

Big Data

Is Your Organization Prepared?

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In This Issue: Big Data

Understand the Value and Wide Use of Big Data

by Eleonora Babayants

Big data is one of the most widely talked about topics in the work place today. Many organizations know it exists, but for some it is difficult to grasp what it means for them.

As these companies struggle to understand the value of the data, they are often missing out on information which is already available within their business and are unaware of additional sources of information they may require. Without this information, companies may be losing their competitiveness.

Big data is typically difficult to use, process, and search. What should you do?

Simplify the Process

Previous tools for the analysis of big data have been poor and not well utilized by users. To add to this, the information collected may not have been suitable for all users. The solution is simple: adopt a system based on a user-centered design. This will allow your team to explore the data in an organic format more effectively, and to discover the key information that will be meaningful for your business.

You should also encourage your teams not to look at the data in one huge lump. Instead get them to look at the information from the big data in smaller segments. Your teams will not only be able to better process the data but will also be able to make better business decisions.

Giving your teams limited, but highly relevant data, allows them to process information faster, making necessary decisions in an efficient manner.

Make the Data Department Specific

All the data you collect can be used by various departments but in different ways. The data you collect needs to be sent to your organization's departments in a selective way in order for them to be able to extract the critical data to process and use.

For instance, your marketing department will need information which will allow them to run future marketing campaigns, whereas your sales department needs similar information to predict future demand for products. By ensuring that the information is organized into a format each department requires, they can process the information more easily and make better use of it.

Act

The technology for collecting and analyzing big the data is now available. There are many different tools which organizations can take advantage of, from column-orientated databases which can compress significant amounts of data quickly and return query results at a speed, to applications such as



WibiData which can process user behaviour on websites in real time. This application can then offer the user highly targeted solutions. WibiData allows organizations to serve up-to-date recommendations, personalized content, relevant searches, and respond to unexpected behaviors as they happen.

By working smarter and investing in the infrastructure and processes in your organization, you can really take advantage of the big data your business collects every day.

Industry News

- Connotate Upgrades Its 'Webdata' Extraction Technology
- Xerox Purchase of Smart Data Consulting
- Sitefinity 7.0 Launched
- Omni-Channel Experience Suite From OpenText

Don't Wait Until It Is Too Late for Information Governance!

by Eleonora Babayants

The volume of information organizations have is increasing significantly all the time. Organizations need to realize that they have to control that information so that they can maximize its value while minimizing the risks and costs.

Information governance is very important for effective management of big data. Information governance should be established for all content whether structured or unstructured and regardless of what system it is stored in. There is one critical point to follow for effective information governance:

Don't Keep it Until Something Happened!

Information governance is often acted upon only when legal issues and the risk of failure to maintain legal and regulatory compliance occur. Security, efficiency, and cost are critical in these processes, especially for regulated industries.

Some organizations are reluctant to enforce information governance early enough. Instead, they wait until something happens which can be very costly and disruptive to the business. Any organization which has faced fines due to compliance violation or e-

discovery procedures cost has realized that a lack of information governance can cause a huge loss in profits.

By creating a good information governance system in your company, you can avoid the more costly consequences later. Effective information governance can make it an easier process to discover the key information which lies within the big data to be used by your different departments.

What to do to implement information governance?

Consider the following:

- define procedures, processes, and controls with users feedback; when they participate in the creating processes and procedures, they will agree with them;
- be clear at the outset about roles, responsibilities and accountability across the organization;
- top-down support is critical to the success of any information governance strategy. Senior management should be briefed regularly on projects and progress related to information governance;

