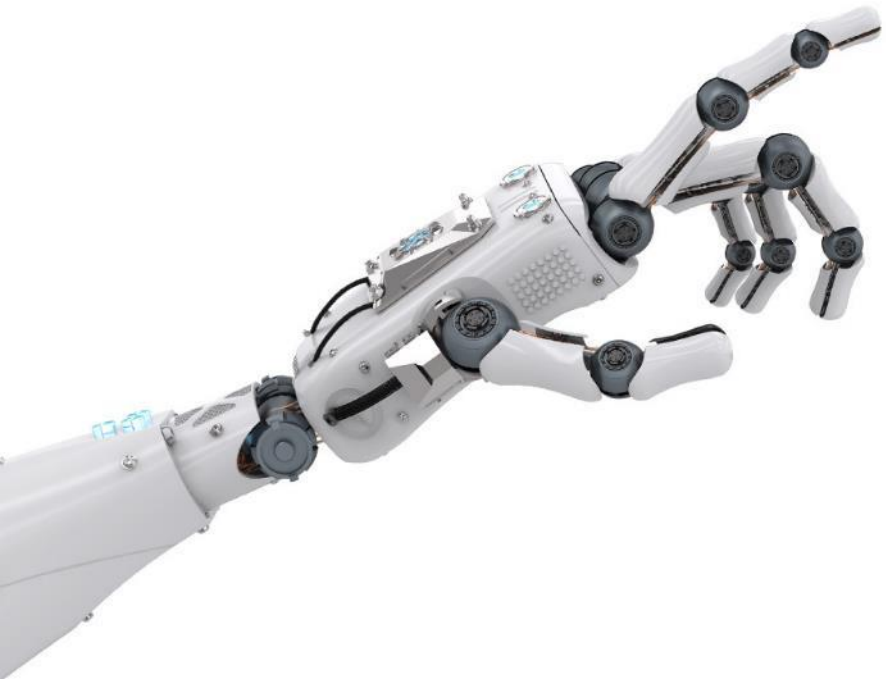


ACCELERATE

TO THE NEW

PORTALS TO BIG DATA



Navigating big data lakes is a daunting task, one that requires a focus on the end-user to redefine their relationship with data

WEB PORTALS SHOULD PROVIDE THE ENTRY POINT TO YOUR BIG DATA ECOSYSTEM



CURRENT BIG DATA IMPLEMENTATIONS ARE FULL OF CHALLENGES FOR USERS



SECURING ACCESS

Data Lakes expose users to massive amounts of diversified data and tools – all of which require access entitlements



FINDING THE RIGHT DATA

Users don't know what's available and where, making it difficult to find the data they need and creating silos of tribal knowledge



GAINING CONFIDENCE IN THE DATA

Lack of metadata makes it hard to trust and understand data - preventing use of data outside of immediate spheres of knowledge



DISCOVERING AND SHARING INSIGHTS

Disconnected tools, experiences, and proficiency levels make it difficult to effortlessly gain or share insights from data lakes



WIDE VARIETY BUT LESS MATURE TOOLS

Traditional RDBMS tools have extensive GUIs, Big Data tools are less mature and more complex, with less structured support

DESIGNING A USER-CENTRIC WEB PORTAL IS THE KEY TO BIG DATA SUCCESS

Taking a design-led approach to developing a web portal ensures the user's perspective is at the core of your Portal – solving for key challenges and making your ecosystem accessible for all users, enabling them to effortlessly:



EXPLORE
Everything



DISCOVER
Something



TRUST
Anything

ENABLE USERS TO EXPLORE FREELY

Migrate all your data to the big data lake and equip your users with the right tools to explore everything

KEY ENABLING FEATURES

DATA INGESTION & TRANSFORMATION



- Provide users with the ability to easily ingest new data of all types from a variety of sources
- Perform transformations right in the web portal with a user-friendly interface

DATA REGISTRATION & CATEGORIZATION



- Tag all your data through metadata registration as part of data ingestion to provide a more structured and clean taxonomy
- Leverage existing data models and taxonomies to easily categorize your data with common business language

