



# Why Big Data is the Big Boss

## Integrate Big Data into Business Goals

- **Know Your Business Goals before You Know Data**
- **Know What Big Data Means to You**
- **Translate Big Data into Business Intelligence**
- **Join in on Your Customer's Journey**
- **Create an Integrated, Intelligent and Interactive Environment**

**Don't Let Big Data Defeat You!**

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***Big Data has hit headlines today!***

***Spot it in Times Square announcing its big presence and taking a 'theatrical bow'; or on hoardings like the one on Highway 101 between San Jose and Redwood City.***

## Introduction

### How big is Big Data?

It is big no doubt and people are talking about it. To be precise, we create 2.5 quintillion or 2,500,000,000,000,000 bytes of data every day, according to IBM. And to think of it 90% of that data was created only in the past 2 years.

### What is it?

Big Data is information about customers available through various sources and channels, from social and ICT networks, from videos and digital images, from sensors or GPS signals, to name a few. This data is something which can be invaluable for businesses.

### What does it do?

This kind of transactional data if collected and analyzed can give organizations greater insight into customers' preferences and behavior.

### Why all the Buzz?

Through this information companies can be better informed while creating or developing new products and solutions as well as anticipate problems that may occur and address them appropriately.

Big Data as the name suggests need not necessarily be about size, it is about gaining those insights that make your business more agile, more flexible and more in tune with your customers. Reflecting this growing significance, companies now are investing more in capturing and analyzing Big Data. There are state-of-the-art technologies and advanced analytical platforms that now can be integrated with the Enterprise.

Data is available everywhere today therefore making it even more important to know why you need that data, how will it help, who will it help, what it will cost to capture and analyze, and what return will you get out of it.

## Integrate Big Data into Business Goals

What marketers can gain out of Big Data is minute level of detail about customer interactions and behavior. Taking this information and integrating it with business goals is when it actually provides leverage. Here are 5 simple steps you could consider to blend Big Data into your business goals:

## **1. Know Your Business Goals before You Know Data**

Marketing companies may presume they know their business goals. However once they start leveraging Big Data, it will offer many opportunities to achieve goals in different ways. A great starting point to create a framework for formulating business goals could be with basic questions such as:

- What do you need to achieve to gain market share?
- What growth do you want from existing customers?
- How you wish to cross-sell and up sell?

Answers to questions like this could help in creating a defined structure to understand how you can leverage business goals.

## **2. Know What Big Data Means to You**

There is no limit to the availability of online and offline data. Creating a customer profile and goal based on every data source possible will make harnessing data a challenge. Set defined goals and then use data that will materialize its objective.

For instance, if your goal is to penetrate accounts by more than 40% in the coming year, you can focus on capturing and analyzing data related to purchase history, website behavior and customer service information in order to achieve you target

## **3. Translate Big Data into Business Intelligence**

You have various data sources to play with, from the web, emails, social media, purchase and order history, customer service, buyer behavior and sales interactions. Create a structure wherein data intelligence becomes a linchpin to map goals with strategy.

For instance, information on where, when, why and how customers purchase is critical in knowing how to position your product or service relevantly in the right place, at the right time directed to the right person. With Big Data you get to drill down further and understand (in this case) customer behavior in detail such as through which channel and when they are likely to make a decision. This provides new ways to achieve strategic and business goals effectively.

## **4. Join in on Your Customer's Journey**

Understanding each stage of your customer's life cycle is important in creating actionable segments to drive relevant messaging. The following steps could be adopted to integrate customer intelligence

into strategizing multichannel campaigns:

- Create an evolved data structure to accommodate unstructured data captured and collected from different online and offline sources. A kind of structure that even captures social media conversations.
- Develop an interactive marketing hub that can store and manage customer interactions. This will make it easier to analyze data and drive campaigns relevantly.
- Integrate analytical engines into your marketing hub to enable data analysis. Through this users within your organization will be able to conduct basic segmentation and customer intelligence professionals can conduct advanced analytics through the platform.
- Build your database with customer interactions that drive buying decisions which typically include complex demographic and firmgraphic segmentation.
- Create business rules or a framework that distributes campaigns and responses through various channels based on type of campaign, location, product, service or business type.



**Software-as-a-Service (SaaS)** applications which can be accessed through the Internet

**Open source software** that allows large volume of data processing and distribution across the

## 5. Create an Integrated, Intelligent and Interactive Environment

With an interactive marketing hub that integrates sales and service environments, you can take multichannel marketing to the next level of revenue performance. Utilizing customer intelligence helps in profiling and segmentation of customers at every stage of their life cycle. This is how Big Data helps in creating a customer centric approach to achieving business goals.

## Conclusion

CIOs or Chief Information Officers now have to transform themselves into new avatars of Chief 'Innovation' Officers in order to translate Big Data into business intelligence. However CIOs need not necessarily run all over place

With Big Data, the mantra is  
“If you don't know what you are looking for, you will never find it”

trying to get a setup integrated with their Enterprise Data Warehouse (EDW). The process here is to collect data first and then think about how it can be used. Although a data scheme needs to be set before capturing data. The best way is to create a big data repository, run an analysis on it and then explore different relationships possible from it. The basic process of Big Data management is to first capture data, store it, secure it and then analyze it.

With efficient planning and management, Big Data can be leveraged to a great extent in achieving business goals effectively. Don't Let Big Data Defeat You!

**At Info CheckPoint we understand the value of a driven, directed and dynamic database. Our databases are business intelligence tools that are functional, flexible, reliable, cost effective and credible. The road to accelerating your marketing ROI begins with obtaining the best suited database. Get in touch with us to know how.**

## **ABOUT INFO CHECKPOINT**

Info CheckPoint is a preferred provider of credible business to business (B2B) information, database management and marketing solutions. We understand the value of driven, directed and dynamic databases and therefore emphasize on high quality data which translate to invaluable information. For us a database is a business intelligence tool.

Our advanced search application allows instant access and provides segmented data to facilitate targeted communication significant in leveraging business growth. Through this interface you can obtain information that is customized to business requirements and enables focus on primary target markets appropriately.

At Info CheckPoint we adopt a scientifically based, technology driven and manually validated comprehensive data verification process. Utilizing data quality tools, techniques and tactics, we emphasize on maintaining data that is verified, validated, accurate, current, relevant and hygienic.

To gain access to power packed databases or for more information, please visit **Info CheckPoint**

### **Contact Information**

**Phone:** 800-662-2980

**Email:** support@infocheckpoint.com

[www.infocheckpoint.com](http://www.infocheckpoint.com)