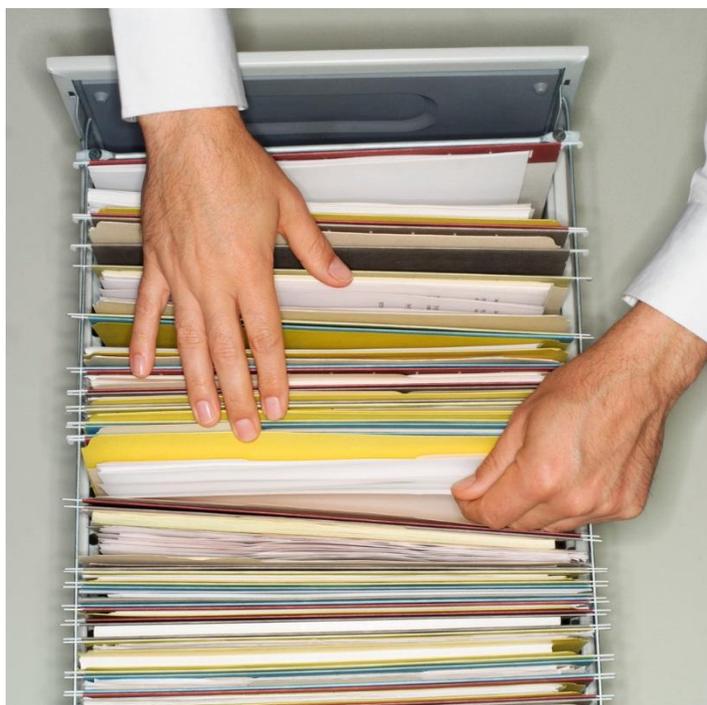
- establish a formal and ongoing training to make employees aware of new policies and procedures and the reasoning behind them;
- enforce standards with flexibility. While some policies and procedures should be universal, certain business units and regions may need some leeway when it comes to process particularities.

Are the Costs Justified?

There is no system which can completely eliminate the risks for the business. Yet a business can reduce the risks with proper investment in its information governance system and procedures.

Information governance doesn't just apply to the legal department. It is about maximizing the data available to the entire company to create a good profitable business for the future.

The key in this process is therefore not thinking of the information as a risk. You should think more about the strategic value of the data and how it can be protected and safely used within your business for maximum effect.



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Industry News

Connotate Upgrades its Webdata Extraction Technology

A significant upgrade to the technology has been completed by Connotate to its "Webdata" extraction process. The new technology will ensure a website is fully covered. The key component in the new Connotate₄ is that it has a custom browser which uses a Webkit engine that powers browsers like Chrome.

The technology is unique as it allows a machine to see the websites as a human would do. This allows for a better high-volume data extraction through a point-and-click interface.

The company points out that the following benefits are available on the new system:

- Inline Data Transformation
- Change Detection
- Fast processing of data through parallel extraction
- Build and expand capabilities
- An easy to use user interface

Xerox Purchase of Smart Data Consulting

The e-discovery services and technology consulting capabilities for corporations has been expanded by Xerox with their purchase of Smart Data Consulting. Smart Data provides services using Viewpoint software both hosted and on-site. Clients will see the staff deploy, support and deliver the managed services as part of the Xerox Litigation Services.

Sitefinity 7.0 Launched

Sitefinity 7.0 has been launched by Telerik as the latest version of its web content management platform. The benefits and new features of this management platform have been outlined by the company as improved customer engagement, productivity and the granular control over the dynamic content.

Omni-Channel Digital Suite From OpenText

OpenText introduced Experience Suite which enables organizations to design, develop, and deploy robust omni-channel customer experience at any time on any device. Experience Suite includes web experience management, portal, media management, tempo social, customer communications management, AppWorks Gateway, E-commerce Framework.



About Galaxy Consulting



Galaxy Consulting was founded with the mission and vision of helping organizations to manage their valuable information assets. Many of our clients, both large and small, have dramatically improved efficiency and reduced unnecessary labor hours through efficient methods, processes, and solutions we created.

Galaxy Consulting believes in partnerships with our clients. We are committed to working with you and to helping you transform your business. We will increase efficiency and productivity, maintain regulatory and legal compliance, improve collaboration, enhance innovation, and reduce costs through effective information management!

Call us TODAY to schedule a free, no obligation consultation!

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Galaxy Consulting provides services in business analysis and usability, content and knowledge management, records management, information architecture, enterprise search, taxonomy development and management, document control, and information governance.