

InfoSphere Data Explorer

Trevor Tucker, Northeast Europe Lead

Big Data

Information Management

Software Group



# Data is the new oil.... But to strike gold you need to explore & mine first



“I can’t find the right answers fast enough to support my customers.”



“Innovation is falling short as I am unable to see the full research picture.”



“I can’t unlock the value in my data to drive economic value to my business.”



“I don’t know what I don’t know – where is my business exposed?”



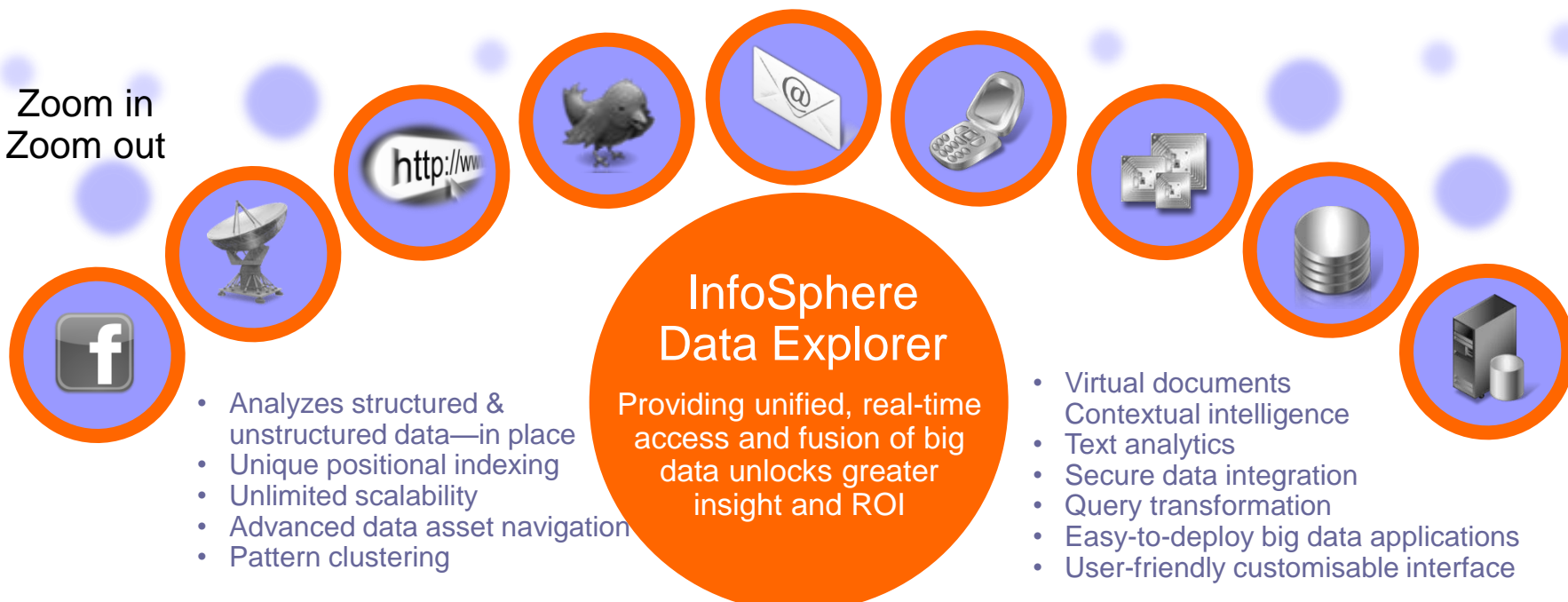
“I am monitoring all angles – yet I can’t connect the dots.”



# Solving #1 challenge customers face in Big Data: Unlocking value of info via single UI in real-time



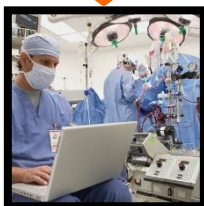
Zoom in  
Zoom out



Improve customer service & reduce call times



Increase productivity & leverage past work increasing speed to market



Analyze customer analytics & data to unlock true customer value



Identify areas of information risk & ensure data compliance



Create unified view of ALL information for real-time monitoring



# Primary Data Explorer Usage Scenarios



## Big Data Exploration Applications

Fast access (pull) of structured, unstructured, internal & external info for:

- Knowledge workers
- R&D professionals
- Executives
- General Workers
- General users



## Enhanced 360° View Applications

Targeted information delivery (push) for a complete view of all key data facets (customer, product, partner, service etc) for:

