Data getting bigger and more complex

Big data, as the name recalls, is usually interpreted as the datasets that are too large and complex.

These two factors alone, challenge the traditional data management and analysis tools commonly utilised by the enterprises today. On top of that, the sources of data are numerous; data in the form of text from social media, structured data from corporate applications, video signals from survelliance cameras, call center logs, cell phone talks and browsing patterns of web users and many more.
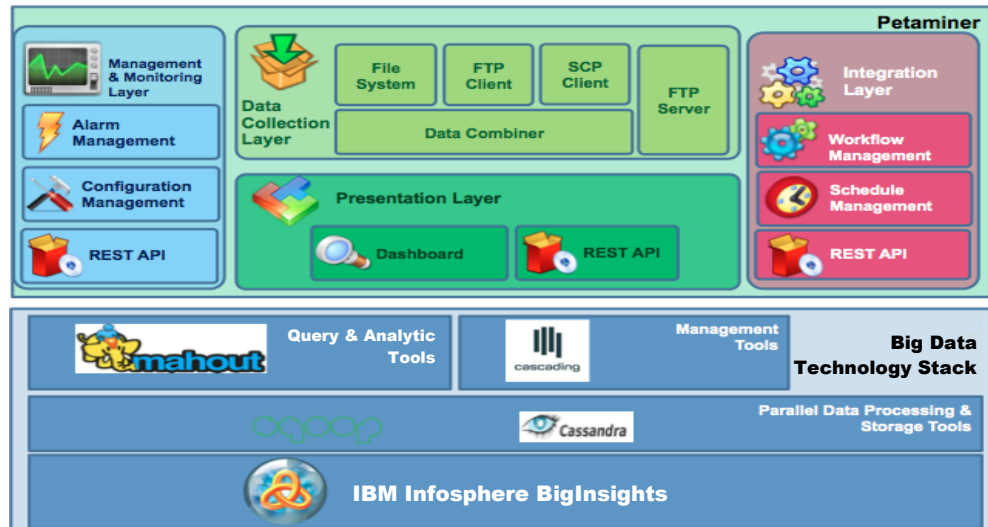
The information has always been there but the ability to enrich the variety of information and to dig more to extract more insight, has become the new challenge for corporates for a sustaniable competitive advantage. As there is the opportunity, there resides the risk as well. Investing more and more on hardware and software, most likely will result in an endless loop and in unpredictable operational costs.

GAIN INSIGHT

Analyse your customers from different perspectives, create customer segments more accurately by using diverse metrics, learn what they are thinking and talking about.

PERSONALIZED SERVICES

Correlate customer information from several aspects and find the most suitable products for each and every customer.

ACT ON TIME

Understand customers' requirements on time, present what they need when they need it, act on customer trends.

REDUCE CHURN

Identify customers facing bad experiences, find customers that are having bad SLAs, learn customers with tendency to churn.

PLAN YOUR RESOURCES

Analyse performance and utilization trend of your resources, plan and decide on investment according to long term analysis.

Challenges

- **Handle Plenty of Data Sources**
    - The sources of data are increasing and varying in type and content

- **Model Various Formats**
    - Formatting the data received from these sources is no simple issue as tools usually result in ineffective and unsatisfactory results

- **Process Huge Amount of Data**
    - Data generation speed is too high
    - Data produced and stored can not be processed effectively with existing tools

- **Achive Low Cost/Performance Ratio**
    - Data that is not stored or processed due to high processing cost, still has valuable information

Elkotek İletişim

ZERO DOWNTIME

Built on a dynamic cloud platform with replicated data storage. No downtime, no data loss!

TURNKEY SOLUTION

Define your data sources on Petaminer Data Collector, rest is just a few customizations away. Build reports for your business, schedule for continious delivery, customize your dashboard for the data you want to track, and many more great features to manage all your data.

TECHNICAL SUPPORT

Let our BigData Engineers analyze your data sources and business needs to offer the best Petaminer components for your infrastructure. We offer on-site and off-site technical support within the specified SLA levels.

For more information on our big data approach, please visit us at

www.petaminer.com

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Features and Benefits

Petaminer manages data at all levels; from collection to reporting

COLLECT
- From various sources: DWH,RDBMS, FTP, Syslog..
- In various formats: CDR, Free Text, Email, Social Media..

MANAGE
- Process: Workflow Management, Scheduling, Data Transformation, Alarm Management
- Store: Raw and generated data

ANALYZE
- Gather actionable insights: Correlate data from various sources with high performance

REPORT
- Export the results: integration with RDBMS, DWH, FTP..
- Enable real time query: Millisecond level query performance on provided API

Big Data Adoption Lifecycle

Storage & Search

- *Store & Search Low Value/TB Data*
- Storing the *cold data* and running search and simple analytics
- Regulatory drivers

- *Application Logging*
- *CG NAT Log Analysis*
- *CDR Log Analysis*

Search & Analytics

- *Search and Analyze Big Data*
- When you need extensive power to process your big data and distill the value for your business

- DPI Reporting
- Email Archiving & Analysis

Analytics & Data Mining

- *Extensive Correlation and Analytics*
- Store, analyse, correlate data from various internal and external data sources
- Run analytics on your big data

- Network Analytics
- Social CRM
- Predictive Analytics
- Sentiment Analysis

petaminer®
Becoming Information Driven