



Analyzing Real Time Big Data for Quick Insights and Faster Decision-making

Business leaders in global organizations are driven to seek real time value. Time value of information is a crucial component for every organization, providing insights on the current value of available information vis-à-vis the value of that information at some future point in time.

Organizations endeavor to extract as much value from the available information as possible in real time. However, common challenges faced include:

- Unavailability of real time data; outdated data cannot be considered for real time analysis
- Latency of ETL and DW's batch jobs for loading large amounts of data
- Increase in turnaround time due to development cycle of dashboards

Partnering with an established IT service provider can help you address these business needs and analyze real time information quickly, to help you take crucial business decisions.

Atos Syntel's Solution

Atos Syntel's **Real Time Aggregator** helps in collection and analysis of real-time data, to assist you in identifying trends and deciphering key business information through graphs, reports and dashboards. It provides an interface to capture and define metrics on various data sources, from POS transactions to streaming social media tweets. Once the metrics are defined, it presents real-time trend visualizations for those performance measures.

The framework can be extended to business use-cases such as device log analytics, social media analysis, online customer feedback, blogs, competitor analysis, market differentiators and more. Atos Syntel's tool works in three simple steps to gather data, decode/analyze available information and generate aggregated insights.

Salient features of the **Real Time Aggregator** are as follows:

- Builds on top of the Lambda architecture, popularized by Twitter
- Abstracts the complexities of real-time ingestion platforms
- Batch layers, using Apache Hadoop
- Speed layers, with the stream-processing engine of Apache Storm
- Service layers, with NoSQL data stores such as HBase and elephantDB

Business Benefits

- **Interactive, customizable dashboards** with real time and consolidated information for quick decision-making
- Leverages Analytics to gain **insights into sentiment analysis and competitive rates**
- **Reduction in BI development timelines** by accommodating new data
- **Reduced downtime** with a replicated and fault-tolerant storage
- Deployment on **commodity hardware** to minimize operational costs

ATOS SYNTEL'S BI-DW AND ANALYTICS CENTER OF EXCELLENCE

Atos Syntel's **BI-DW, Big Data, and Analytics Practice** offers end-to-end services across data management, information delivery, and information lifecycle management. The Center of Excellence (COE) consists of product competencies, alliances, accelerators, and frameworks. We help you build cost-effective solutions for managing and integrating data and deriving insights and foresights for informed decision-making, in line with your business objectives.

Key features include:

- An in-house Hadoop cluster infrastructure
- Rich experience in the Big Data ecosystem
 - Defining storage patterns in HBase, HDFS, Cassandra, and MongoDB
 - ETL scripts using Pig, Hive, MapReduce, and workflow development using Oozie and Azkaban
 - Analytics and machine learning using RHadoop, Apache Mahout, and Spark
 - Real-time data processing using Storm
 - Integration with industry products such as Informatica, Talend, Jaspersoft, and Microstrategy