



**BIG DATA:  
ARE YOU READY?**

**Andy Kyiet**

**Demand Flow  
Intelligence**

**May, 2013**

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## PERSONAL BACKGROUND

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- Founder of the first specialist Service Management & Helpdesk System provider in Europe
- Past President of AFSMI Australia (Association For Service Management)
- Past President of SM A-P (Service Managers Asia-Pacific)
- National Chair of the ICSP Technical Services (SIG)
- Founder of Demand Flow Intelligence (est 2001)



## COMPANY BACKGROUND

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- Market Intelligence organisation, deploying a virtual outbound ANZ call centre with 30-40 researchers
- In a Customer Service context, we use our skills to:
  - Execute qualitative Customer Satisfaction
  - Segment data
  - Conduct Service Process Engineering trouble-shooting
  - Benchmark Service technology:
    - Mobile Data
    - Service Management Systems
    - WFM Systems
    - Spares Logistics Systems



**BIG DATA** **VIRTUALIZATION** **MOBILITY**  
**SOCIAL** CEP **BYOD** CLOUD  
**BYOD** **ANALYTICS**  
**CLOUD** **BPM** SOCIAL  
BPM BIG DATA **Real-Time**  
**PREDICTIVE** VIRTUALIZATION



BIG DATA



ANALYTICS



CLOUD



MOBILE



SOCIAL

IT'S THE VIBE OF THE WHOLE THING! – Dennis Denuto, The Castle



# VELOCITY

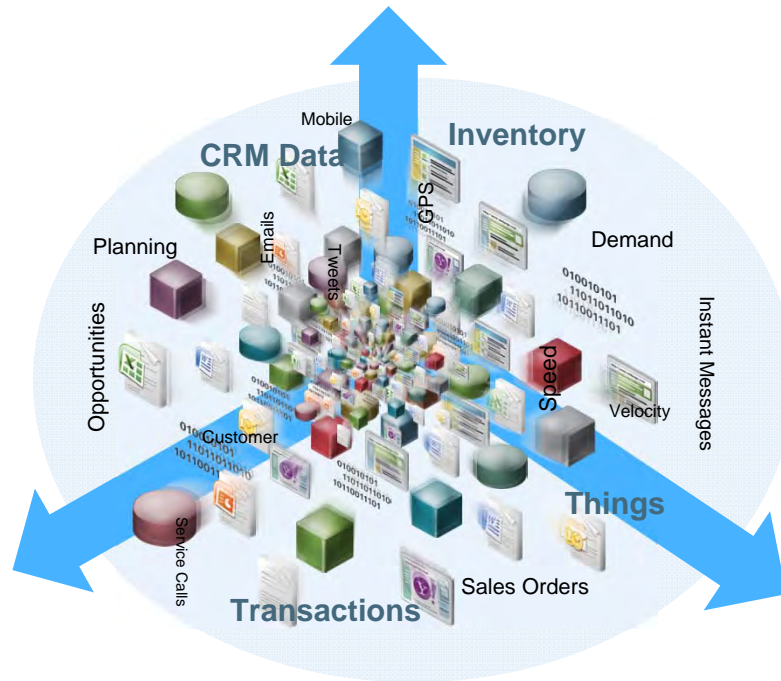
Worldwide digital content will **double in 18 months, and every 18 months thereafter.**

IDC

# VOLUME

In 2005, humankind created 150 exabytes of information. In 2011, **1,200 exabytes will be created.**

The Economist



# VARIETY

**80% of enterprise data will be unstructured**, spanning traditional and non traditional sources.

Gartner





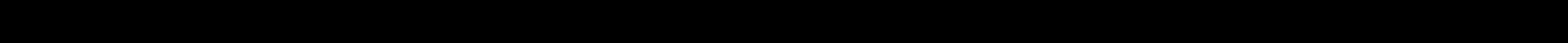
HOW BIG IS BIG?