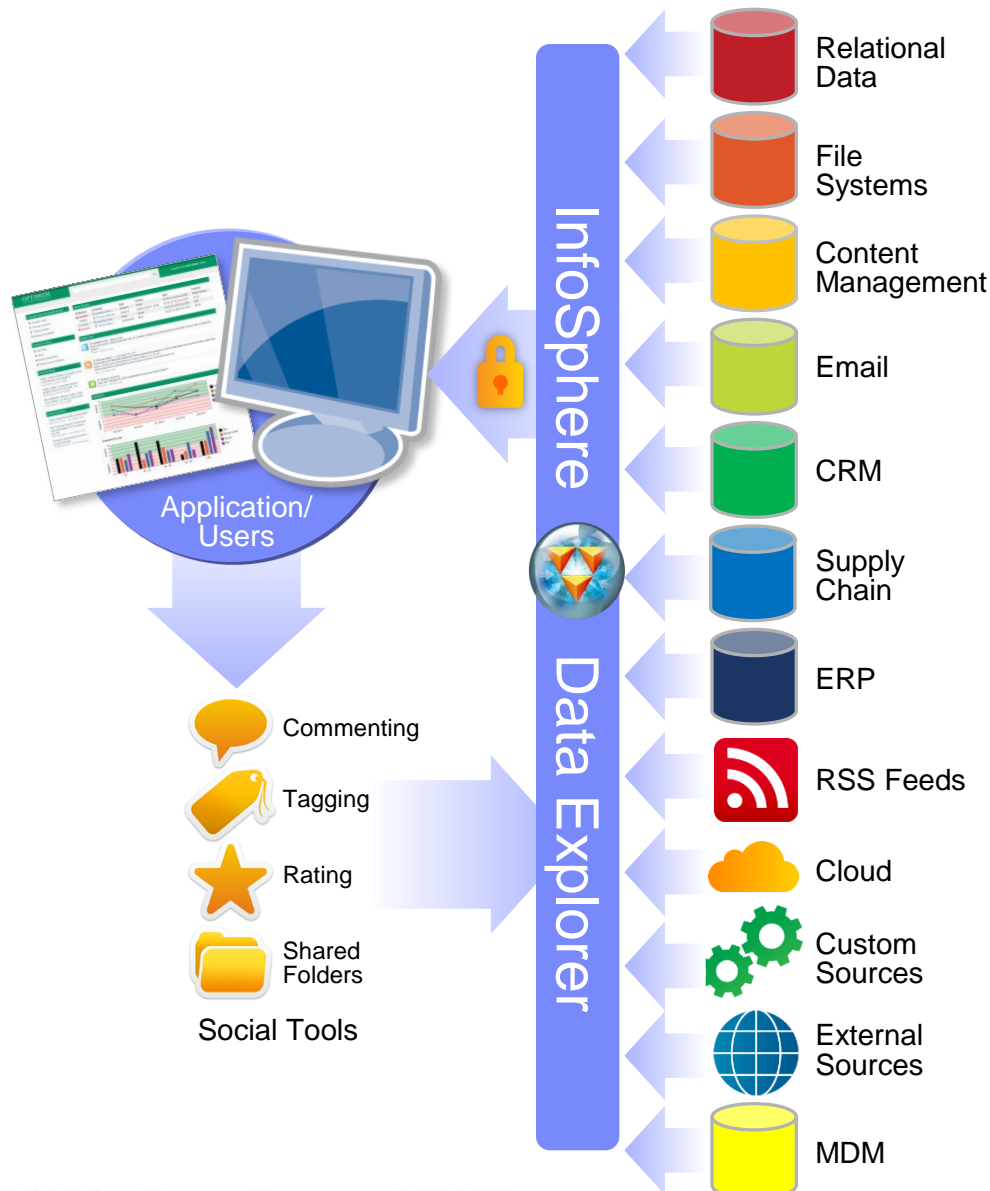
- Customer service
- R&D
- Supply Chain

## Data Explorer Engine

## Data Explorer Application Builder



# Big Data Exploration



- **Leaves data in place** creating a “virtual” single repository fusing structured, unstructured & federated data, accessible via a single UI for exploration & discovery
- **Secure & granular access** to all applications & data stores so users can only see & navigate info for which they are authorized
- **Tag, comment, organize & rate content** to enhance navigation & discovery results for other users through high relevancy
- **Rich text analytics**, incl. dynamic clustering, categorization, entity & metadata extraction
- **Ingest industry & domain-specific taxonomies** and ontologies
- **Scale to trillions of records**, leveraging an efficient index infrastructure with enterprise-class features
- **Adaptor toolkit** is provided to integrate systems that are not supported off-the-shelf
- **World class federation engine** to search 3<sup>rd</sup> party source indexes