GOOGLE-LIKE SEARCH



- Allow users to find the data, use cases, and reports they need – including the ability to view intelligent sample data sets in your portal
- Surface the most important information to encourage deeper exploration

ONBOARDING, TRAINING, & SUPPORT



- Utilize the Web Portal to centralize self-service training and community-powered support
- Connect users to in-house experts for more complex issues

HELP USERS DISCOVER INSIGHTS FASTER

The value of your big data ecosystem is the insights that users can uncover, accelerate their ability to discover those insights

KEY ENABLING FEATURES

ACCESS ENTITLEMENTS



- Create a one-stop-shop for users to request access to all data, tools, use cases, reports, and other capabilities housed in the ecosystem
- Decrease end-to-end approval time with automation wherever possible

CONTEXTUAL DISCOVERY AND PERSONALIZATION



- Leverage recommendation algorithms to create personalized data feeds and curated content for the user
- Surface the most important information to encourage deeper exploration

BASELINE INTELLIGENCE



- Create a foundational reporting capability within the portal to provide users access to common queries and reports, increasing efficiencies

COMMUNITY OF DATA CHAMPIONS



- Promote cross-team knowledge transfer by creating forums for users to share information on data, code snippets, use case usage, etc. to accelerate platform adoption

BUILD TRUST BETWEEN USERS AND THE DATA

Ultimately, users must trust the data and gain confidence in the ecosystem to fully adopt and move on from your legacy environments

KEY ENABLING FEATURES

AI-DRIVEN DATA QUALITY



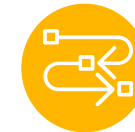
- Ensure only high quality, trustworthy data is made available to end users by leveraging Machine Learning for data quality

CROWD-SOURCED DATA GOVERNANCE



- Leverage the knowledge of your users to help fix bad data
- Implement a user voting system, aided by AI, to ensure most relevant content surfaces to the top
- Certified content will be boosted in rankings to help promote its relevance

E-2-E DATA TRACKING FRAMEWORK



- Provide complete visibility into the data lifecycle as it flows from source through your ecosystem to the end-user
- Send proactive alerts to users about any impacts or outages in the big data ecosystem

WHAT DOES SUCCESS LOOK LIKE?



WIDER DEMOCRATIZATION

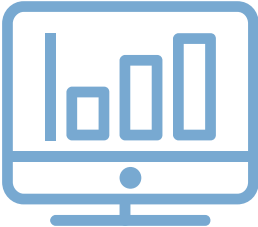
Unlocked tribal knowledge, made available for everyone across the enterprise



SELF-SERVICE DATA CULTURE

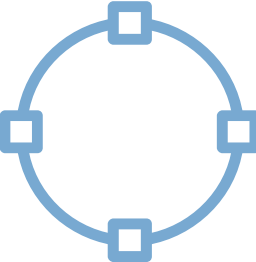
Empowered users making data-informed decisions

One-stop shop for data and tools



HUMANIZED DATA

Defined face of data that's approachable by all
Consistent, delightful user experiences with a Design Language System



INTERCONNECTED ECOSYSTEM

Integrated ecosystem of data, tools, and people that's easy to use and tailored to user types

