



Big Data Analytics and Discovery Services



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The volume of digital information is predicted to increase dramatically, with much generated by sources such as social media, Internet searching, blogs and sensor networks.

This is giving rise to a need to discover insights that will improve decision making. In turn, this enables organizations to take advantage of opportunities, while minimizing risks and keeping a lid on costs.

Big data analytics is about exploration and discovery to improve data-driven decision making. A large part of big data analytics is use of new techniques that look into new data, or data that has been aggregated in new ways.

Such an approach enables organizations in industries such as retail, fast moving consumer goods, banking & finance, insurance and healthcare to engineer innovative business models and gain new insights into boosting competitive advantage.

Meanwhile, the volumes of data collected and stored continue to grow exponentially. In addition, data is becoming increasingly pervasive and exists in many formats. The resultant cost of data systems, as a percentage of total IT spend, continues to rise.

These trends and new demands are placing huge pressure on traditional solutions. The result is that many organizations are deprived of an integrated view of key business metrics and indicators from a large number of data sources, and the skills required are extremely scarce.

Recommendation follows evaluation

PCCW Solutions has well-established processes and procedures to help customers gain insights and derive business value with big data technologies. We start with a user requirement study to assist customers in clearly defining their needs. After analysis and evaluation, we design and recommend the most appropriate technologies to form a flexible, scalable architectural platform for big data analytics. With our ample experience and best practices, we can offer the most promising big data solution according to the preferences, industry-specific domain knowledge and budgetary parameters of the customers.

Social media analytics is applied to the ubiquitous social media platforms, which characteristically involves extraction of user review comments from social media sites such as Weibo, Facebook and Twitter, followed by sentiment analysis, market trend discovery, just to name a few.

Apart from applications in social media, our big data techniques can also be applied in enterprise performance management which includes both structured and unstructured data sources, for example, log and case-file monitoring, extraction of “dark” data into business insights, presentation of real-time key performance indicators, and even proactive monitoring and forecasting.

Our solutions are developed in collaboration with cutting-edge technology partners and active open-source communities in the fields of business intelligence, business discovery, consultancy and data analytics relating to specific industries.

Features and benefits

- **Provision of insights** – consolidation of data gathered from a variety of sources. Insights from factual data are key enablers in terms of cutting costs and revenue generation.
- **Preparation for the next step** – predictive analysis facilitates the decision-making process.
- **Solid experience** – PCCW Solutions holds a wealth of experience in systems integration and project implementation, partnering with industry leaders to provide solutions which meet customers’ specific needs.
- **Broad resources and skill-set inventory** – strong technical data management know-how.