

Data Driven: Show & tell

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22 juni 2016

12:00 - 17:00 uur

Vianen



SOGETI

Agenda

- ▶ **13.10 - 13.30 | Zonder besluiten geen business - Marijn Uilenbroek**
- ▶ **13.30 - 14.00 | Architectuur van Analytics - Marcel Westra**
- ▶ **14.00 - 14.30 | Hands on use case Analytics – Robin Hurman**

- ▶ **14.30 - 14.45 | Pauze**

- ▶ **14.45 - 15.15 | Self service met PowerBI en “R” – Nick Scheer**
- ▶ **15.15 - 15.45 | Hoe start je met Analytics en de meerwaarde – Arie Twigt**
- ▶ **15.45 - 16.00 | Naar de Data gedreven aanpak – Eddy Visser**
- ▶ **16.00 - 17.00 | Borrel en Expertise markt**

Zonder
besluiten geen
business

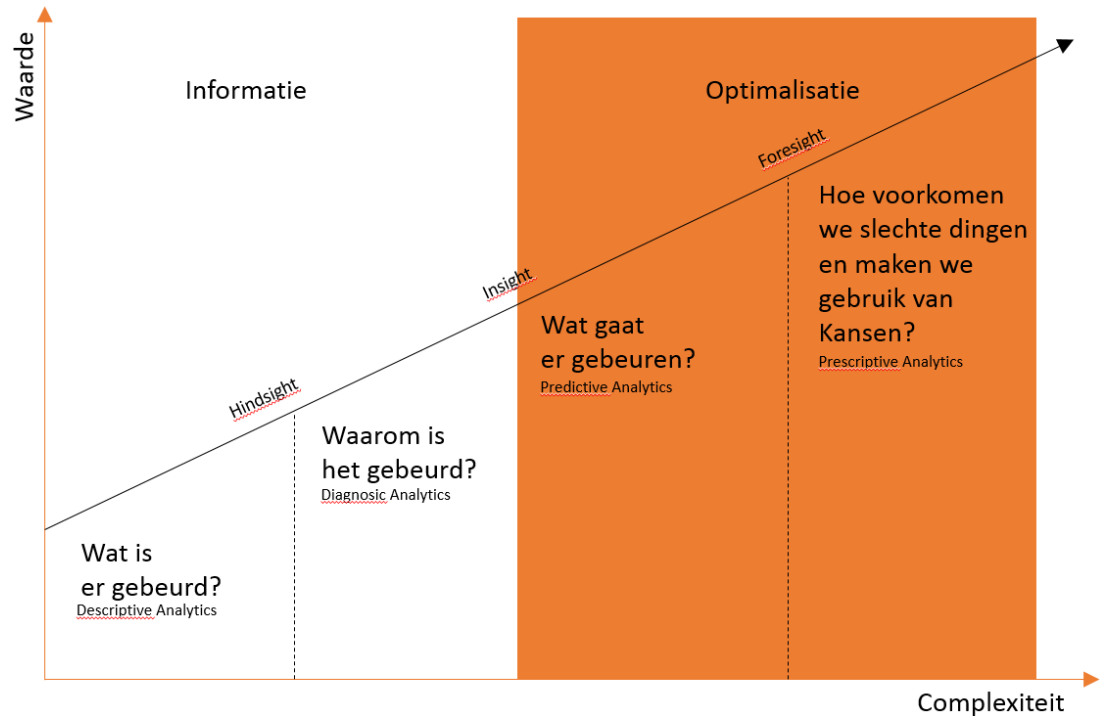
Inhoud

1. Besluiten nemen
2. Huidige stand
3. Uitdagingen
4. Nieuwe architecturen
5. Our Insights





Huidige stand

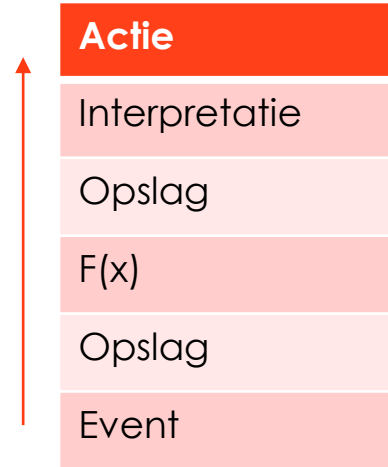


Huidige stand



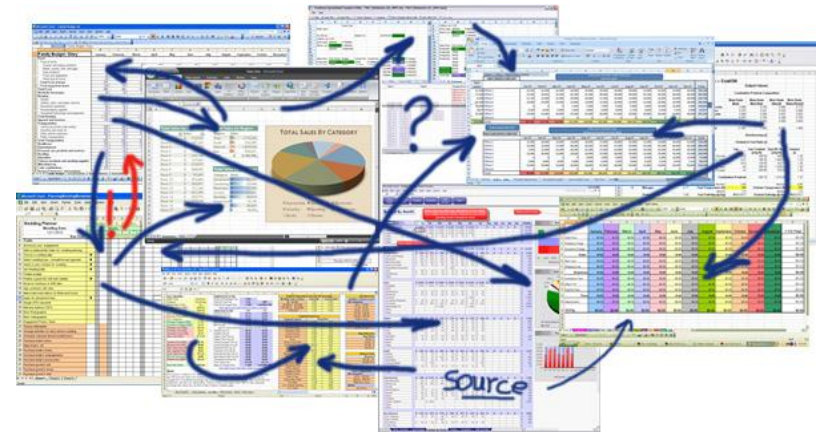
Uitdagingen

- **Actie komt laat op gang**
- Beheer ligt bij business
- Fouten door complexiteit
- Datagebruik ondoorzichtig
- Niet transparante stappen
- Infra afhankelijkheid
- Niet schaalbaar (volume en variatie)



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Nieuwe architecturen

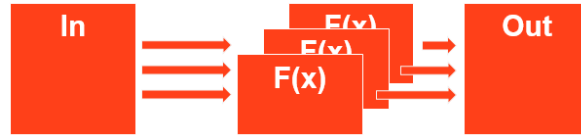
- Schaalbaar
- Pay per use
- Data dicht bij calculatie
- Calculatie los van opslag
- Integratie open source
- Integratie Analytics in aanwezige architecturen
- In-stream Analytics