# Big Data Exploration



[Live link here](#)

All Lotus Notes SharePoint Documentum Employees Trade Publications Desktop

Sort by: Date Relevance

Search: collaboration

Your query has been expanded. [Show Expansions](#)

Results 1-10 of about 449 [Details](#)

## Topic Clusters

Top 192 Results **remix**

- Portals, Content & Collaboration (16)
- Marketing (28)
- Mktgstrategiesig, Teambuilding Exercises (12)
- Social (16)
- Speaking, Proposal (8)
- Content Management (21)
- Vivisimo (11)
- Overview (14)
- Communications (15)
- Tech Choices (25)

[more](#) | [all](#)

## Refinements

- Category
  - Management (141)
  - Microsoft (105)
  - Mobile (55)
  - Windows (51)
  - Review (32)
  - Not Classified (24)
  - Rolling (8)
  - Idg News Service (5)
  - Rolling Review (5)
  - C.g. Lynch (4)

- Folder
  - Mobile (8)
  - Sales Education (6)
  - Analyst (5)
  - Competitor (5)
  - Velocity 6.0 Research (5)
  - BI (3)
  - Collaboration (2)
  - Social Tagging (2)
  - BI (1)
  - Events (1)

0 documents selected. [Actions](#)  Select/deselect all on this page

## Employees



### Stacy Monarko

**Department:** Pittsburgh, PA  
**Title:** Director of Product Management  
**Extension:** 971  
**Email:** S.Monarko@vivisimo.com

### Top Tags

[collaboration](#) (10), [competitors](#) (7), [social tagging](#) (4), [analysts](#) (4), [social networking](#) (4)

- [Confirmation Package for the Gartner Portals, Content & Collaboration Summit](#) [new window](#) [preview](#)

Fri, 9 Feb 2007 13:47:55 -0400 | **From:** [Gartner Events](#) | **To:** [monarko@vivisimo.com](#)

Gartner Portals, Content & Collaboration Summit CONFIRMATION PACKAGE Dear Stacy Monarko: Thank you for your registration to the Gartner Portals, Content & Collaboration Summit at the Hyatt Regency Grand Cypress in Orlando, FL . I have enclosed ... PACKAGE Dear Attendee: Thank you for your registration to the Gartner Portals, Content & Collaboration at the Hyatt Regency Grand Cypress in Orlando, FL. I have enclosed the ...

[+ add new comment](#)

**My Tags:** [Tradeshaw](#) [Gartner](#) [PCC](#) [add/edit tags](#)

**In Marketing:** [Analyst](#) [Mobile](#)

**In Vivisimo:** [BI](#) [Competitor](#) [Security](#)

200K - Lotus Notes - **Rate result:** ☆☆☆☆☆ - [ignore](#)

- [RE: Portals, Collaboration & Content Conference brochure deadline](#) [new window](#) [preview](#)

Fri, 30 Jun 2006 10:43:01 -0400 | **From:** [Kevin Scola](#) | **To:** [Stacy Monarko](#)

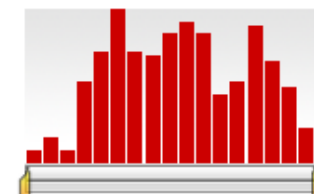
... Boston and in the Spring of 2007 to meet with many more portal, **collaboration** & content management decision-makers like these! Contact Mark Wallace, Vice President of Sales ... Schedule Portals, **Collaboration** and Content Management Conference Hotel Intercontinental, Boston, MA Tuesday, November 7, 2006 8:00 - 8:50 am Registration and Continental Breakfast - Lower Grande Hall 9:00am - 12:00pm ...

