

# DRIVING BUSINESS PERFORMANCE WITH DATA



**HCL BIG DATA CAPABILITIES**  
DRIVING BUSINESS PERFORMANCE WITH DATA

## BIG DATA, BIG CHALLENGES

Despite the interest around big data, our conversations with customers and prospects reveal that enterprises are facing the following challenges in adoption of big data:

- Enterprises are unsure of what to solve using big data. They are unable to make a business case for building big data solutions. They are unsure of where and how to start with big data
- Enterprises are confused with the myriad choices in the big data space. They need technical help in solving a big data problem, and iterate over it to provide promised business benefits.
- Enterprises wish to integrate big data in their data architecture, solutions, and operations. They want to handle big data along with regular data, throughout its life cycle: acquire it, govern it, manage it, offer services over it, and retire it.

HCL's service lines in the big data area aim at alleviating the above challenges.

## HCL BIG DATA SERVICES SPECTRUM

Big data consulting services	Big data implementation services	Big data platform services	Big data solution services
<ul style="list-style-type: none"> <li>• Discover potential big data use cases along with business use case</li> <li>• Create a target architecture, and define operating model for Big Data</li> </ul>	<ul style="list-style-type: none"> <li>• Create a reference technical architecture and implement it</li> <li>• Develop data ingestion, transformation, and analytics solutions</li> <li>• Develop transaction systems</li> </ul>	<ul style="list-style-type: none"> <li>• Create a big data platform for the reference architecture (eg: Hadoop, NoSQL, existing apps)</li> <li>• Implement the solution addressing the complete life cycle</li> </ul>	<ul style="list-style-type: none"> <li>• Data analysis using statistical algorithms</li> <li>• Machine learning</li> <li>• Integration with search engines</li> <li>• Interactive data visualization</li> </ul>

## HCL OFFERS SEVERAL PRE-BUILT BUSINESS CASES TO THE CUSTOMERS AS PROPOSITIONS

**Improving efficiency of data operations in an enterprise:** We have compelling business cases where we can reduce the licensing costs and improve the efficiency of operations as below:

- Reducing the batch windows for data transformation services
- Replacing costly proprietary software with open source, modern technology solutions
- Increasing the quality of data in an enterprise, by ingesting more data into the mix

**Creating Hadoop platform and operationalizing it as a shared service in an enterprise:** Most organizations have chosen Hadoop as a part of their big data architecture. We offer all CoE services: setup, operate, support, and provide programming services.

**Big data analytics on operational data:** Most organizations are already sitting on large volumes of data. While data warehouses focus on completed transactions and well-qualified data for BI purposes, large volume of operations data such as web logs, data from customer touch points, CRM data, and even publicly available data is ignored for business purposes. We create solutions to handle the complete data life cycle for this data (cleanse, transform, analyze, visualize, infer) and provide business insights.

**Harness new data sources in an enterprise:** In some organizations, there may not be the right kind of data to derive analytics. In addition, modifying the systems to generate the right kind of data may be costly. Event driven architecture can provide critical event data, non-intrusively from existing systems.

**Improving response times of applications:** In transaction processing systems, existing databases may be prohibitively expensive to scale in infrastructure and performance costs. We offer NoSQL systems that can co-exist with the current landscape and offer improved performance at a fraction of cost.

ALL THE PROPOSITIONS ARE DELIVERED LEVERAGING SEVERAL FRAMEWORKS AND IPS INCLUDING TECHNOLOGY SELECTION TOOLKIT, BIG DATA REFERENCE ARCHITECTURE, NEXT-GEN DATA WAREHOUSE, AND PATTERN DRIVEN ARCHITECTURE TEMPLATES.

