

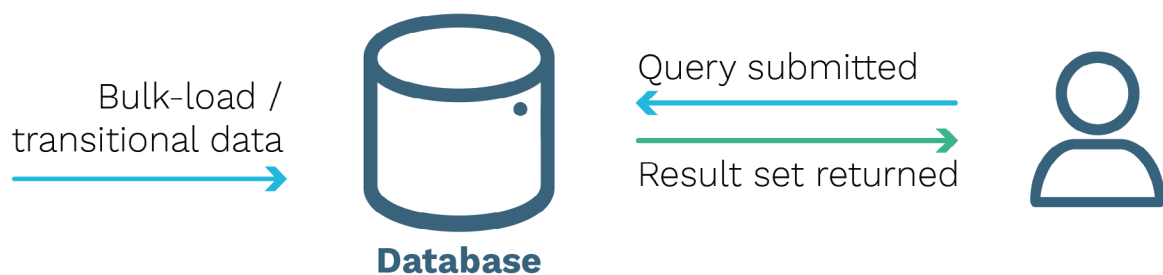
# Data Mastery made easy

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**INTRO** If there is one thing determining the success of your organisation nowadays, it is the extent to which you are able to leverage digital data and improve your omnichannel performance. But for many organisations, this digital transformation is challenging to say the least. Luckily, mastering digital data to deliver data driven services is a very agile and rewarding process with the Datastreams Platform.

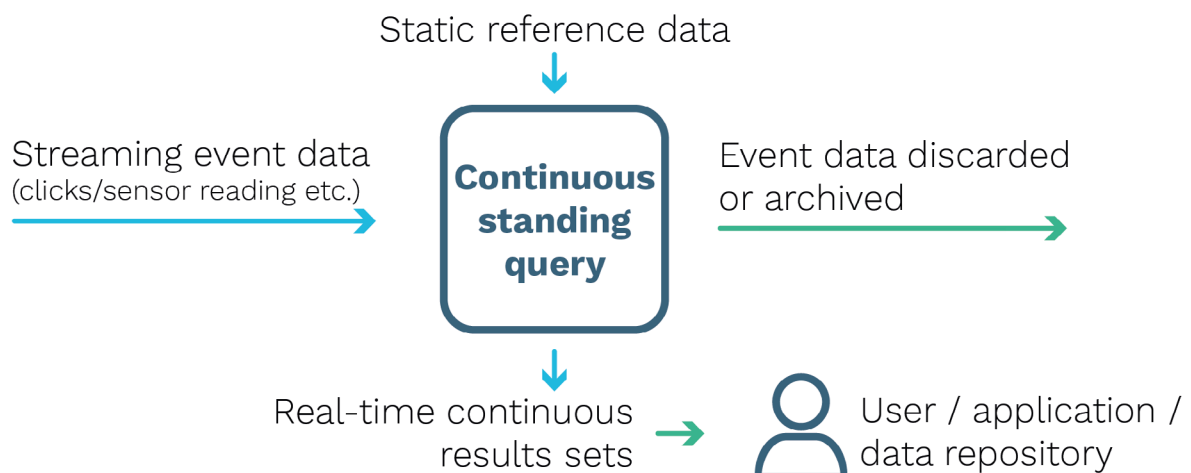
Traditional analytics approaches

## High-level approach for analytics query submission / response for persisted data



Streaming data solution

## High-level approach for standing query to support moving data in-flight



## Real-time data leverage

### Why many ambitious big data projects fail

All the data driven efforts you make, should be part of a plan. Randomly launched and often ambitious projects to tackle the challenge of big data all at once, seldom lead to sustainable success. This process involves purchasing costly solutions requiring extensive implementations without a proper goal in mind.

### The way to go

Before starting big data projects, first set the purpose of your data driven efforts. Do you want to get to grips with customer journeys? Or maybe optimise business processes in your company? It takes no data scientist to realise that every data initiative demands a different strategy. So make sure your goals are set at first. Then start mapping the data sources you can use to fulfil your goal.

### The Datastreams Platform

The Datastreams Platform is by far the easiest way to collect, process and deliver data in the right place, at the right time and in the right format. You can leverage any data source you want and deliver it ready-to-use to any or many applications and destinations.

### Agility

Your key benefit is agility. You cannot rely on massive data suites that promise to 'do it all'. It is impossible to find a single solution that can fulfil all data needs. To bring the best results from every effort, you need to bring the best specialist tools together in one data fuelled ecosystem. And that is where the Datastreams Platform delivers great value. It creates a foundation that collects, fuses and transforms any type and multitude of data sources and distributes these in a privacy compliant and controlled way to all end points.

### Leverage structured and unstructured data

With the Datastreams Platform, it makes no difference if data is structured or unstructured. You can process the data in memory, to make it useful for the purpose in hand. Prevent yourself from leaving data unused – you can leverage it all.

### Timing

In any data project, timing is of the essence. For instance if you want to make a recommendation for a customer, that suggestion has to come immediately. Anything after real-time is too late. In other cases, data has to be available on an exact moment in time. Therefore the Datastreams Platform delivers right-time data, in real-time.

### Data driven ecosystem

With the Datastreams Platform, you create the basis for a powerful data driven ecosystem within your company. You can set up data streams in seconds to collect data from any source. It allows you to create bespoke data models to leverage web, mobile, social, call centre or chat data etc. This gives you the flexibility to set up and fuel new best-of-breed tools in a minimal amount of time. For example, by simply connecting a visualisation tool, you can establish a tailored BI-suite to analyse your business performance based on the data you think are relevant. But the Datastreams Platform also makes it much easier to explore the best set of specialist tools for your company. For instance, if one tool does not bring the value you expected, you can just redirect the data stream to a new tool that has better results, without the involvement of IT or having to worry about the cost or consequences of undoing an implementation. It simplifies big data operations, empowering you to make excellent use of the overwhelming mass of user-generated data at your disposal.

