



Big Data, Visual Analytics and Location Intelligence Solutions

Transforming Big Data into Business Insight

One of the key assets of any business is its data; every system and software package voraciously collects data to enable you to know more about your customer, manage your finances, monitor your business processes, analyse your sales and so much more. This mostly structured data is usually stored in a collection of fragmented transactional and reporting databases and/or depending on the maturity of the organisation in an enterprise data warehouse from where information and eventually intelligence is produced.

The exponential growth of all kinds of customer data from a myriad of sources like business partners, bureaus and financial institutions along with the unstructured mass of data from the Internet and Social Media sources has made the data challenge almost insurmountable.

The phrase, Big Data has been coined to describe the varied and vast potential resources available to companies of data in its rawest format. The challenge is converting this raw data into a platform, or Analytics Mart, that is interpretable and which enables real business insight.

Implementation of platforms such as this is usually a lengthy and expensive process. Suritec, through our extensive data experience, best-of-breed open source technology and built-by-experience methodologies, has considerably shortened the time and cost. The Analytics Mart is capable of incorporating any data as and when you require it – on a daily or monthly basis. It provides customers with the following benefits;

- ➔ **Quick to production** – months as opposed to years. Depending on source complexity, 5 sources or ± a billion rows of data will take 2 months to deliver.
- ➔ **Cost effective** – open source technologies reduce expensive licensing cost.
- ➔ **Agile** – new sources can be added without extensive re-development or much elapsed time.
- ➔ **Visual analytics** – is the most effective way to analyse Big Data, the solution includes a Visual Information System (VIS).
- ➔ **Time to insight** – unlock insight into the performance of your business and customers while formal data warehouse projects run their course.

Unpacking Big Data

Big data is high volume, high velocity, and high variety information assets that require different forms of processing to enable enhanced decision making, insight discovery and process optimization.

What does this mean? For businesses it means that traditional enterprise data along with personalised partner data e.g. credit bureaus are no longer the only external source of customer data. E-commerce through websites and mobile devices and the meteoric rise of social media has radically increased both the volume and the velocity of customer data. These multiple sources increase the heterogeneity of formats and the great variety of data available.

The market place is a 24/7 World Wide Web and these interactions produce big data.

Why Visual Analytics?

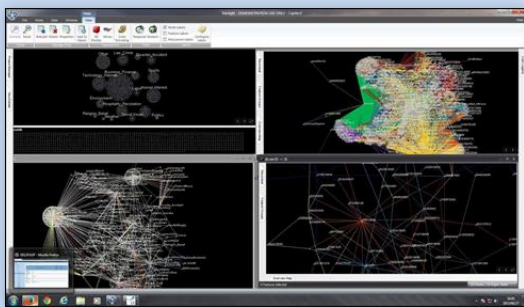
The average Human Brain can assimilate a maximum of between 3 and 7 different concepts at any one time.

Visual Analytics combines human and automated analysis techniques with interactive visualizations for an effective understanding, reasoning and decision making on the basis of very large and complex datasets.

Analysts, no matter what their background or discipline, struggle to assimilate and process large volumes of data from multiple sources. Visualizations enable them to logically interpret and understand relationships within the information so as to be in a position to act on it intelligently and produce insight.

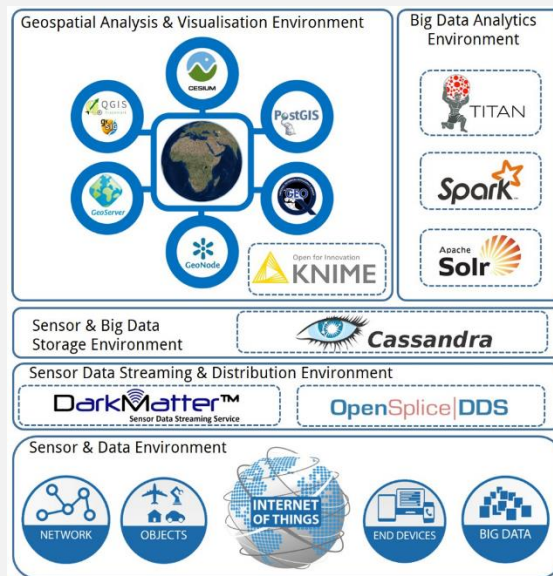
How can an Analytics Mart development benefit your Business?

Six cases to consider...