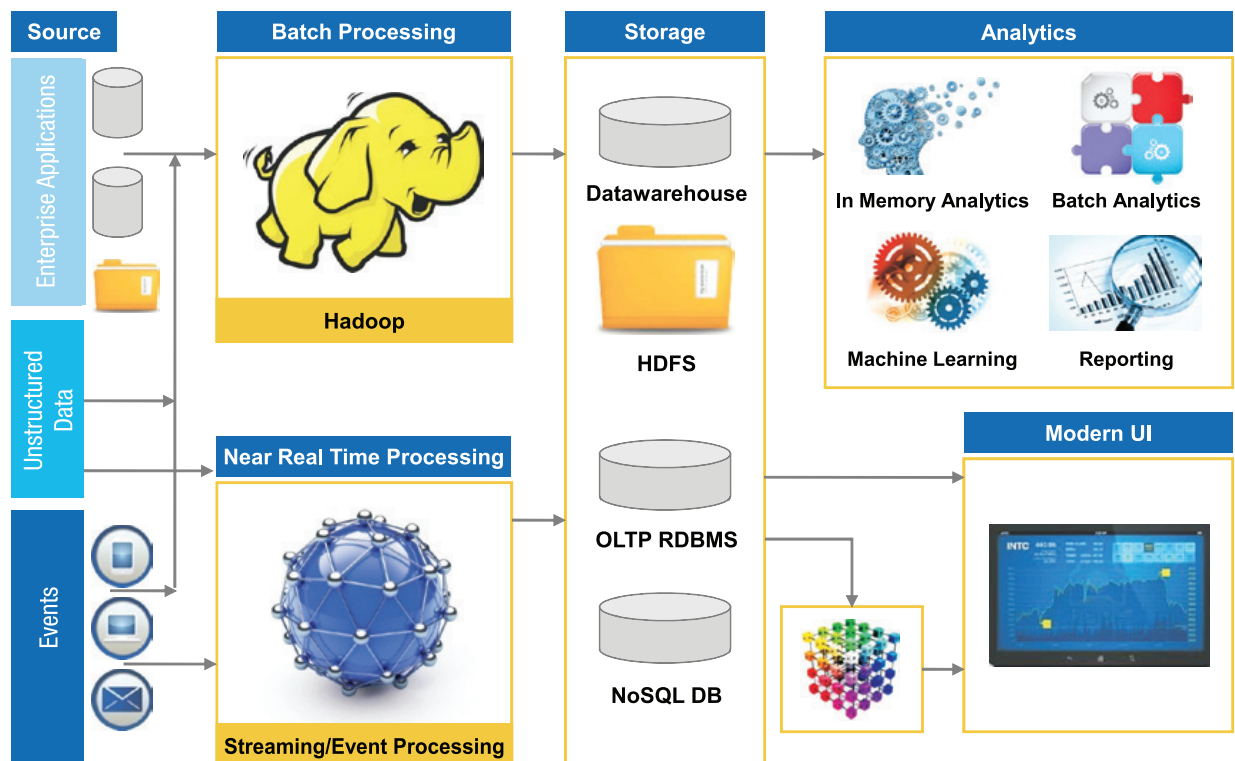
## HCL BIG DATA REFLECTION

### Convergence of many innovations

We specialize across the following areas.

Hadoop ecosystem	NoSQL data bases	DB appliances	Fast Data	Visualization	ETL big data edition
<ul style="list-style-type: none"> <li>• Apache distribution</li> <li>• Cloudera Distribution</li> <li>• Hortonworks Distribution</li> <li>• IBM BigInsights</li> </ul>	<ul style="list-style-type: none"> <li>• Mongo DB</li> <li>• Cassandra</li> <li>• Redis</li> <li>• SQLFire</li> <li>• Coherence</li> </ul>	<ul style="list-style-type: none"> <li>• Greenplum</li> <li>• Netezza</li> <li>• Vertica</li> </ul>	<ul style="list-style-type: none"> <li>• TIBCO BE</li> <li>• Storm</li> <li>• IBM InfoSphere Streams</li> <li>• Esper</li> </ul>	<ul style="list-style-type: none"> <li>• Tableau</li> <li>• Pentaho</li> <li>• SAS</li> <li>• Jasper</li> <li>• TIBCO Spotfire</li> <li>• Modern UI</li> </ul>	<ul style="list-style-type: none"> <li>• Informatica</li> <li>• Talend</li> <li>• SAS</li> <li>• IBM Datastage</li> </ul>

## DERIVE VALUE FROM BIG DATA WITH HCL SERVICE OFFERINGS



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