



HARNESSING THE POWER OF ENTERPRISE BIG DATA

 **accenture**operations

ORACLE®

BIG DATA'S UNPRECEDENTED OPPORTUNITY

How big is big data? Judging by the numbers, it's huge. By 2017, it's estimated that global networks will deliver some 14 petabytes every 5 minutes.¹ The tide of data is rising at a phenomenal rate, with data handled by mission-critical applications doubling every 18 months. We are "datafying" everything, from our opinions captured on social media, to "things" such as smart meters and wind farms connected to the internet, to the daily activities of our business and personal lives. Call it the "datafication of everything."



82%²
**of executives
think big data is
changing the way
they do business**

Even more impressive than its sheer volume is what big data can do for your business. Harness it and it could help you discover and predict business patterns, and do it faster than ever before. In a recent survey by Accenture, 82% of executives confirmed that big data is changing the way they do business, and 89% believed that having a big data strategy is critical to achieve digital transformation.²

ACCENTURE AND ORACLE: TAMING THE DATA DELUGE

Here's the challenge: The world's ability to produce data has outstripped our ability to use it. So how can your enterprise digest all this data and turn it into actionable information? If you're like most medium to large enterprises, you're already dealing with growing structured data challenges which are managed with data warehouses, data marts and dashboards—places where you have carefully selected and organized data to solve specific problems, such as tracking your supply chain and inventory.

Big data is the domain of non-relational data, everything from machine-generated data streams generated from billions of devices, to social media and email interactions, to digital image libraries. These new oceans of unstructured and semi-structured data hold a wealth of hidden insights which can now be explored with technologies like Hadoop and NoSQL databases. However, big data can easily add to the complexity of a corporate IT environment as it evolves through frequent open source contributions, expanding cloud-based offerings, and emerging analytic strategies.

¹ 1 petabyte equals the volume of data in all the academic libraries in the U.S. machines, applications and/or individuals by 2017.

² **Source:** Accenture Big Success from Big Data, April 2014.
<https://www.accenture.com/us-en/insight-big-data-research.aspx>

To be truly transformational, corporations need a unified information management strategy that includes data capture, transformation, movement, quality, security, and management, while providing robust data discovery, access, analytics and visualization software. For over 35 years, Oracle has invested deeply across nearly every element of information management—from software to hardware to the integration of both on premises and cloud-based solutions. Oracle views big data not as an island, but as the latest aspect of an integrated enterprise-class information management capability.

To that end, Oracle helps to solve the challenge of harnessing big data by enabling enterprises to combine data from both existing and new sources using powerful data discovery, management, and security capabilities. When a company can instantly and securely analyze *all* of its data holistically, it can reveal new insights and help it drive predictions and business transformation.

Today, businesses worldwide are taking advantage of Oracle's big data management solutions to help:

- Rapidly discover insights and make predictions
- Accelerate data-driven action
- Simplify access to all data
- Connect, govern and secure any data
- Run on premises or in the cloud

ORACLE BIG DATA APPLIANCE: OUTSTANDING PERFORMANCE & VALUE

A core component of the Oracle information management architecture is Oracle Big Data Appliance, a secure platform for running diverse workloads on Hadoop and NoSQL systems. Combining pre-integrated, optimized and tuned hardware and software, Oracle Big Data Appliance helps deliver comprehensive and secure big data capabilities at a low overall total cost of ownership. Deploying Oracle Big Data Appliance with Accenture's experienced guidance can help deliver significant savings and performance advantages over do-it-yourself big data systems.

SIMPLIFIED OPERATIONS

Oracle Big Data Appliance is a purpose-built solution with a comprehensive big data tool set designed to simplify access to data, both on premises and in the Oracle Cloud. With Oracle Big Data Discovery, a powerful, built-in analytical solution, nontechnical staff will have the ability to capture insights through a business-friendly visual interface.

LESS RISK

Oracle Big Data Appliance helps to provide integrated enterprise security out of the box, including preconfigured Kerberos authentication, data-at-rest and network encryption, and robust centralized auditing via Oracle Audit Vault and Database Firewall—making it one of the most secure integrated systems on the market. Moreover, the appliance's pre-integrated and tested stack helps reduce the risk of downtime to near zero.

FASTER TIME TO BENEFIT

Because it's preconfigured and highly tuned for Cloudera Enterprise and Oracle NoSQL Database, Oracle Big Data Appliance can give organizations a head start on strategic big data initiatives. This optimized environment enables companies to focus their resources on developing compelling business applications and can help minimize extensive ramp-up time for new applications due to performance and production issues.

LOWER COST

Oracle Big Data Appliance provides unique pricing to offer a lower initial deployment cost as well as reduce three- to four-year total cost of ownership when compared to a do-it-yourself Hadoop system. Oracle Big Data Appliance bundles the hardware (servers, high-speed networking, power distribution units and peripherals), OS support and subscription costs for the Cloudera software into a single price for the life of the system. A single hardware support license covers the hardware as well as the integrated software.