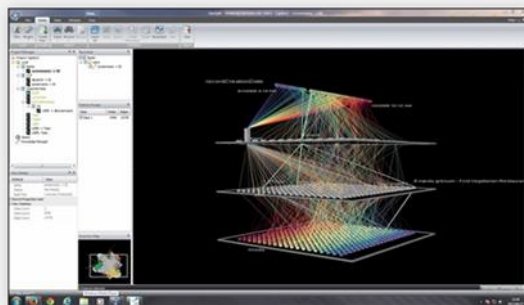
Enhanced 360° Customer View and Segmentation

A dedicated Analytics Mart will enhance existing customer views by incorporating additional internal and external information sources. Our proven methodology will fuse transactional, telecoms, credit bureau, website, social media and other structured and unstructured data sources into 1 dynamic source. By using Visual Analytics analysts can view and dissect all imported customer data from every source available, regardless volume, velocity or variety of data.



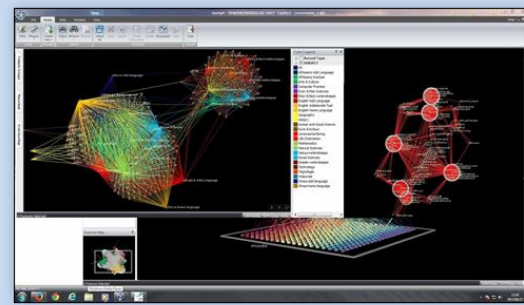
Open Source Solution Framework

We use proven Open Source technologies in all of our solutions to save on licencing costs.



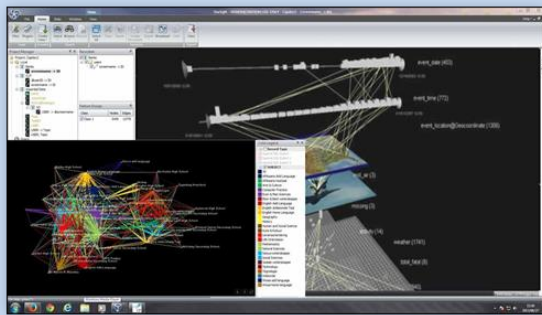
Credit Risk Management

A custom built Analytics Mart can play an integral role in your business' credit risk management. The import and fusion of disparate data sources will offer a single destination whereby any big data can be risk-assessed through analytics. The proprietary user interface's view types will enable analysts to dynamically adjust view data through user created parameters i.e. visually highlighting threats, potential opportunities and behavioural analysis for current, future or perceived states.



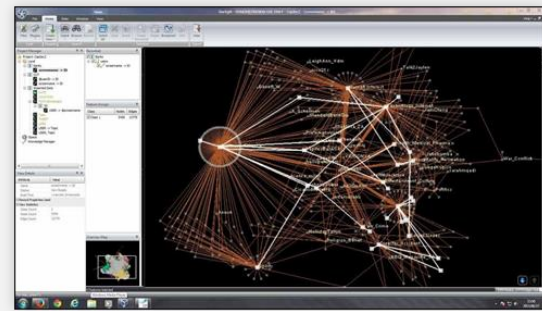
Operational Efficiencies

An Operations Analytics Mart can enable operational teams to assess any machine-generated data, that can include anything from IT Systems to sensors and GPS enabled devices. These various sources together make for voluminous and complex data sets and because they are rarely persisted, analyst could obtain meaningful insight. Visual Analytics will provide greater visibility of trends and patterns into operations, customer experience, transactions and behaviour.



Security / Intelligence / Compliance Insight

The Analytics Mart solution can play a vital role to lower risk, monitor legislation and detect fraud in your organisation. Incumbent cyber security and intelligence analysis platforms can be augmented with custom designed big data technology solutions to process and analyse new data types (e.g. social media, emails, sensors, Telco) and all sources of under-leveraged data (e.g. log files, audit trails) to significantly improve intelligence, security and law enforcement. Typical application could be for compliance and risk monitoring of King II, Protection of Personal Information and the NCA.



Big Data Investigation

A simple Analytics Mart solution will enable cost effective project investigations to find, visualize and therefore understand big data to improve decision making. Big data investigation addresses the challenge that every business faces: information is resident in many different systems and silos and people need access to that data to do their day-to-day work and make important decisions.

- ➔ You don't know what you don't know
- ➔ Structured data is what you think you know
- ➔ Big data analysis widens the net

About Suritec Geospatial

Suritec Geospatial specialises in geospatial systems development, sensor data distribution solutions, Big Data Analytics, software development, systems integration and consulting for government and commercial customers who have a need for;

- ➔ Location Intelligence solutions and GIS systems
- ➔ Situational Awareness and Decision Support Systems
- ➔ Intelligence Management Applications and Big Data Analytics
- ➔ Sensor application integration and sensor web enablement solutions
- ➔ Geospatial Content Management systems and solutions
- ➔ Internet of Things (IoT) – Smart Applications for cities, agriculture, environmental monitoring, risk management and resource monitoring

Our mission is to provide our customers with high value, affordable and innovative geospatial intelligence solutions and services by exploiting our domain knowledge and extensive practical experience to provide insight.

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