## SOME HANDY DEFINITIONS

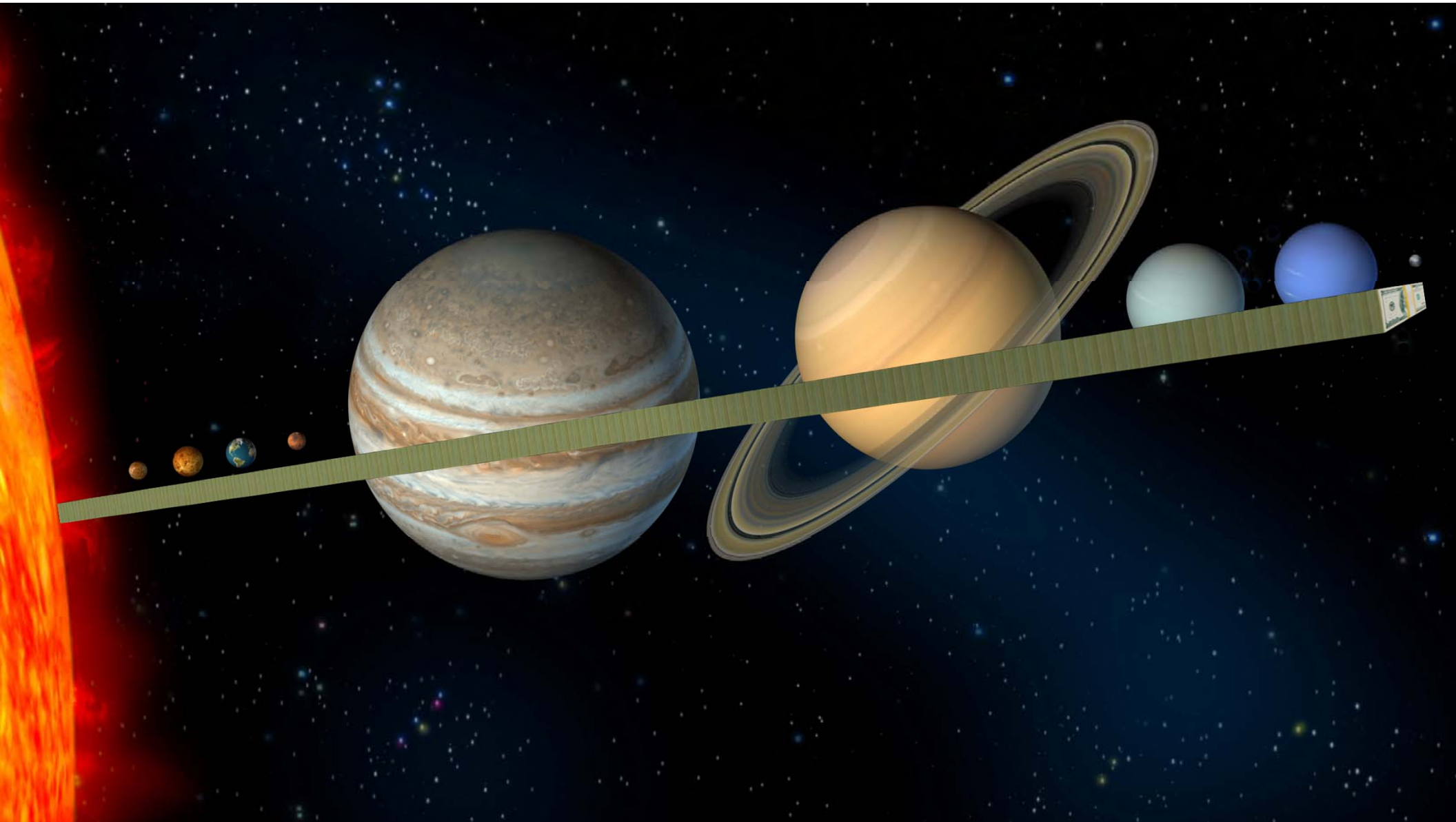
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- **1 Kilobyte = 1,024 BYTES**
  - **1 Megabyte = 1,024 KB**
  - **1 Gigabyte = 1,024 MB**
  - **1 Terabyte = 1,024 GB**
  - **1 Petabyte = 1,024 TB**
  - **1 Exabyte = 1,024 PB**
  - **1 Zettabyte = 1,024 EB**
  - **1 Yottabyte = 1,024 ZB**
- 



**2.5 PB**

**7.9 ZB**







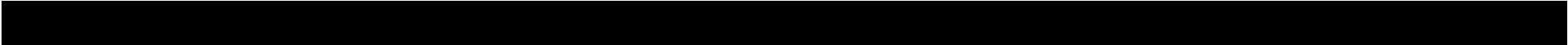
# BIG DATA IN AUSTRALIAN CUSTOMER SERVICE





## BIG DATA IS DRIVING NEW EXPECTATIONS FROM THE MARKET

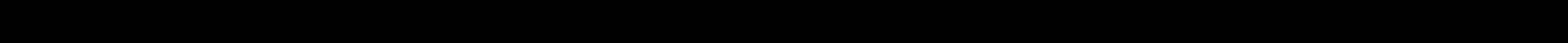
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- ✓ Make it really easy – simplify my life
  - ✓ Anticipate what I need
  - ✓ Engage & share with me
  - ✓ Be with me anytime, anywhere
  - ✓ Make it fast. Now!
  - ✓ Show me you are learning
- 



