TURBOCHARGE BUSINESS
WITH DATA INTELLIGENCE ON CLOUD
Intelligent insights from trustworthy data, innovation at scale in a dynamic ecosystem and data monetization are high priority areas for executives across industries, especially chief technology officers, chief data officers and chief marketing officers. However, meeting these priorities requires some effort, given that traditional on-premise data management solutions are unable to handle the complex demands of NEW DATA—data that needs to be made visible, transparent, trustworthy and accessible at the point of need to different stakeholders. To cope with the changing data landscape, the move to intelligent data platforms on the cloud is becoming a necessity. However, businesses need to tread with caution. They must weigh options before adopting a specific data on cloud roadmap that meets their requirements of security, cost reduction and scalability while striving for flexible business architecture and faster time to insights.
DATA WILL KEEP GROWING

Every minute, there’s an enormous amount of data flowing through mobile phones, tablets, wearables, RFID tags, sensors and many other devices. According to Cisco’s global IP traffic forecast, the annual global IP traffic will reach 3.3 zettabytes per year by 2021, with smartphones accounting for 33 percent of total IP traffic.¹ The company further predicts that by 2021, the global cloud IP traffic will account for 95 percent of total data center traffic, and 94 percent of all workload and compute instances will be processed in the cloud.²

HOW ARE BUSINESSES RESPONDING?

Apart from pure data-driven companies that embraced cloud computing right from the beginning, most organizations started their data journey with on-premise computing, and gradually began moving transactional data to the cloud for only specific requirements. However, data consumption visualization, BI and reporting) continued to be performed on-premise. This approach served business needs well until recently. In the digital economy, on-premise is showing its limitations.

The promise of data on cloud, if strategized and implemented correctly are manifold. While it often starts with the aspiration to reduce the total cost of operations, a well-designed data fabric on the cloud can give businesses the much-needed scalability, enterprise flexibility and trustworthy data powered insights for smarter and faster outcomes. Using the power of machine learning, deep data science and a host of agile and intelligent data services, businesses can discover dark data, identify data assets that can be monetized, and obtain intelligent and innovative business insights at speed.

Data on cloud spans a broad spectrum—from migration of on-premise storage and databases to transformation of on-premise data capture, curation and consumption components. Any business would be reluctant to move all its on-premise data infrastructure and solutions to the cloud, given the investments and value locked over several years. They need to adopt a more pragmatic and risk-optimized approach.

As discussed below, depending upon an organization’s level of cloud maturity and immediate as well as future business demands, Accenture recommends the best-fit architectural approach for adopting data on cloud.

**Extend on-premise data supply chain**

This approach calls for offloading the ingestion, processing or consumption of existing data to a cloud-based data service and building quick solutions to handle urgent business needs or as initial investment in cloud technologies. While Accenture provides an appropriate roadmap to this tactical demand, it can help develop the roadmap into a pro-active architecture blueprint.

Often, companies using conventional technologies to handle the high volume, velocity and variety of data encounter delays in system response time. This leads to poor performance (at the level of database cluster), and consumers end up abandoning the company’s site after just a couple of minutes. To address this problem in the short-term, businesses end up over-provisioning (sometimes by as high as 60 percent), increasing the overall cost.

What such businesses need is to extend the life of their on-premise data supply chain by augmenting its rigidity with the flexibility offered by data components on the cloud. And, as part of such an exercise, Accenture has helped businesses to:

- **Build a roadmap for future-ready platform with minimal changes to enterprise data transformation layer.**
- **Extended the capability of the existing data warehouse by using technologies like AWS S3, SSIS ETL tools, MicroStrategy and Tableau.**
- **Transitioned parts of the on-premise data warehouse from existing technology to a cloud-based technology.**
- **Designed a detailed roadmap and governance structure for future data intelligence demands.**
Problems that cannot be addressed by merely extending the on-premise data supply chain to the cloud or by building a parallel data life cycle on the cloud would need to solved by redesigning the data supply chain on the cloud. That is, build a native data solution on the cloud. Accenture recommends this approach to companies that already understand the business potential of the cloud, and their executive leadership fully endorses the development of new data ecosystem on the cloud.

Modernize data supply chain on the cloud

This option is ideal for companies that need to build a parallel data life cycle on the cloud by pro-actively aligning the data platform to the hybrid application ecosystem, thereby systematically shifting the center of gravity of data to the cloud. This can be best achieved by a methodical modernization of the data supply chain.

For instance, where businesses are still relying on old proprietary data sourcing system, the documentation of business logic and rules are poor and data preparation from source to presentation is slow. As a result, the data transformation cycle for reporting can take several days, resulting in reduced sales and poor business performance. To overcome these limitations, Accenture has helped businesses transition from a legacy data sourcing and integration system to a more modernized, future-ready, flexible and scalable data architecture. This has enabled data capture in real time, reduced processing time by more than 50 percent and accelerated business outcomes.

Redesign and build a new data ecosystem on the cloud

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A typical scenario where this approach has been favorable is one where the infrastructure that has served well for so many years is unable to cope with the rising consumer demands and service expectations. As a result, the aging assets begin to perform poorly, and the company needs to take measures to improve customer service and strengthen resilience of its infrastructure management.
system. With huge volumes of data in multiple silo systems across the organization, the business teams lack a single version of truth. More often than not, the current data platform proves inadequate for analyzing data in real time and meeting compliance requirements.

Our solutions use intelligent tools and processes and innovative delivery approaches to build a cloud-native data platform that can process a huge volume, variety and types of structured and unstructured data and optimize business processes. They also enable companies to reimagine and design new KPIs across the entire data ecosystem and generate smarter insights from trustworthy data. The impact on business can be impressive—for example, savings of more than $3 million per year for one of our clients.

GAME CHANGING OUTCOMES

NEW DATA is the foundation of intelligent enterprises, and it is next to impossible to leverage it without an intelligent data platform on the cloud. In fact, businesses that leverage the full potential of NEW DATA will likely gain competitive edge by building new cloud-based disruptive business models.

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