



# 5 BIG DATA TIPS FOR A SUCCESSFUL BIG DATA IMPLEMENTATION

Organizations want to leverage the power of big data in expanding their operations, understanding their customers, and pursuing digital transformation. Amidst the hype, it is not without challenges.

Exist Software Labs, Inc., a Filipino-owned technology solutions provider, has already implemented big data strategies for a leading bank and a major telecommunications company in the Philippines. This paper shares important insights that Exist learned in handling big data projects.

## High Expectations But ...

Big data technologies continue to emerge, promising potential customers of real-time insights from large amount of data. As such, more companies continue to invest in their big data implementation without being aware of potential risks and pitfalls that would hinder its success.

Here are five (5) important tips Exist used to help guide clients implement their first big data project.

### 1. Start with Clear Business Objectives

Begin by considering "why" you are doing big data, instead of "how" you are going to do it. Big data is an approach to better analytics. Analytics is a means to solving problems. Always begin by identifying which problems we are trying to solve.

Your big data roadmap should be driven by business objectives, not by technical trends. Ensure that this roadmap is in sync with all relevant business units within the organization. In doing so, encourage each business unit that finds value in big data to align their strategy.

*When potential partners approach Exist about big data, the first conversation usually revolves around technology, skills, infrastructure, and cost. However, we always start by asking what are the business goals and what factors would contribute to its success or failure. We then move to figuring out how big data and analytics can help in achieving these goals. Only after identifying all these do we proceed on expounding the actual big data implementation.*

### 2. Secure Executive Buy-in

The potential of big data is fully realized when it is adopted across the organization. Its value resides in its ability to transform operational data into actionable and implementable business strategies across the entire organization.

With this in mind, it is important that the paradigm shift to become more data-driven be propagated from the top-level executives down to the execution team. This sends a strong message that your organization is unified in its commitment to support and adopt the big data strategy.

A clear executive mandate helps in overcoming the resistance in embracing the changes in mindset and operational strategies required to transform the organization into becoming more data-driven.

*During its big data implementations, Exist focuses not only on the technical aspect of the delivery, but also on the strategic. We work closely with organizational executives and division heads to ensure that the big data strategy is aligned and propagated to the relevant stakeholders.*

### 3. Promote Collaboration

The intrinsic value of data increases as it is correlated with other data points. The more data is correlated, the deeper and more accurate the insights that can be determined.

Business units must embrace a collaborative mindset around big data focusing on providing transparent goals and data sharing. Working in silos is detrimental to any big data initiative. Not only does it prevent the individual business unit from becoming data-driven, but it also hampers the collective effort of the organization.



*All of Exist's big data solution comprises of integrating and correlating data from systems belonging to different business units. Valuable business insights were derived and operationalized ranging from single-customer views to organization wide customer value determination.*

#### **4. Build Your Technical Capabilities**

Big data is a long term strategy that is constantly evolving. It is not an overnight solution that you deploy once and never change again. It is important to consider that as your business starts evolving, your big data strategy needs to evolve with it.

Having people with the right IT skills supporting your big data platform ensures its continuous growth and adaptation to your business goals. In this regard, organizations usually consider hiring new talents, transforming existing talent, or partnering with consultants. While each option has their own challenges, it is nonetheless important to consider all of them to guarantee the continuity of your big data strategy.

*Exist recognizes the importance of this continuity and adopts a collaborative framework to meet this goal. From the start, Exist will work closely with your team during planning, development and deployment. This empowers your business stakeholders to manage the project past the handover.*

#### **5. Develop a Data-Driven Culture**

Transforming your big data strategy into a competitive advantage for your business requires that the organization embrace a data-driven culture. Every business strategy and IT execution should be accompanied by the questions: Can I use any of the existing data to compliment my goals? Or will any of my data contribute to other unit's goals?

While this change may seem difficult at first, being able to transition to a data-driven mindset is very critical. Having this as part of your organizational philosophy strengthens your big data strategy and ensures its constant evolution to meet and support your current and future business needs.

*Exist is committed to not only deliver a big data solution, but to also ensure that your organization is ready to fully utilize this platform both operationally and strategically. We've facilitated in the planning and training necessary to prepare your own management and operation team for the next digital transformation.*

#### **What's Next**

While the promise of big data is tempting to a lot of companies, it is important to align the current goals and readiness of the organization in implementing it. This is to ensure that your big data initiative becomes a strategic advantage, rather than an organizational hindrance.

The abundance of big data platforms and tools also highlights the growing adoption of big data in enterprise organizations. It also makes choosing the right tools for your organization very important. Managing and leveraging these tools in your current IT operations would also play a crucial role in the success of your big data initiative.

The goal of big data is to augment your current IT solutions to bring about an evolution of your business to better serve your customers. Exist recognizes that a successful big data initiative requires not only technical expertise, but also strategic insights. Whether it's to evaluate if big data is a fit to your current business strategy, to chart a roadmap for your big data initiative, or to execute your big data implementation, Exist will be your partner to bring about the next evolution of your business needs.