## AMEX Australia Survey in July 2012 – some sobering statistics

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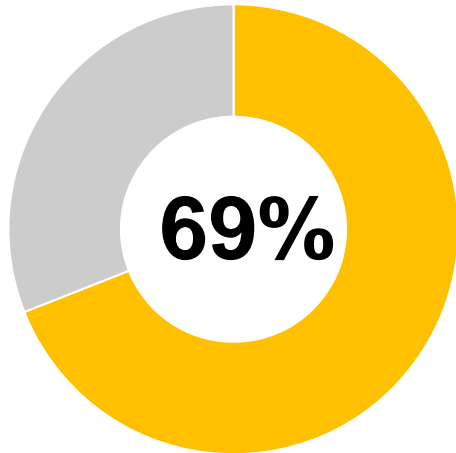
- **81% of Australians feel that businesses are not doing anything extra to keep their business or are taking their business for granted**
  - **71% of Australian consumers say they feel companies haven't increased their focus on service or are paying less attention to it**
  - **52% say they will never do business again with a company after one bad experience**
  - **61% of Australians have lost their temper with a customer service representative in the last year**
  - **We tell twice as many people about a bad experience as we do about a good one**
  - **Australians think they would spend 12% more, on average, with a company that provides better service**
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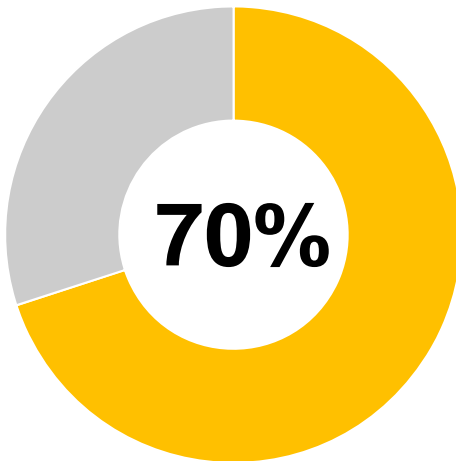
## HOW BEST IN CLASS ORGANISATIONS ARE RESPONDING

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- **Smart cross-selling:** micro-segmentation & ‘customers like you’
- **Transparency:** customers & partners can use their data and innovate
- **Using new data in relevant & timely ways:** such as establishing congruency
- **Responding to customer sentiment:** both at a market & individual level
- **Knowing how to price**
- **Design for customers:** fast, effective, easy multi-channel experience



Extremely important for  
**competitive advantage**



Helped manage costs or  
**improve operations**

# DATA SEGMENTATION WHERE ORGANISATIONS GET STUCK AT THE SIDE OF THE BIG DATA HIGHWAY

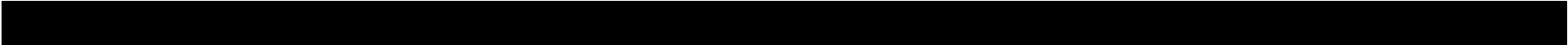






## THE SIX BIGGEST IMPACTS OF POORLY SEGMENTED DATA

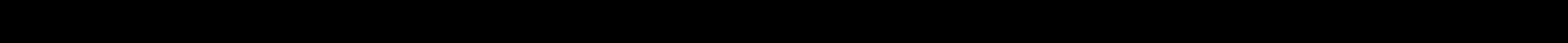
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- 1. Creates lack of trust: BI reports are ignored (quite rightly)**
  - 2. Promotes misguided business decisions**
  - 3. Wastes marketing budget through flawed targeting of campaigns**
  - 4. Analytics are undermined**
  - 5. Real-time smart-selling not an option**
  - 6. Reduces ROI in technology**
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## THE FIVE BIGGEST CRIMES LEADING TO POOR SEGMENTATION

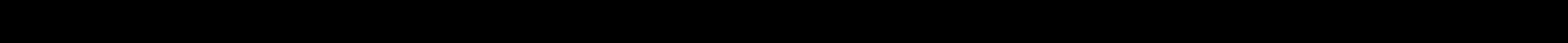
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- 1. Data creation is an anarchy:** there are business rules but they are open to interpretation
  - 2. Few organisations have resources dedicated to data quality**
  - 3. Data is segmented by industry (or global corporate HQ) standards, not the local organisational paradigm**
  - 4. Data cleaning is given to the lowest cost and (hence), least experienced resource**
  - 5. Misguided belief that your business applications will take care of the data integrity**
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## THE DATA YOU NEED: WHAT TO COLLECT?

