

# Move from Rear-View to Future Analytics

An all-in-one big data and predictive solution for citizen data scientists

Predictive capacity leads to better financial results. But companies often get stuck at descriptive analytics since most predictive solutions are expensive and require months of training and a team of experts to squeeze value out of data. In an all-in-one approach, OpenText offers a big data analytics solution that combines high-performance storage, pre-built algorithms and tailored professional services to allow companies to quickly and easily analyze their data and turn insights into competitive advantage. The cloud deployment option allows customers to accelerate their big data initiatives even more with a faster set-up and bundled professional and learning services. Customers also save costs by reducing the investment in infrastructure and operations.

## OpenText™ Big Data Analytics is Different

OpenText Big Data Analytics is an all-in-one solution that turns business users into predictive analytic talent, using a self-service model that easily integrates all your data and makes it immediately available for analysis by non-data scientists.

Advanced predictive techniques—like regression, classification, decision trees, time series models and association rules—are performed effortlessly with drag-and-drop tools that turn seemingly unrelated data into clear predictive insight that drives smart business decisions.

## BENEFITS

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- **Gain competitive advantage:** Diagnostic, predictive and prescriptive analytics in one easy-to-use self-service solution, designed for citizen data scientists.
- **Boost sales:** Automate triggers that send customers next-best offers and recommendations, set optimal pricing and detect churn probability.
- **Make better decisions, faster:** Turn business problems into solutions in minutes.
- **Increase speed and efficiency:** High performance analysis of billions of records over extremely light hardware.
- **Empower your entire organization:** Distribute insights massively to key stakeholders.
- **Reduce costs:** Dramatically decrease BI spend, free up IT resources and lower renewal, pre-processing and OLAP maintenance costs. No high-salaried data scientists required.
- **Speed time-to-value:** The Cloud option accelerates the implementation of the solution even more and reduces the learning curve to get the most out of your data.

With OpenText Big Data Analytics you can:

- Gain competitive advantage with a true predictive analytics solution
- Cut costs by using a self-service model that's built for citizen data scientists
- Make decisions faster with high-performance analysis on billions of records
- Forecast better, gain causal understanding, identify patterns and automate processes

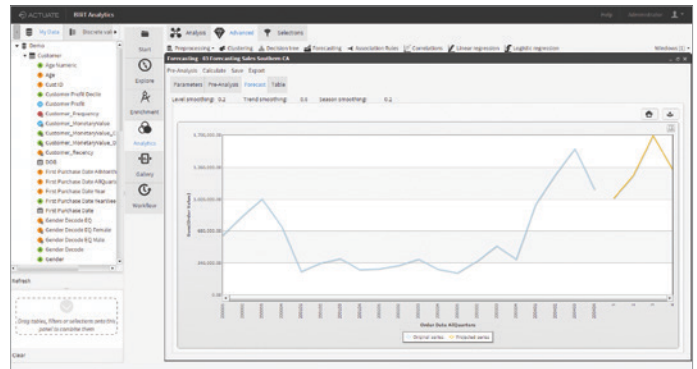
### The Challenge: Gain Fast Predictive Insight

- The sheer volume, speed and heterogeneity of big data make it difficult for companies to get the most value out of customer information.
- Companies get stuck at descriptive analytics since predictive analytics solutions are expensive, non-scalable and require highly technical expertise.
- Business users need tools that allow them to get a 360-degree view of the business and go beyond historical data to see into the future, discovering who's going to buy, who's not, and why.

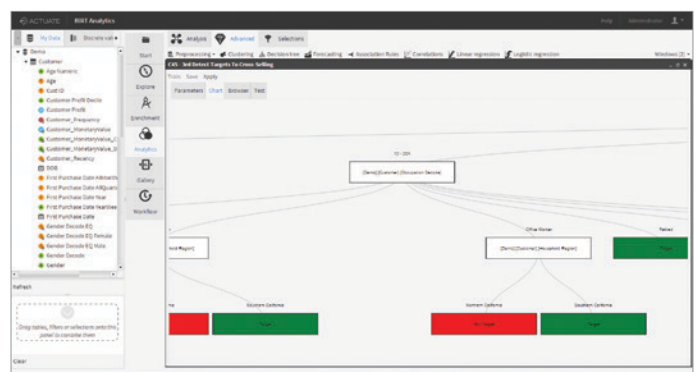
### The Solution: OpenText Big Data Analytics

OpenText Big Data Analytics features an analytical columnar database that easily integrates disparate data sources in a few clicks. It incorporates data preparation tools that make it even easier for users to enhance their data without intervention or help from IT. After that, these power users can explore billions of records in seconds, and apply advanced and predictive analytics techniques, all in a drag-and-drop experience, without complex data modeling or coding, from a line of business approach and in a self-service mode:

- **Precise sales forecasting:** Use time series analysis to predict overall sales or drill down into individual product lines, regions or channels to identify future revenue sources.
- **Sophisticated offers:** Perform market basket analyses with association rules to sell, cross-sell or upsell the right product to the right customer at the right time.
- **Automated recommendations:** Set up transaction-triggered offers that automatically push out appropriate offers or recommendations based on customer behavior.
- **Behavior grouping:** Use k-means clustering to identify behavior-based groups, and then apply predictive techniques to segment more precisely.
- **Fraud, attrition and churn detection:** The C4.5 algorithm-based decision tree builds knowledge from previous classifications tested with linear correlations and profiles so prediction and segmentation improve over time.
- **Accurate segmentation:** Use profiling and binomial logistic regression to locate high-value leads, know what channels they prefer and what products they will buy.
- **Actionable insights:** Publish any analysis into OpenText™ Information Hub to be scheduled and distributed massively, or embedded in any other application, including mobile devices.



**Forecasting:** Predict sales, anticipate the product life cycle decline stage, estimate lead generation volume.



**Decision Tree:** Identify patterns to predict fraud, increase attrition or prevent churn.

### Deployment Options:

OpenText Big Data Analytics can be deployed both on premises or in the cloud, according to the needs of every organization. Along with the benefits that OpenText Big Data Analytics brings to the business, such as powerful analytics, velocity, and user autonomy, the cloud deployment option allows customers to accelerate their big data initiatives with bundled professional and learning services, delivering a complete solution for citizen data scientists seeking to leverage predictive and prescriptive analytics at the speed that the business demands.

The Analytics-as-a-Service delivery carries other benefits for organizations, such as transforming capital expenditures (CapEx) into operating expenditures (OpEx), simplifying IT investment with simple, tiered subscription pricing, and ensuring data sovereignty with more than 30 data centers around the globe while managing their data in a secure environment.

Find out more about OpenText Big Data Analytics and how we can help your company stay in front of the market.

Send an email to [BigDataAnalytics@opentext.com](mailto:BigDataAnalytics@opentext.com) or visit [www.opentext.com/bigdataanalytics](http://www.opentext.com/bigdataanalytics)