[+ add new comment](#)

**My Tags:** [add/edit tags](#)

## Graphical Refinements

### Date



Selected: 6/1/2005 - 2/25/2009

### Average Rating



Selected: 1 - 4.5

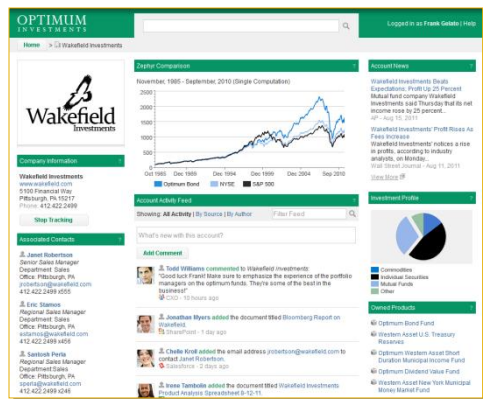
## Folders

- Vivisimo [Edit](#)
  - All Results
  - [BI](#)
  - [Competitor](#)
  - [Sales Education](#)
  - [Security](#)
  - [Add folder](#)
- Marketing [Edit](#)
  - All Results
  - [Analyst](#)
  - [Mobile](#)

# Enhanced 360° View Apps with Data Explorer



*Purpose-built application to solve a specific information-centric business challenge*



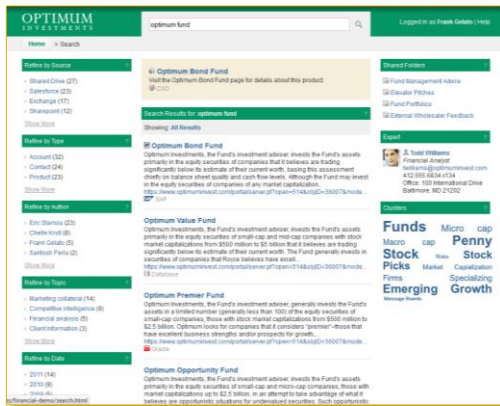
Company View



Person View



Product View



Search View


- Empowers organizations to **cost-effectively build 360 degree information applications** to improve efficiency and solve information-intensive business challenges
- Proactively pushing relevant information** to each user based on roles, context, and current activities as the source data is modified or new data added
- Subscribe and then follow information** of interest without ever kicking off a search query
- Easy-to-deploy application framework** supports specific user roles & activities such as customer support, sales & marketing enablement etc
- Power comes from the definition of **entity-relationship linkages between your users and the available data sets**
- Rapid time to value**, from PoCs to production within 12 weeks



# Real-time 360° View of Key Business Assets



[Live link here](#)

 **BIG OUTDOORS**
Gina Rawly ▾ | Help

Home   Retailers   Products   Users   Spaces
IBM Big Data Platform

**SAP My Products** ▾

Canyon Mule Journey Backpack

Course Pro Golf Bag

Course Pro Golf and Tee Set

Hailstorm Steel Woods Set

Show All

**Featured Marketing Campaigns** ▾

Course Pro Golf Bag  
Retailers get 10% off golf balls with an order of 50+ Course Pro Golf Bags

Canyon Mule Journey Backpack  
For every 100 backpacks sold, retailer will receive a 10% discount

Hailstorm Steel Woods Set  
Free NFL logo golf head cover with purchase of Hailstorm Steel Woods Set

**Competitor News** ▾

Golfsmith hoping for TaylorMade blizzard in NYC

You cannot market golf clubs the way you used to ... going to take this event and put it everywhere through social marketing." As for why TaylorMade and not Adams or Callaway or Cleveland or Nike o...

over 2 years ago  
Source: Golf Digest Magazine

PGA Golf Players  
Look over <http://clubs2golf.us> PGA golf

**Sales vs. Campaign Performance** ▾

Day	Open Rate (Units)	Un-opened Rate (Units)	Sales (Units)	Campaign Performance (Emails)
Sun	3000	1000	4000	45
Mon	2500	1500	4000	-20
Tue	3500	1000	4500	-10
Wed	2500	1500	4000	15
Thu	3500	1000	4500	-15
Fri	3000	1000	4000	-15
Sat	3500	1000	4500	-25

**Top Retailers by Revenue** ▾



- ▲ Consumer Club
- Algonquin Camping Supplies
- The Sport Pros
- ▲ Jackson Sporting Goods
- Barry's Discount Golf Shop

**Intent to Buy** ▾

Brand	Tweets
COURSE PRO	~5
HAILSTORM	~18


**My Activity Feed** ? ▾


Post


Eric Carson added sales briefing  Golf line sales briefing
 

**Description** Sport Pros increases golf line order due to Consumer Club ending golf line was added


Hide changes

 Sales Briefings 6 days ago


Julie Olsen added featured marketing campaign  Course Pro Golf
 

**Description** Sport Pros increases golf line order due to Consumer Club ending golf line was added

Hide changes

 Sales Briefings 6 days ago

**Recent Tweets** ▾

[@William.Bona](#) (834 followers)  
it's not too late to get your Canyon journey backpack? Great deal at: <http://t.co/ades323d>  
12 months ago



