



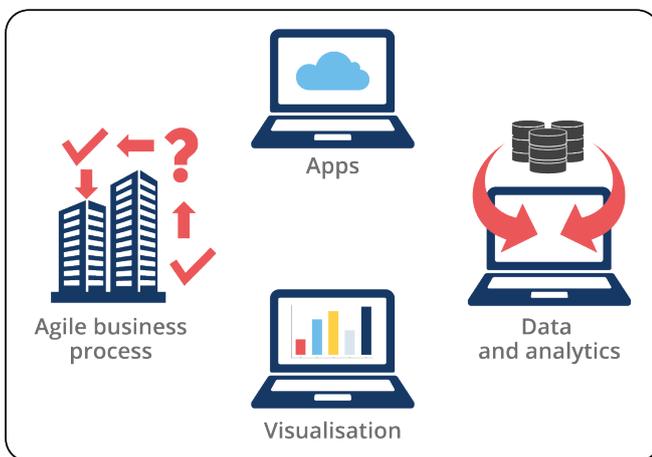
An introduction to Business Intelligence and Data Analytics

Understand how data mining, data warehousing and analytics can improve decision-making



Big Data adds value when it is accessible to users through tools that are easy to use for IT and business users alike.

SystemsUp has developed a unique approach that enables you to organise, visualise and analyse the data you have, in order to get faster and deeper insight into your business and the challenges it faces.



"Data and analytics will drive modern business operations, and not simply reflect their performance"
Ted Friedman, VP and distinguished Gartner analyst

According to Gartner, Business Intelligence and Data Analytics has been effective in decision-making for three out of four enterprises and has led to increased profitability, reduced cost, faster decision-making and critical performance improvements.

Why SystemsUp?

Our approach shows users how to analyse all data types with familiar tools and rapidly accelerates the time taken to move from **raw data** to **insight** and **action**:

- ◆ Gather data from silos within applications and services
- ◆ Scale in-house developed databases and solutions
- ◆ Automatically cleanse and normalise data during import
- ◆ Enable the efficient aggregation of data into well-architected data repositories
- ◆ Provide Business Intelligence tools for business teams to report and query data
- ◆ Enable data to be visualised easily and sliced to uncover key insights
- ◆ Give team members personalised views so they can share reports and view them securely from most devices



BI and Data Analytics – the challenges

Data complexity

Business data is typically a mix of structured and unstructured information, stored in a variety of formats, and siloed within applications and services. So how do you use Business Intelligence (BI) services to make sense of it if you lack the internal expertise?

SystemsUp provides a streamlined set-up and deployment experience that simplifies the complexity of BI and Data Analytics and makes it accessible to your organisation.

Decision-making

We want to make sense of the real-time data being generated every second of every day – from supply chains to social data streams. In fast-moving industries the ability to make the right decisions in real-time creates genuine competitive advantage. Yet many do not have the tools to make timely and accurate decisions.

SystemsUp will enrich your reports and build data flows that are capable of combining real-time data with historical records.

Big Data skills

A lack of advanced skills in data and analytics means many organisations are unable to act on the data that has been collected and stored.

SystemsUp reviews your existing data landscape and helps migrate and aggregate the information you have into well-architected repositories that will allow your business teams to report on and query with increased insight.

About SystemsUp

SystemsUp is a highly regarded professional services company and delivers outstanding cloud consultancy services with consistent year-on-year growth through the success of our clients.

SystemsUp delivers successful cloud transformation engagements in the public and private sectors. Our clients range from high profile government departments, FTSE 100 and global blue chip companies, to smaller specialist organisations and application vendors across all markets.

GDPR

The use of Big Data has implications for privacy, data protection and the associated rights of individuals – rights that will be strengthened when the EU General Data Protection Regulation (GDPR) is implemented. Under the GDPR, stricter rules will apply to the collection and use of personal data. Organisations will need to be more transparent and accountable for what they do with personal data. This is no different for Big Data, AI and machine learning. As part of our BI and Data Analytics service, we will look into your requirements and provide advice.

The SystemsUp approach is based upon standard data methodologies, but focusses on enabling self-sufficiency through a cyclic process. These principles are critical to enabling business engagement and true discovery of the art of the possible.