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1. **EVERYTHING** you can! But, especially;
  2. **Job Role by Functional Area** – to study behaviour
  3. **Industry by your own paradigm, i.e. HVAC (useful) v Manufacturer or SIC code (virtually useless)**
  4. **Commercial Interests (not personal)** – much more useful than just Job Role (titles can be very deceptive!)
  5. **Key review dates (see your FSE)**
  6. **Other suppliers equipment seen on site (see your FSE)**
  7. **Timely, meaningful CSAT surveys using NPS**
  8. **Customer sentiments (from all channels: Email, IM, LI, FB, Twitter)**
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BUSINESS INTELLIGENCE v  
BUSINESS INSIGHT



# SAP Big Data Processing Framework

Mobile

Big Data Analytics

Big Data Applications

**Sybase ESP**

Stream & event processing

**Sybase ASE**

Transaction Processing

**SAP HANA**

In-memory Technology

**Sybase IQ**

Analytic Grid

**Hadoop**

MapReduce  
Batch Compute Framework

DB Engine

DB Engine

DB Engine

Hive/HDFS

**Sybase ESP**

Monitor / filter streaming events

**Sybase Replication Server, SAP BusinessObjects Data Services**

(Integrate / synchronize data across deployment options)

**Semi-structured Data**

**Structured Data**

**Unstructured Data**

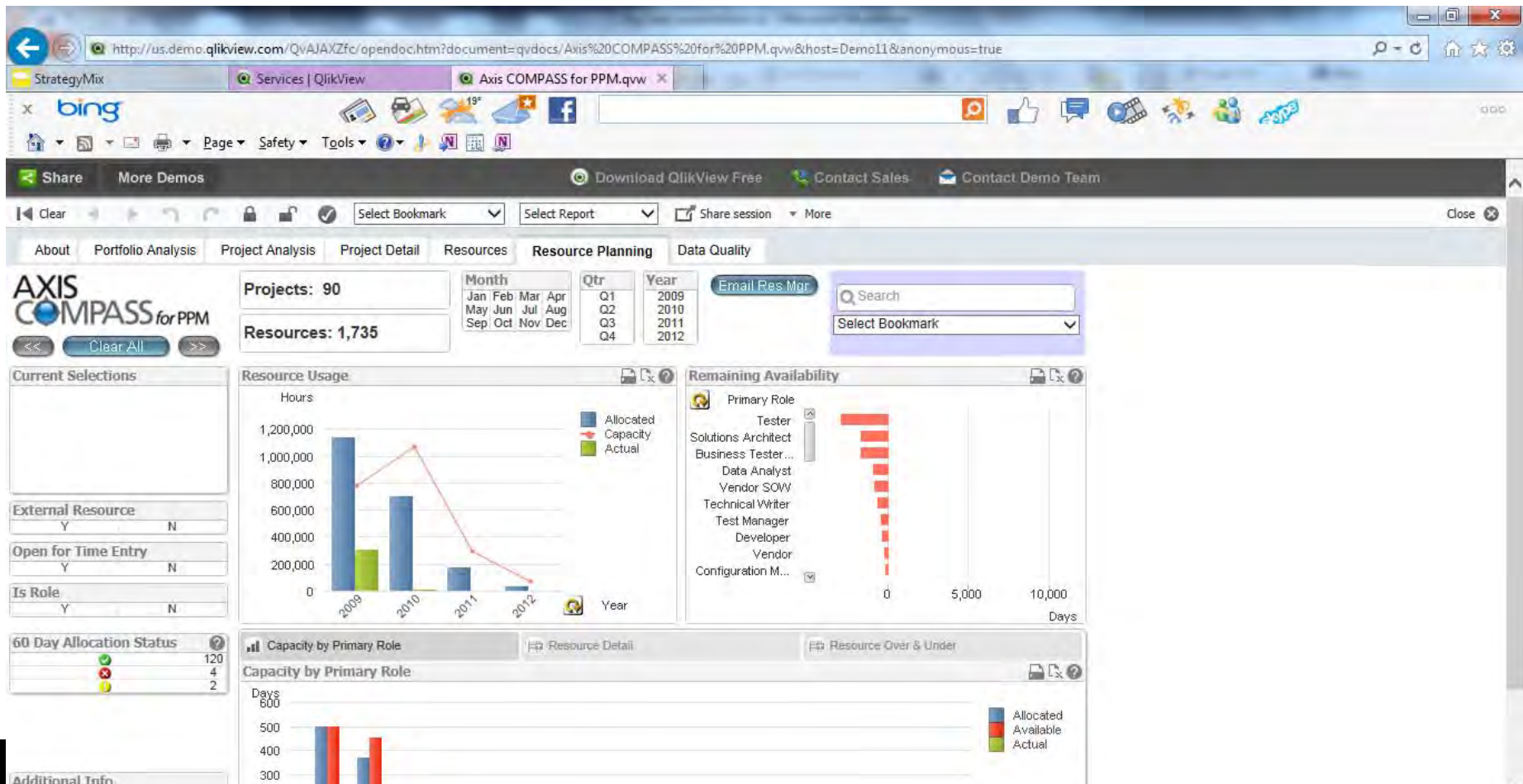
Present

Process

Store

Ingest

# QLIKVIEW – AN IN-MEMORY BUSINESS INSIGHT TOOL EXAMPLE





**SOCIAL  
ANALYTICS –  
SENTIMENT  
ENGINES**



# IN SUMMARY





**THANK YOU!**

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