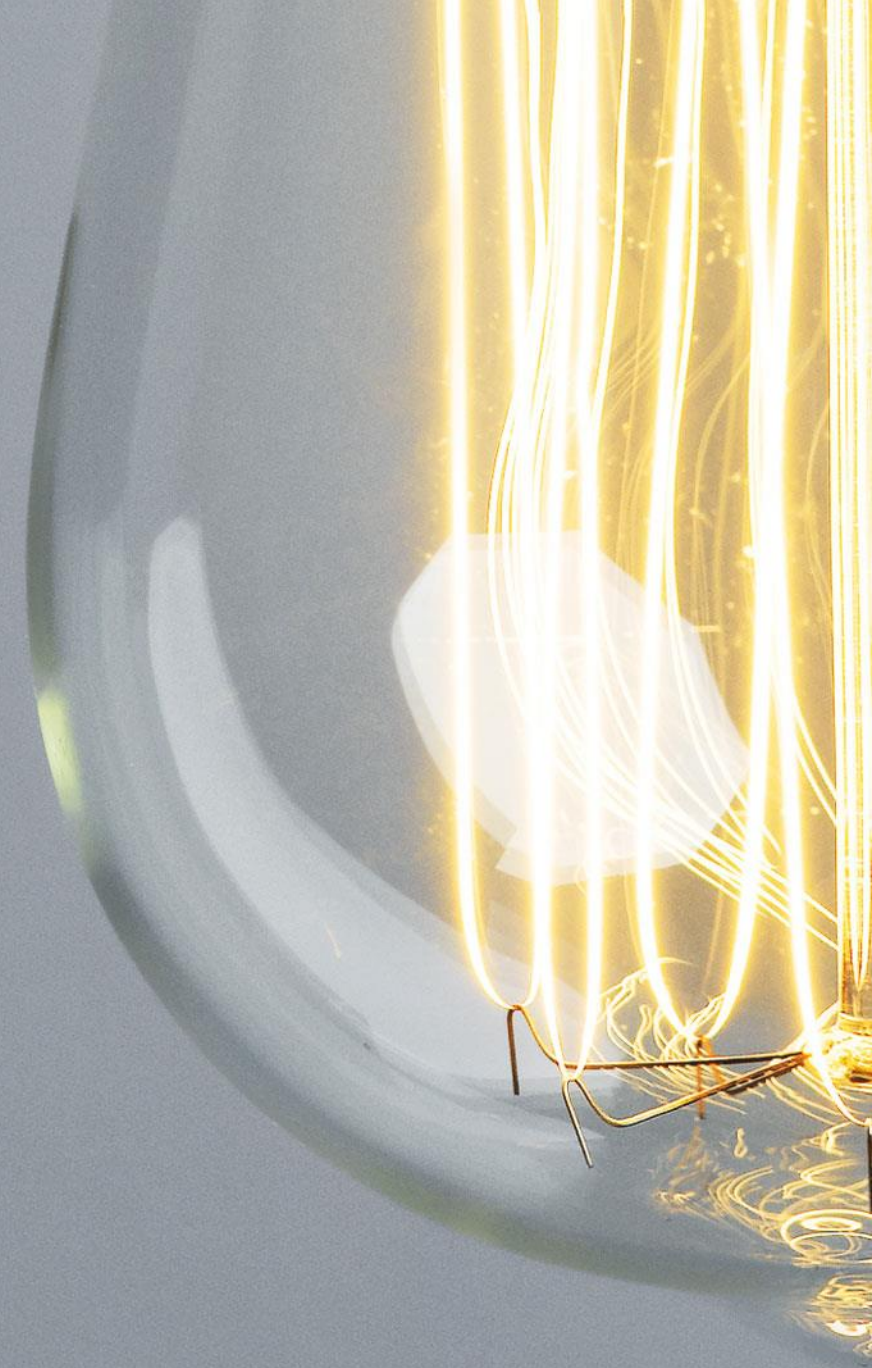
LEADING FINANCIAL SERVICES COMPANY

Re-imagined the Web Portal as core to the big data ecosystem to **improve the user experience and increase user adoption**

Company had implemented and advanced big data lake environment but user adoption and satisfaction continued to be a challenge.

We partnered with their data lake platform owner to help redefine and redesign the entry point in to the lake, via a Big Data Web Portal.

The lake is now more explorable and accessible – leading to a drastically improved user experience and increase in user adoption across all types of users.



HOW DO YOU GET STARTED?

You need to understand...



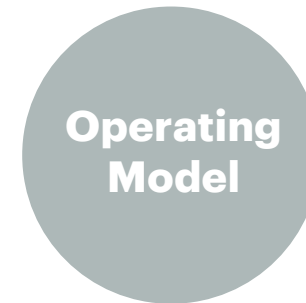
Who are your users and what does their day-to-day workload look like?



How does data flow through your ecosystem and what are the usage patterns?



What data exists? Where? And how do your users interact with the ecosystem?



Who's who in your ecosystem and what capabilities are centralized vs. federated?

Key Contacts

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