# InfoSphere Data Explorer Customers

150+ Worldwide across all industries



Powering Business Worldwide



# Customer Case Study – Norwegian Health Library



*“One of the things that made Data Explorer stand out was a great proof of concept.”*

*“Data Explorer empowered us with the flexibility to tailor the search experience for our site visitors, giving them quick and easy access to vital medical information.”*

## CHALLENGES

- Provide clinicians with unified access to medical information relevant to their patients
- Enable faster evidence-based medicine techniques through search
- Too complicated & slow for users to find what they needed in central database

## SOLUTION

- After a 10-week implementation, Data Explorer was up & running at [www.helsebiblioteket.no](http://www.helsebiblioteket.no)
- Data Explorer crawling 50+ web sites including medical journals, government websites & decision-support systems
- Data Explorer federating bibliographic databases presenting results together with indexed sites simultaneously

## RESULTS

- Big increase in usage statistics by making important information much easier to find
- Portal highlights various types of information, making it easier for medical staff to find the data they want them to use when consulting with a patient
- Provides personalized user experiences for patient meetings and clinicians' research
- Allows Library technicians to make changes on own

# Case Study - Airbus



**AIRBUS** | Business Search

18,000 Engineers  
36 Data Sources

**AIRBUS** | One search for all

5,000 Service Reps  
22 Data Sources

**AIRBUS** | People

80,000+ Airbus Internal  
40,000+ External Users  
Dozens of Data Sources+

**AIRBUS** | World

30,000 Airline Users  
27 Data Sources

**AIRBUS** | RISE

**AIRBUS** | Supply

## CHALLENGES

- Raise Customer satisfaction which is critical to growth
- Suppliers faced lack of visibility into Airbus's supply chain
- Lower cost of 24x7 aircraft-on-ground (AOG)
- Minimize down-time & reduce fines
- Simplify complex diverse compliance (100 countries)

## SOLUTION

- Delivered new airplanes without adding FTEs
- Securely leveraged web-based supply-chain visibility
- Securely accessed repositories across the enterprise incl. Aqualogic, SAP R3 & KM, Siebel, FileNet, Sharepoint
- Increased equipment uptime performance
- Simplified complex global compliance

## RESULTS

- Single & secure point of access to all repositories
- 1% increase in customer satisfaction generates over \$1B in revenue
- Cross-functional supply chain application creates visibility saving \$30M+
- Reduced support call times by 70% from 50 to 15 minutes
- Increased first-call resolution
- Cost avoidance in 24x7 program—savings of \$36m/year
- Reduced compliance costs globally 5-25%

*Airbus put 50 new planes in the air and didn't add a single additional 24x7 support headcount resulting in annual savings of over \$36m*



# Case Study - Fidelity



## Applications:

- Public-facing website
- Client-facing website
- Corporate Intranet
- KM for Personal Workplace Investors



## CHALLENGES

- Create trusted financial advisor relationship with existing & new clients leveraging internal knowledge
- Information diverse & stored in multiple data silos
- Reduce average handle time for routine interactions
- Increase engagement with high net worth clients for cross-selling, up-selling and relationship building



## SOLUTION

- Secured access & federation across 30+ internal sources
- Public website for financial information, including workplace investing, news, and more
- Internal portal helping financial advisors anticipate client needs and provide the right solutions



## RESULTS

- Over 20 million clients served retirement plan details
- 5 yr goal to save \$100M, eliminating 8% of 160 systems
- Deployed 6 different applications, expanding to 12
- Driving broader access to all financial related information for improved knowledge discovery
- Promotion of self-service for new & existing clients
- Enhanced brand & visibility to increase cross-selling between personal & workspace investors

**Fidelity.com**

**Fidelity  
NetBenefits®**

**Fidelity  
INVESTMENTS**  
Fidelity Central

**Fidelity  
INVESTMENTS**  
KM Search

**Fidelity  
INVESTMENTS**  
Personal Workplace Investment

**Fidelity  
INVESTMENTS**  
Executive Library

Delivering unified access to 30+ data silos to all employees, executives, sales, financial analysts & customer services to drive revenue & operating efficiencies

