

Big Data Analytics: Quick Start Program

Click streams, social media, log files—a growing mountain of valuable data looms above you. You've taken countless steps to capture and utilize your company's structured data, but despite your efforts, it seems you have made no progress in the arduous trek to the summit. You know that there is a wealth of lucrative business information waiting for you at the top, but how can you possibly reach it when the mountain of data is growing before your very eyes?

Impetus is here to help! Impetus offers a two-week program designed to quickly help your company reach the summit of any Big Data mountain. In just two weeks, Impetus will bring your company up to speed on a range of Big Data solutions, helping you to identify the tools best suited to meet your business needs, and ultimately, allowing you to glean invaluable business insight, boost you above your competitors, and increase your ROI.



Key Features and Benefits

- Understand your Big Data objectives
- Understand your level of familiarity with Big Data technologies
- Explore potential analytics solutions and products that leverage your existing business assets
- Prioritize your solutions into a roadmap based on value to your business, technical risk, and duration
- Document your Big Data business strategy

Each module builds on previous lessons to provide you with practical solutions to climb your data mountain and meet your real-world business needs.

Gear Up: One Day

Big Data looms on the horizon—its shadow is intimidating, the terrain is unfamiliar, and the obstacles appear insurmountable. You may know where you want to go, but how do you get there? At the end of this module, you'll be well prepared for the trek ahead.

The initial workshop introduces you to basic concepts of Big Data, allowing you to:

- Understand the latest Big Data technologies and best practices
- Understand how Big Data technologies can enable you to meet your business goals and lower costs



Base Camp: Four Days

In the second workshop, we'll turn our attention to the challenges facing your business and help you to understand how to use these technologies to achieve your goals.

The second workshop will help you to:

- Understand areas that can be improved
- Work with your IT professionals to identify and develop two specific use cases to be solved
- Review the options available to solve these problems in five key areas:
 - Data Extraction—Flume, Sqoop
 - Data Processing—Hadoop, MapR, Greenplum, Vertica
 - Data Storage—HDFS, NoSQL (DataStax, MongoDB, Oracle) Analytics
Mahout, NLTK, OpenNLP, UIMA
 - Visualization—Intellicus, Tableau, MicroStrategy

By the end of this workshop, you'll learn which tools offer the best and most cost-effective solutions to various business problems, as well as how to create use cases that you can act on quickly.

Summit: Five Days

Now that both business and IT have a shared understanding your business objectives and the best available technologies, you are well on your way to the summit. In the last module, you'll learn how to transform one of the use cases developed in the previous workshop into a well-defined blueprint for tackling specific business problems.

At the end of this workshop, together we'll have created a specification that describes:

- Data sources and formats
- Data transformations and other processing
- Recommended cluster configuration
- Recommended analytics tools and visualization plan
- A sample set of test cases to validate the overall workflow and demonstrate the desired results

To learn more, or to schedule a quick start session, send us an email at bigdata@impetus.com

Impetus Technologies is a leading provider of Big Data solutions for the Fortune 500®. We help customers effectively manage the “3-Vs” of Big Data and create new business insights across their enterprises.

Visit bigdata.impetus.com.