



PARADIGMTM
technology

ABOUT PARADIGM

An award-winning end-to-end strategic solutions provider, Paradigm Technology is a leader in Digital Transformation, working for 25 years with the Fortune 500. We enable our clients in: Customer & Vendor Centricity, Data Governance, Real-time Analytics, and Cloud Adoption. Our Data Scientists drive Artificial Intelligence and Machine Learning, while helping to make sense of IoT and Big Data to predict and answer the hard questions to grow revenues, reduce costs and avoid risk. Paradigm's Business Transformation practice supports this through IT simplification, change management and robotic automation.

DATA LAKE THOUGHT LEADERSHIP

How Cloud Computing Changes Data Governance Strategies

Article by Mohit Sahgal, Vice President of Analytics
Information-Management.com

Understanding the Role of Governance in Data Lakes and Warehouses

Article by Annette Wright, Senior Director of Analytics and Governance
Information-Management.com

Data Lakes

Is it STILL too difficult to gain access to your data? To derive meaningful insight from business operations? For management to trust the information they rely on to make key decisions?

If you answered “yes” to any of the above, a different approach is required to implement your business intelligence and advanced analytics program and enable your business to compete more strategically, effectively, and efficiently.

TRADITIONAL METHODS

Yesterday, bespoke approaches to data warehousing often led to lackluster results. Organizations experienced long development cycles, excessive cost overruns, inflexible architectures, and a general dissatisfaction with late, poor quality products that missed meeting critical requirements and stakeholder expectations.

A NEW APPROACH

With recent, significant technological advances, there are new techniques to address how data is treated and curated, specifically:

- **Variety** – Consolidation and integration of both structured and unstructured data from internal and external sources
- **Velocity** – Speed at which data is now created across the enterprise and multitudinous channels
- **Volume** – Rate at which storage requirements are increasing unpredictably
- **Veracity** – Increase of accuracy and confidence in the data

This new paradigm of centralization without data integration is the “data lake.” Why is this so different than traditional data warehousing? Bespoke methods required the business requirements – and ultimately the data architecture – had to be known first. That meant every time you had a new requirement, you had to source new data, change data structures, change reports, and so on. In addition to breaking the chains of structured data integration, data lakes have enabled new business intelligence tools and advanced analytics which can integrate the co-located data when it needs to be processed (“just-in-time”).

This new approach has alleviated several major problems:

- Over-engineering data sourcing, data structures, and reports
- Guessing at future business requirements in attempt to introduce flexibility
- Moving data between “zones” – staging, data warehouse, ODS, etc.

WHY DATA LAKE?

Data lakes are inherently agile; the approach can dramatically reduce time-to-market, increasing time-to-value. If your business requirements change often, storage requirements are increasingly unpredictable, data is of many forms and from across multiple channels, you need to experiment with data before publishing, or if you need to shift more accountability of data governance to the business, you need to reduce reliance on IT, then you need to consider a data lake approach. **Why does this matter?** Because data lakes enable organizations to focus, disrupt, and win. According to a recent Aberdeen study, organizations who implemented a data lake are outperforming similar companies by 9% in organic revenue growth.¹

¹Lock, Michael. *Angling for Insight in Today's Data Lake*. Aberdeen. 2017.

SUCCESS STORY – GLOBAL LEADER OF HOME COMFORT AND SECURITY SOLUTIONS

- Assembled and integrated structured and unstructured data from across the enterprise into a cloud-based data lake
- Provided access to timely, co-located, and integrated data, enabling key stakeholders to make faster, more flexible, and effective decisions across sales and order processing supply chain
- Reduced past sales due, inventory overstock, shipping costs, taxes, and expedited delivery costs as well as improved on-time delivery, and optimized customer promotions
- Total estimated opportunity costs **\$50M+**

WHY PARADIGM TECHNOLOGY?

Paradigm is uniquely positioned to bring the right expertise and technology to architect and implement your data lake. Let us help you:

- **Focus** your program on the achievement of key business and strategic imperatives
- **Disrupt** – Introduce and implement proven innovative technologies to accelerate data co-location and integration
- **Win** – Enable advanced analytics to discern deeper insights and patterns that would otherwise not be possible with bespoke reporting technologies

Paradigm has several solution offerings that can be easily refined and customized to address your situation.

Solution Offering	Value Proposition
Roadmap	<ul style="list-style-type: none"> • Long- and short-range planning leverages existing resources, assets, and capabilities • Disruptive technologies and ideas leading the way
Value Case	<ul style="list-style-type: none"> • Competitive and strategic advantage – communicate the rationale for the highest and best of the data • Secure funding for key transformational initiatives, including the data lake
Customer Cross-Channel Analytics	<ul style="list-style-type: none"> • Improve customer engagement, communications, and segmentation • Accelerate customer cross-sell and up-sell • Reduce regulatory risk such as CCPA, AML, fraud, KYC, NY Senate Bill 224, etc.
Data Governance	<ul style="list-style-type: none"> • Improve understanding and correct use of the data • Automate, orchestrate, and audit data governance workflows • Reduce operational risk
Advanced Analytics	<ul style="list-style-type: none"> • Predict customer behaviors, buying patterns/propensities, etc. • Predict product usage, market penetration, failures, maintenance, etc. • Integrate IoT, social media, text mining, voice analysis, etc.
Cloud / Data Integration	<ul style="list-style-type: none"> • Utilize a HIP (hybrid integration platform) • Create a sustainable, scalable long-term data integration strategy • Reduce operational costs

DATA LAKE STRATEGIC PARTNERS



MEET THE EXPERTS



Mohit Sahgal
Vice President, Analytics
 Mohit has over 25 years of data management consulting experience in Enterprise Information Architecture/ Management, Cloud, & Business Analytics.



Cary Moore
Senior Director, Data Science
 Cary has over 20 years of industry experience focusing on large-scale and end-user Reporting, Cloud/Hybrid Data Warehousing, & Analytics.



Annette Wright
Sr. Director, Analytics & Governance
 Annette has 15+ years of experience in Data Architecture, Data Management, Cloud, Data Governance, Business Intelligence, & Regulatory/Financial Reporting.

LET DATA LAKES ENABLE YOU TO FOCUS, DISRUPT, AND WIN.
WE INVITE YOU TO LEARN MORE - REACH OUT TO OUR EXPERTS TODAY!



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