



5 tips to ensure that big data has a big impact on your organization



Big data is changing the way that the world does business, from reactive to predictive. Analytics can transform the way that almost every department in your organization operates, but most companies are barely scratching the surface. Here are five tips to get more actionable insights from your data.

Cisco UCS® with Intel® Xeon® processors



“Hiding within those mounds of data is knowledge that could change the life of a patient, or change the world.”

— Atul Butte, division chief and professor, Stanford School of Medicine



1. Deploy a massively scalable big data platform.

The more data you process, the higher-quality insight you will glean. Consequently, expect your data to grow exponentially—and plan for the massive capacity you’ll need to process it. The Cisco Unified Computing System (Cisco UCS) can scale to 10,000 servers, giving you the power to support the largest data clusters.

2. Maintain low TCO.

As more departments seek to gain predictive insights, the amount of data, as well as big data and analytics workloads, will continue to grow. As a result, infrastructure will eventually get very large. You need to make investments now that will deliver the lowest possible TCO both today and tomorrow.

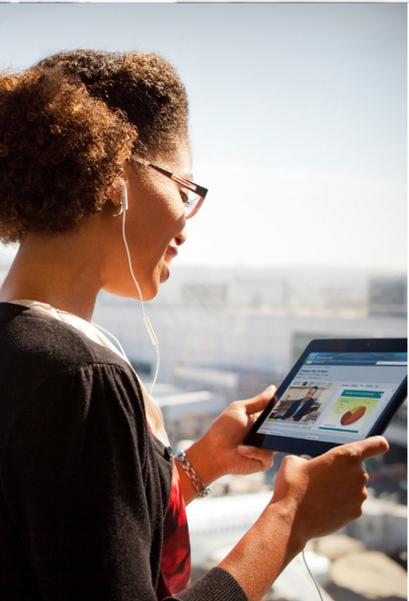
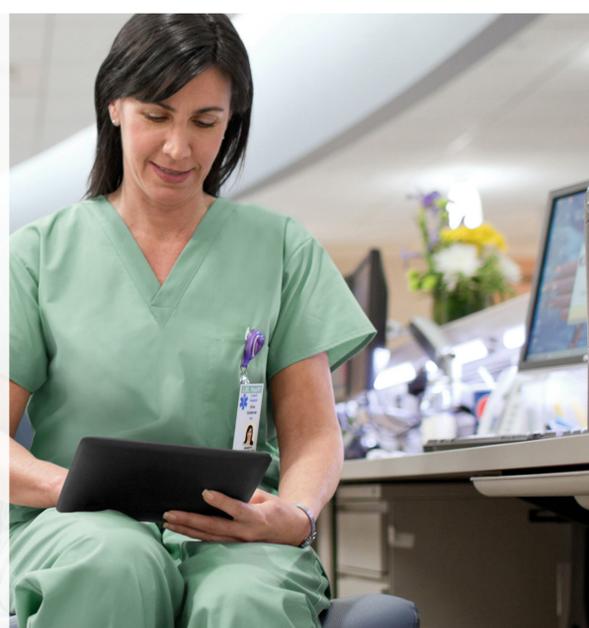


3. Have the flexibility to process analytics anywhere.

When you’re analyzing historical data for insights, it is fine to analyze it within the data center. But sometimes real-time insights are crucial. You need an infrastructure that can either move the analytics to the data or move the data to the analytics—whichever makes more sense for your organization.

4. Integrate your data.

To analyze your data, you must first be able to access it. But accessing your data can be a challenge because it lives throughout your infrastructure. Cisco Data Virtualization software abstracts data from all your sources, giving you a unified view of all the data you need to make better business decisions faster.



5. Choose the right analytics software for the job.

The world of analytics is characterized by nonstop innovation. Because new analytics applications are becoming available all the time, Cisco works with a large ecosystem of analytics leaders. This ecosystem enables you to choose the software you need and be confident that it’s supported by Cisco analytics-ready infrastructure.