Nieuwe architecturen

- Cloud
- Hybrid
- On Premise



HDInsight



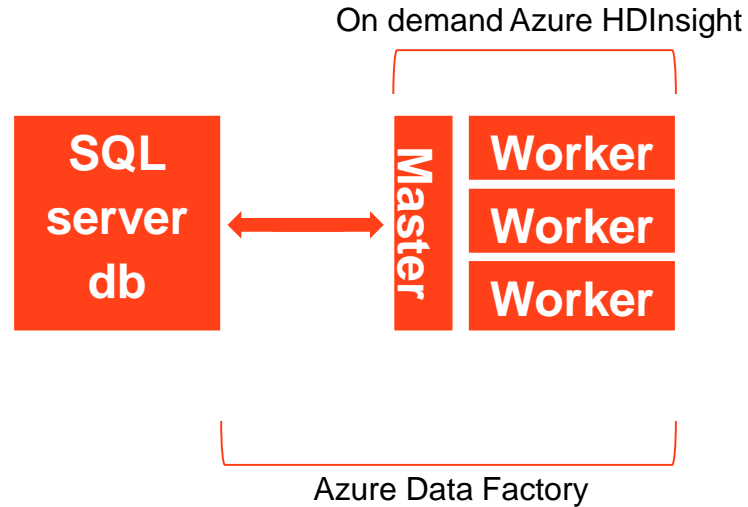
Azure Batch



Azure Data Lake

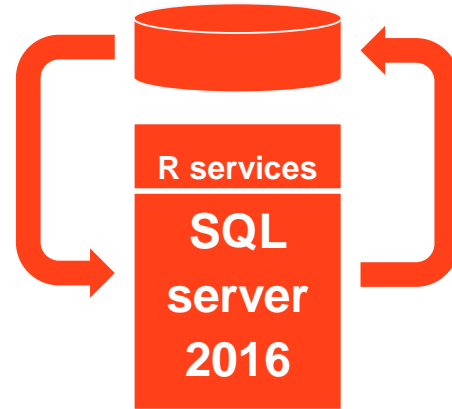
Nieuwe architecturen

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- **Hybrid**
- On Premise