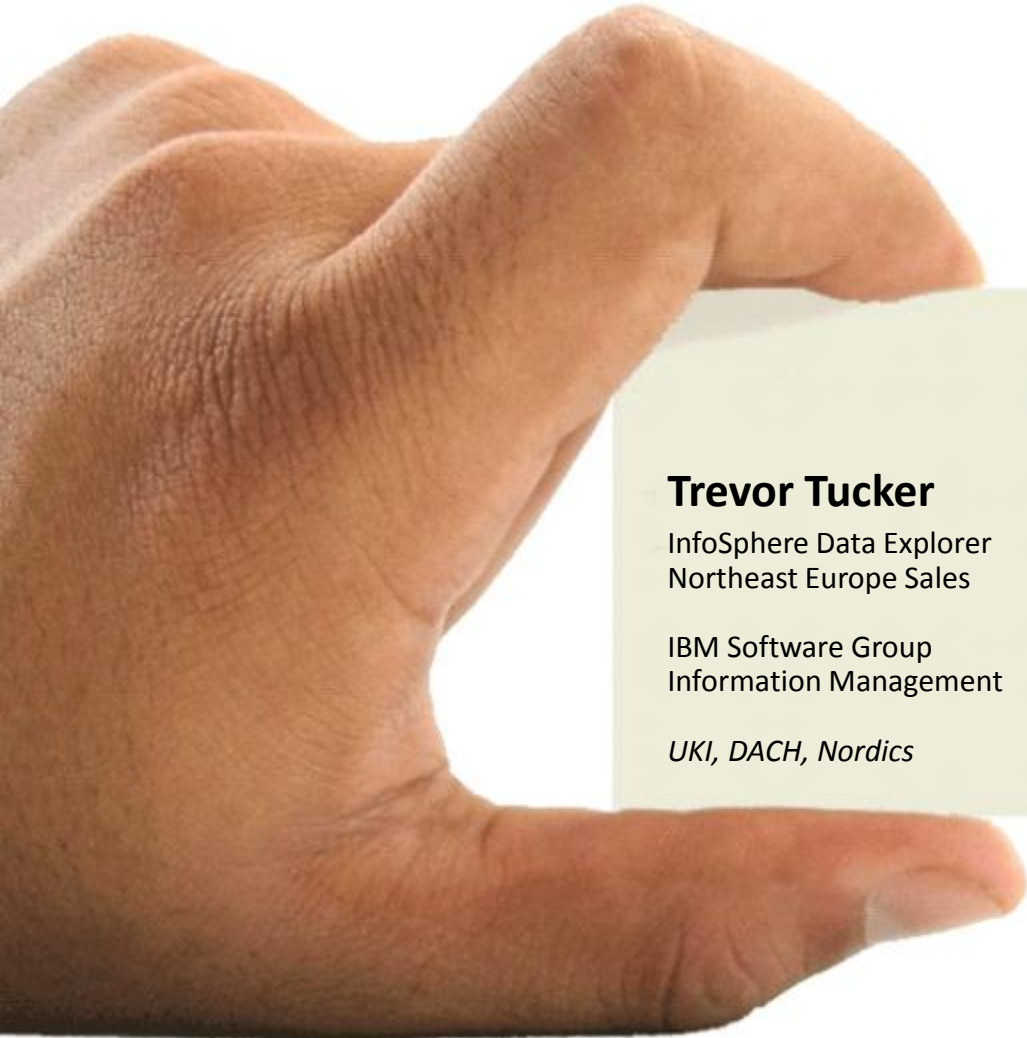


# Case Study: PSA (Peugeot/Citroen)



- **Big Data** pilot system now in development
  - Data Explorer dashboard presents information to manufacturer and car dealerships near real time
  - Car device generates events (traffic alerts, weather, flat tyre etc) – sent by IBM Messaging application to **InfoSphere Streams** with key events stored in **InfoSphere Big Insights** (Hadoop) repository
- Selected events pushed directly in real time to **InfoSphere Data Explorer** index





**Trevor Tucker**

InfoSphere Data Explorer  
Northeast Europe Sales

IBM Software Group  
Information Management

*UKI, DACH, Nordics*

**IBM UK Ltd**

76 Upper Ground  
South Bank, London

Mobile: +44 (0) 7808 / 726189  
[trevtucker@uk.ibm.com](mailto:trevtucker@uk.ibm.com)  
[uk.linkedin.com/in/trevortucker](http://uk.linkedin.com/in/trevortucker)  
Twitter: TheDataExplorer

