



7P BIG DATA ANALYTICS COMPONENT MODEL

Challenges

Big Data Analytics initiatives are characterised by high complexity due to diverse analysis components, technologies, techniques, processes & questions that must be clarified. Based on the experience of our Big Data projects, we have developed the 7P Big Data Analytics component model to make the problem of complexity more manageable. The model introduces Big Data into your analytics process interactively and gradually because not all the technologies and techniques need to be mastered before the initiatives start.



The 7P component model

Based on analysis jobs and their prioritisation – e.g. according to feasibility and added value – we recommend that you conduct the first tests on the defined hypotheses as an initial step. This can take place as part of a broader proof-of-concept or pilot stage; sometimes, however, all you need to do is apply the relevant mathematical methods to small amounts of test data.

The transfer of the mathematical model into production, taking into account the obtained findings, only becomes relevant after testing has been successful. In this phase, decisions to do with the use of technologies (e.g. Hadoop ecosystem) and data latency (e.g. near real-time) must be made, and this requires a corresponding solution architecture. Blueprints based on 7P Best Practices experience help when it comes to creating an overall picture, which categorises the various Big Data Analytics initiatives.

In addition, questions on the topic of governance and data protection must be clarified before production. Only then can you expect the derivative of a Big Data Analytics program to deliver results for you, too.



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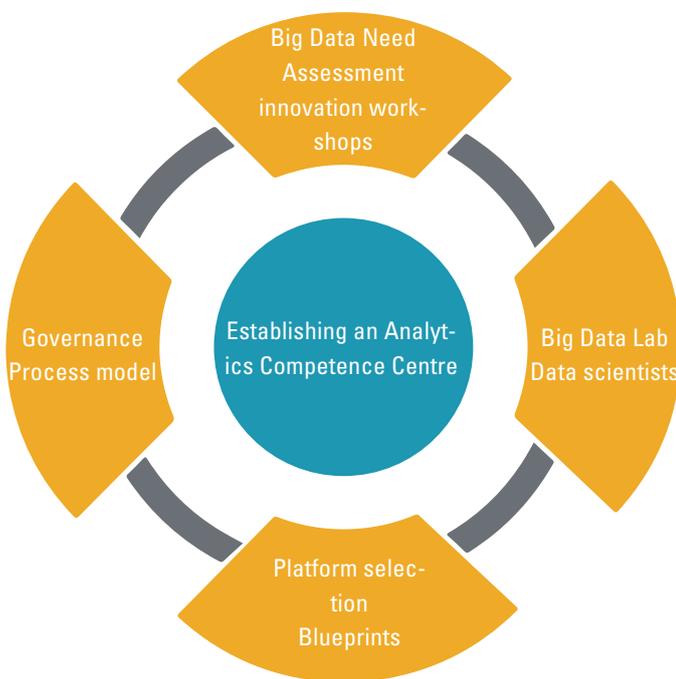
SEVEN PRINCIPLES AG is the strategic partner for the networking of processes, information and technologies and is also a specialist in enterprise mobility. The listed group provides a range of services, including IT consulting, process and information management, cloud services, mobile solutions, SAP, software solutions, quality management and enterprise IT.

Your Big Data program can be successful in the long-term through the systematic search for new analytical findings. Here we recommend that you consult a multidisciplinary panel of technical specialists, data scientists and IT experts to help you achieve the desired result using modern creativity techniques.

The process model is established ideally through an Analytics Competence Centre (ACC), where most responsibilities are regulated, relevant decisions are made, architectures are defined and your individual Big Data program is determined.

Our service

Based on the component model described, we have developed a host of specialised offerings for Big Data Analytics – depending on how mature the topic is in your company.



The 7P service offering in the component model

Are you looking to lay the foundations for Big Data?

You do not have to look any further than our Big Data Need Assessment. Here we structure your topic, describe areas of potential and define the first use cases and measures for you.

Have you already planned your first prototypes or do you have any concrete analytical questions that you would like to have addressed? As a certified Amazon Web Services (AWS) partner, we are delighted to offer you an affordable option that allows you to put the necessary infrastructure in place via the Big Data Lab. Based on AWS or on-premise: Our technology experts support you in setting up the data basis (Hadoop, Kafka, Spark, ...), in setting up the analytical methods (R, Python) and in presenting the explorative results (Tableau, Salesforce Analytics, Microstrategy VI, Microsoft Power BI/Datazen).

Do you already have clear expectations and requirements concerning Big Data Analytics?

We support you with a tried and tested and clearly defined selection process for determining the analytical platform that fits your needs. Here we draw on our experience with Teradata Aster, SAS, IBM, RapidMiner, Knime, SAP and other tools.

In the definition of suitable blueprints, we also possess the necessary practical experience, especially for the various facets of the Hadoop ecosystem and its alternatives, suitable λ architectures for the integration of real-time components as well as the creation of data lakes or so-called data reservoirs.

To establish a Big Data program, you must formulate the complex processes in the context of Big Data Program Management, underpin them with the necessary templates and e.g. embed them in an organisational construct such as the Analytics Competence Centre. To this end, we offer various workshops, tailored to your needs, to tackle these methodological challenges.



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