Monetize My Data
Blueprint for Big Data Success

DATASHEET

Create New Strategic Revenue Streams by Delivering High-Value Data Sets

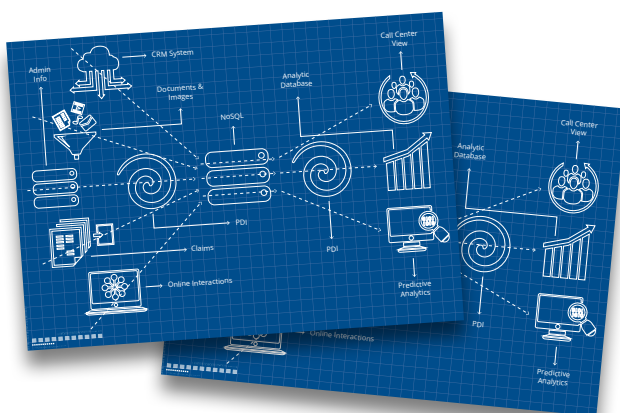## What Is It?

What does this blueprint help me to accomplish?

- Monetize internal data sets to external customers.
- Enrich and de-identify data sets for consumption by external customers.
- Capture sensor, location and activity data, and combine, refine and deliver as new data sources to third-party businesses.
- Leverage external data sources and combine and enrich with internal data to add value to external customers.

Why Do It?

- Generate new sources of revenue by leveraging your diverse high-volume data.
- Produce powerful market intelligence that can be highly valuable to a variety of industries and sectors.
- Provide competitive advantage to businesses, by better understanding the customer and the market, and by linking machine data where appropriate.

Value of the Pentaho Platform From Hitachi Vantara

- **Staff savings and productivity:** Pentaho Data Integration (PDI) delivers streamlined Hadoop orchestration, ingestion, processing and transformations.
- **Robust analytics options:** Pentaho Business Analytics delivers high-performance, multidimensional analysis that can be embedded into online applications or used in an agile manner by analysts to make bigger discoveries and broader decisions.
- **Flexible and secure delivery:** The Pentaho platform caters to customer-specific deployments, such as on-premises or in-cloud placements. It enables multitenant security models for online software-as-a-service (SaaS) type offerings.

Example: Top Five Global Telecom Company

Challenge

- Leverage device usage data from mobile and digital content subscribers and networks.
- Deliver value-added marketing analytics as a service to third-party customers.
- Enable focused analytics on location, audience and social insights to better manage future decisions and content directions.
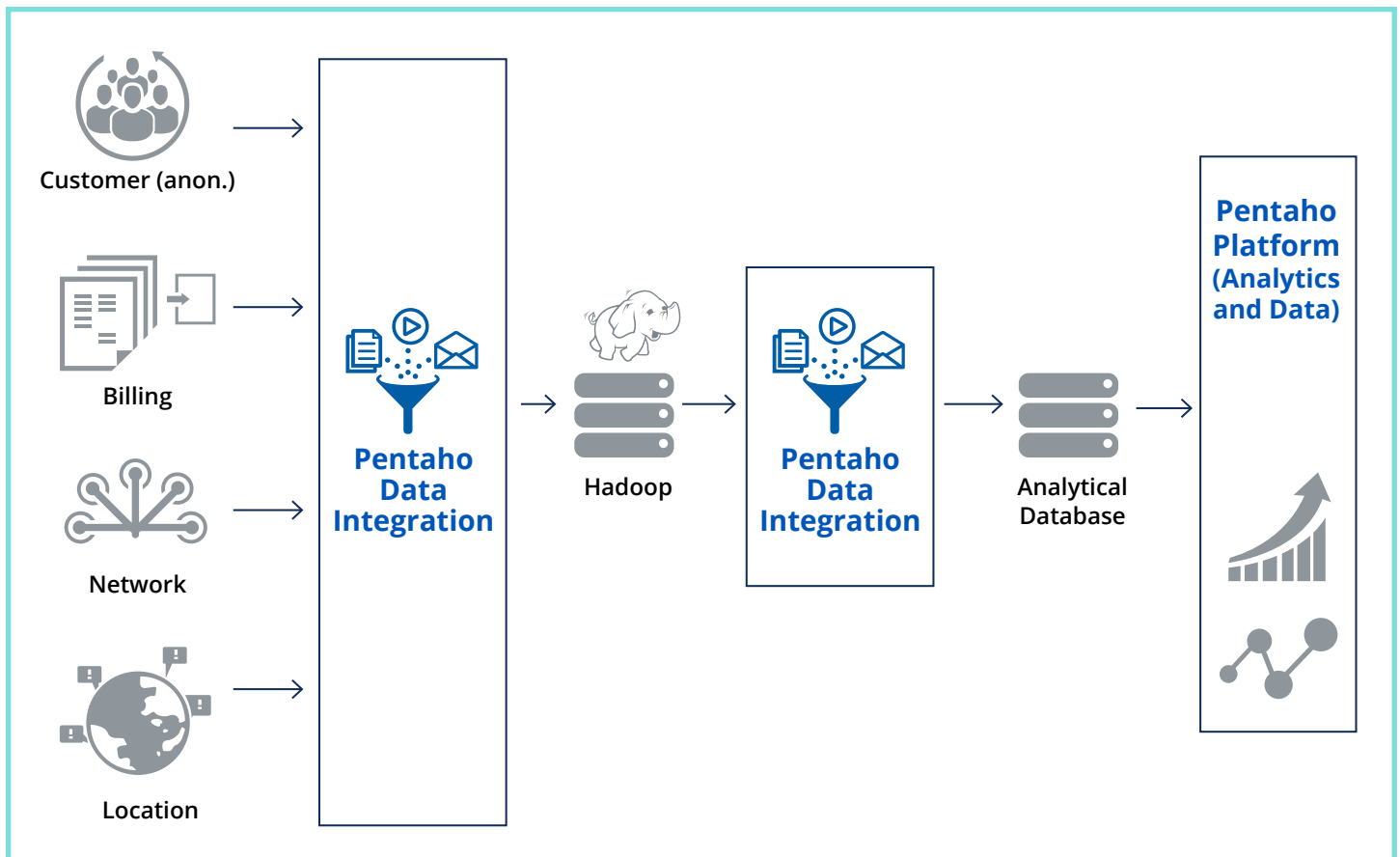
Solution

- Use Pentaho Data Integration to ingest into Hadoop a variety of de-identified data, including customer, billing, network and location sources.

- Process and deliver data to analytic database for faster response to queries.
- Use Pentaho Business Analytics to provide end users with data discovery, analytic visualizations, dashboards and other content.

Benefits

- Enable seamless integration between raw data sources, Hadoop and analytic database.
- Generate brand new revenue stream with technology platform for controlling costs and maximizing profit margin.

Hitachi Vantara at a Glance

Your data is the key to new revenue, better customer experiences and lower costs. With technology and expertise, Hitachi Vantara drives data to meaningful outcomes.

Hitachi Vantara