WHITE PAPER

BIG DATA IS USELESS!

appiyo

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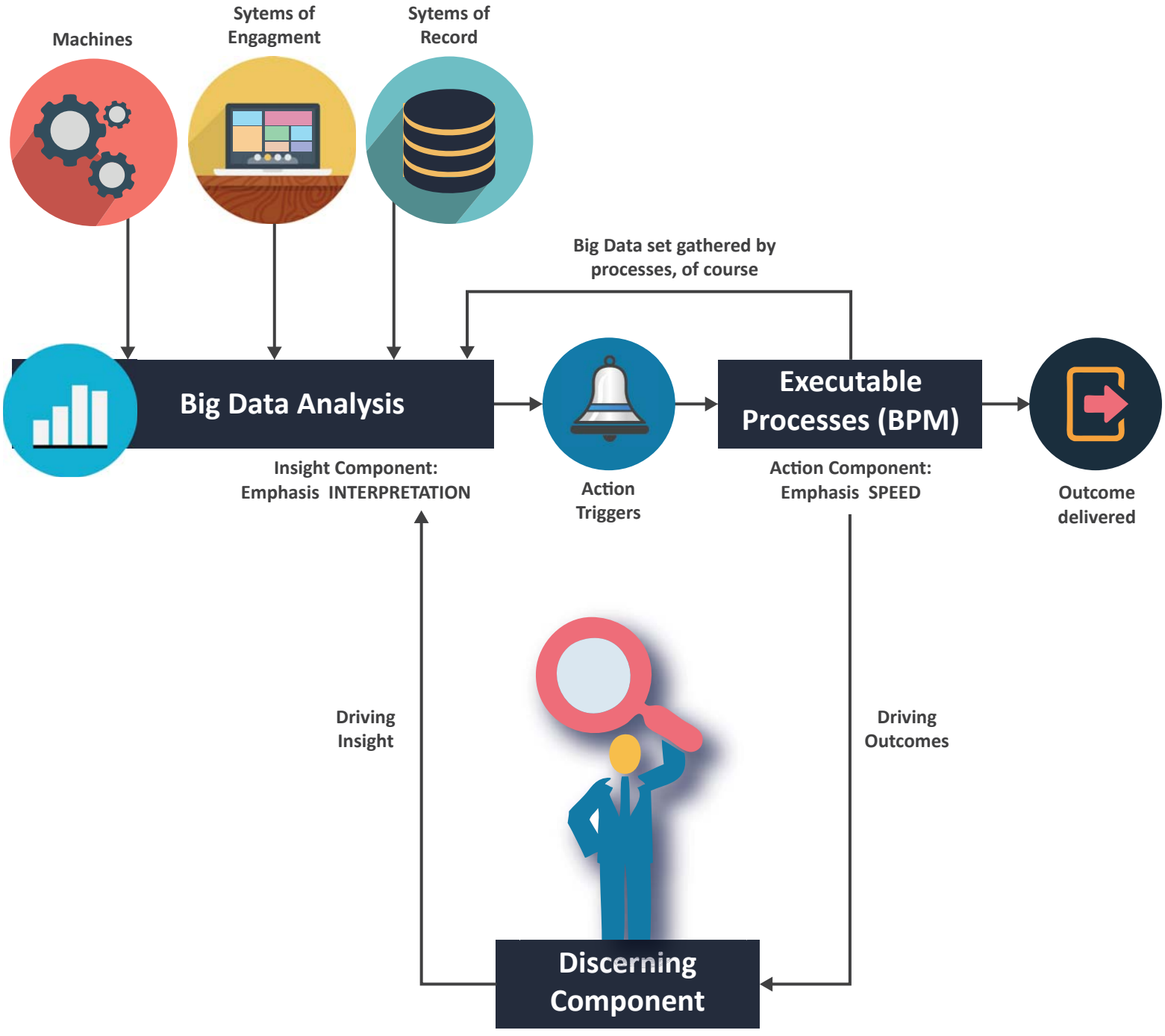
It will be useless unless of course, meaningful outcomes from big data analysis can be acted upon with minimal delays. Minimal or no-delay consequential action is necessary to retain 'meaningfulness' of the outcomes. This begets automated response mechanisms in the form of executable processes which can get fired contextually. Here is where BPM becomes relevant. The simplest use case is to set up a collection of contextual processes which would need to be fired upon receiving input triggers from big data analysis.

For examples, a recovery action notice workflow which may be triggered following big data analysis which raises alerts about improper insurance claim or, purchase coupons delivered to customer's mobile right after big data analysis input indicating customer's potential purchase intent.

The following high level schematic depicts the essence of the articulation.



Did we say Big Data is useless?!

Situational awareness intelligence coupled with response mechanism throughput achieved using BPM will bring about the true benefits of big data which includes structured data ('rows+columns' data) and unstructured data (pictures, videos, tweets, geo based context, email, conversations). BPM can also serve as a source of input for big data analysis by gathering and providing data about processes which gets executed. And, if BPM can also provide unstructured data such as process related conversations, attachments such as documents and pictures, then added value is obtained to further make the workflows more context-driven. Some refer to them as intelligent processes.

To achieve the above and recognizing the convergence of analytics, social, mobile and cloud, Appiyo has been architected to co-operate with big data. Appiyo enables 'Actionable Analytics'. Check out our simplified demo of a social media (facebook) feed brought into Appiyo for a response mechanism – particularly important for brand and reputation management.