WHAT CAN BIG DATA DO FOR YOU?

There's practically no limit to the ways businesses and organizations are using big data. Following are a few common applications:

IMPROVE THE CUSTOMER EXPERIENCE

Analyze past purchases and returns, inventory data, and social media chatter to enhance existing products and services, fine-tune marketing campaigns, predict churn, and improve the customer experience. Make recommendations to customers at checkout or via mobile devices.

BOOST OPERATIONAL EFFICIENCY

Sift through millions of maintenance logs to predict and head off equipment failures. Crunch data from sensors to optimize machine performance, factory output, and worker productivity. Analyze transaction patterns to detect fraud early or alert regulators to compliance issues.

DRIVE INNOVATION

Leverage data streams to launch new business models and expand reach to new customers and markets. One new business is analyzing data from tractor sensors to help farmers improve yields; and financial services companies are now building new lines of business by analyzing and selling existing transactional data.

PARTNERED FOR YOUR SUCCESS

In collaboration with Oracle, Accenture has created a set of tools and capabilities that help organizations enhance returns on their investment in Oracle Big Data. From initial assessment to post-deployment operational services, Accenture works closely with clients to deliver solutions that maximize the value of their enterprise big data and analytics environments.

GETTING STARTED

Accenture will review your current big data infrastructure, including your database and application landscape, to help you define short-, mid- and long-term strategic and tactical roadmaps and develop a business case for how you can benefit by using Oracle's big data solutions in your business.

BIG DATA HEALTH CHECK

Accenture's Big Data Health Check consists of a non-intrusive assessment of your Hadoop and NoSQL capabilities and resources, helping you lay the foundation for an effective solution architecture.

SOLUTION DESIGN AND DEPLOYMENT

Using a comprehensive approach that encompasses big data architecture development, platform configuration, performance tuning, capacity planning and resource management, Accenture can help you build and launch your Oracle big data solution with reduced business risk. Services consist of:

- Oracle Big Data Appliance design, testing, and deployment
- Cloudera cluster deployment, tuning and diagnostics

- Oracle Big Data Discovery implementation, configuration and data visualization
- Data ingestion analysis and design for Hadoop
- Data warehouse and database integration
- Integration with other Oracle systems, including Oracle Exadata

POST DEPLOYMENT RATIONALIZATION

After completing the deployment, Accenture helps monitor your Oracle Big Data platform as required for your specific database landscape.

MANAGED SERVICES

From day-to-day big data platform administration to periodic upgrades, patching and tuning, Accenture offers managed services that help control costs while working towards superior stability, scalability, performance and availability for your business over the long term. Big data managed services consist of:

- Oracle Big Data Appliance remote administration and quarterly patching
- Hadoop administration, monitoring, and remote support

TEST BEFORE YOU INVEST

Before investing in an Oracle Big Data solution, you can test your workloads at Accenture's Innovation Center for Oracle Engineered Systems. Located in Dallas, Texas, this lab is available to conduct proof-of-concept trials running your data on Oracle Big Data Appliance, Oracle Exadata Database Machine and other Oracle systems in a highly secure environment, allowing you to experience the potential benefits firsthand.

Accenture also offers three additional Innovation Centers for Oracle technologies in Redwood Shores, California, Tokyo, and Bangalore, India.

WHY ACCENTURE

Backed by 52,000 Oracle-skilled professionals, 16,000 infrastructure experienced individuals and a 23-year track record of delivering large-scale data center transformations, Accenture is a pioneer in designing, building and running Oracle Engineered Systems solutions at scale across the entire Oracle technology stack. Our excellent global delivery capabilities and flexible sourcing options work towards giving clients market competitive prices that balance their requirements, risk tolerance and budgets.

Accenture's acquisition of Eniktec, a worldwide leader in Oracle Exadata implementations, expanded Accenture's Oracle engineered systems capabilities to optimize servicing global clients.

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For enterprises seeking to transform their business with big data initiatives, Oracle Big Data Appliance is not only the most powerful and flexible platform on the market, it's also the easiest to deploy, manage, and scale. And with built-in tools like Oracle Big Data Discovery, non-technical business users can now explore all your enterprise data using an amazingly powerful visual interface. Harnessing enterprise big data has never been this simple and cost-effective.



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ABOUT ACCENTURE

Accenture is a leading global professional services company, providing a broad range of services and solutions in strategy, consulting, digital, technology and operations. Combining unmatched experience and specialized skills across more than 40 industries and all business functions—underpinned by the world’s largest delivery network—Accenture works at the intersection of business and technology to help clients improve their performance and create sustainable value for their stakeholders. With more than 394,000 people serving clients in more than 120 countries, Accenture drives innovation to improve the way the world works and lives. Visit us at www.accenture.com.

ABOUT ORACLE

With more than 420,000 customers, and with deployments across a wide variety of industries in more than 145 countries, Oracle offers a comprehensive and fully integrated stack of cloud applications, platform services, and engineered systems. For more information about Oracle (NYSE:ORCL), visit oracle.com.

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