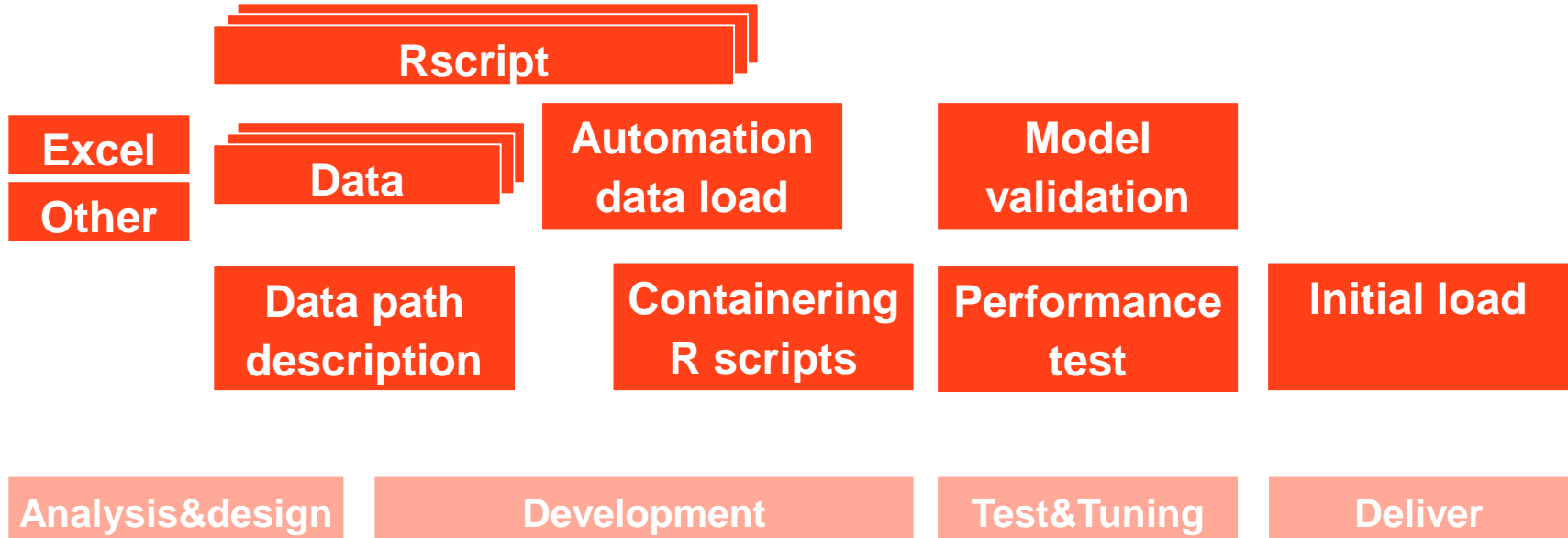


Nieuwe architecturen

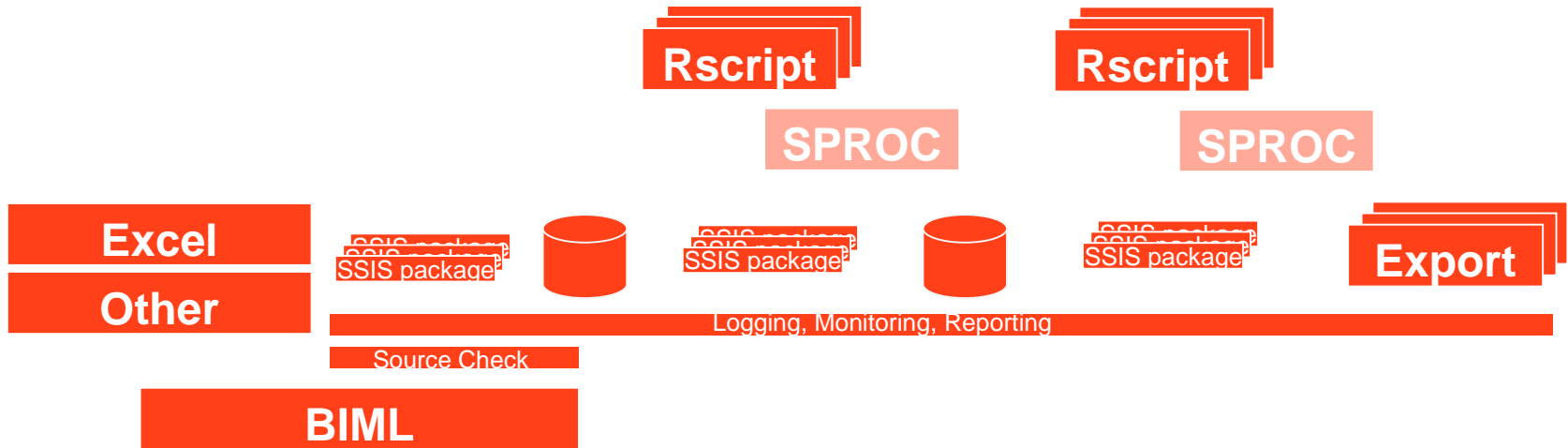
- Cloud
- Hybrid
- **On Premise**



Workflow



SQL 2016 R services



THE BATCAVE



NIGHT CREATURES
The bats inhabiting the caves beneath Wayne Manor filled young Bruce with horror.

