BIG DATA. NO PROBLEM.

Enterprise Data Insight.

Until 2010, the term Big Data was categorically labelled as a raw digital footprint or the crude byproduct of some form of superfluous 'digital interaction'. The type or variety of data of this form could be anything from text or log files to images and graphics. Since the meaning of this data was oft illusive or not clearly defined, we called it "Unstructured". Conversely, transactional data was well defined, highly relational, and engineered with a purpose – as such, it was aptly dubbed "Structured" data.

In those days, Unstructured Data was often ignored, or worse, discarded; whereas, Structured Data was typically sent off to spend an eternity in a digital retirement home known as a Data Warehouse. Little did we know that the proverbial underdog, "Big Data", would begin to tell us the story of how businesses truly run.

Fast forward to 2016. The union between Structured and Unstructured Data opens the door for a new understanding of how our businesses operate from a perspective never before realized. This rich collage of Data Assets brings to life the digital signature of your business' very existence, the success stories and failures, the hits and misses, the reality and the apparitions. Or does it? Maybe it's all just a dream?

Oracle GoldenGate for Big Data can help you create a complete picture of your business by leveraging all of your Data Assets; thus giving you 100% Enterprise Data Insight. Transactional data can be streamed real-time into your Big Data systems without impacting source application performance or slowing down existing analytical processes. The flexibility of GoldenGate allows you to change your replication streams when your application changes, giving you increased agility and complete autonomy.

Nugravity can make this dream a reality.

Not All Predictive Analytics Are Created Equal.

So there they are – literally a sea of companies that invariably guarantee that they can solve your business woes with a simple click of a button. Just upload your weblogs to the cloud and their magic analytics algorithm will increase your topline revenue 3 to 5 percent. All without ever asking you what your business even sells. It is the proverbial "magic" solution for growing your business, but as with most "magic" solutions it is easy to be deceived.

The exclusive reliance on bottom-up algorithms to provide analytic solutions ignores your greatest resource: your people and your customers. In fact, large amounts of data, if analyzed without the appropriate smarts can result in 'false hits' and easily send your business in the wrong direction. Relying blindly on these types of solutions can misdirect business strategies and potentially **undermine growth.**

Smart analytic models require short-term and long-term strategic plans so that useful inferences can be derived. By incorporating your goals and plans as inputs in your analytics solution we can guide your business in meeting your proximal and distal goals.

The bottom line is that *complete* Enterprise Data Insight requires migration, management, and analytics:

- ✓ Direct interactions to determine your business needs and strategic plan

- ✓ Methodological support to help you ask the right questions and receive the information you need to make impactful decisions

- ✓ Direct and indirect input from subject matter experts and customers to optimize your future directions

- ✓ Human directed analytics to address your business questions and provide solutions for short-term and long-term plans

- ✓ On-going interaction and feedback to iteratively improve using data driven solutions

- ✓ Human support on all aspects of your solutions

Nugravity is ready to help you succeed!