Estate were a place of fear. One day he stumbled and fell into one of these grottoes. He remained trapped with the hundreds of bats nesting there until his father descended into the darkness to rescue him. As an adult, Bruce returned to the cave to establish a subterranean sanctuary for his own bat-inspired alter-ego. Hidden beneath Wayne Manor, this highly-equipped, multipurpose "Batcave" served as the perfect headquarters for the Dark Knight to wage his clandestine war on crime!



Stairway to Wayne Manor

SECRET PASSAGE
Access to the Batcave from Wayne Manor was through a concealed doorway behind the grandfather clock in Bruce's study. Turning the clock's hands to 10:47 - the exact time of the murders of Thomas and Martha Wayne - opened the hidden passage.

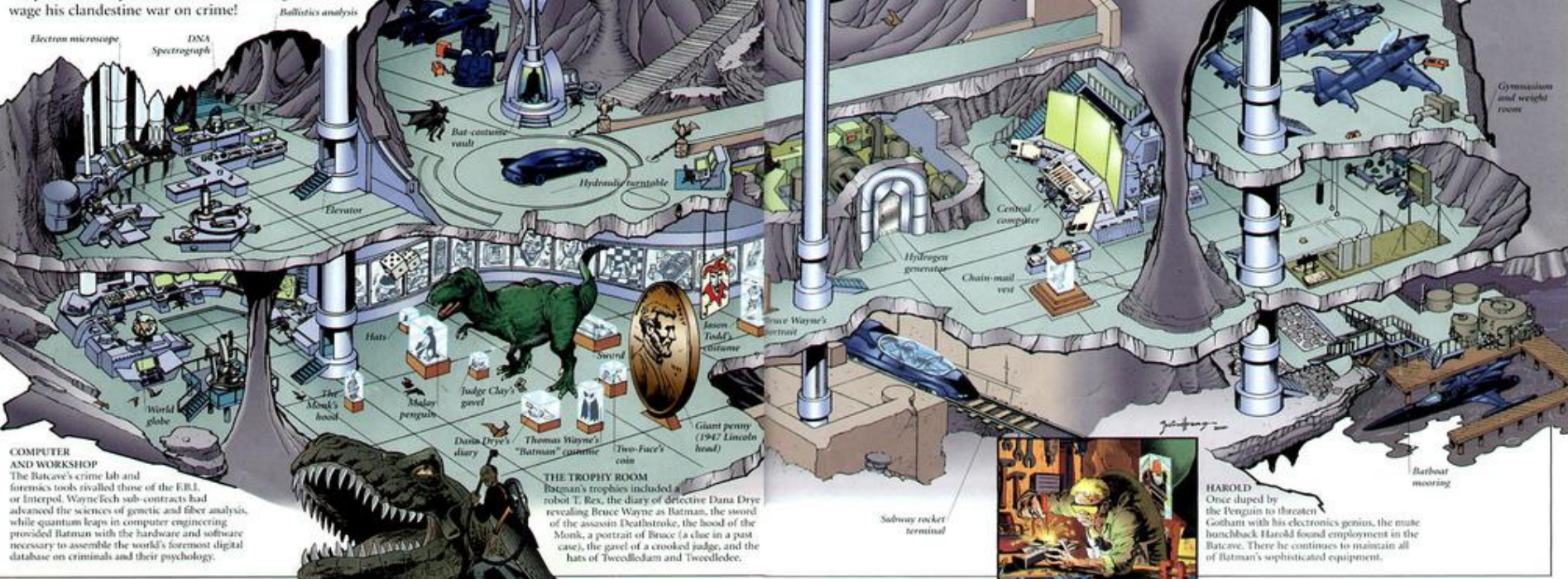


RAT-PROBLEMS
Though the scores of North American brown bats (*Myotis lucifugus*) perched high above the Batcave floor were a nuisance to Alfred's fastidious cleaning, he was thankful that Man-Bat, who previously discovered his own passage into Batman's secret headquarters, only roosted there briefly.

CLOUD COVER
Concealed venting tubes in the hillside ejected artificial fog to conceal take-offs and landings of the Bat-copter and Batplane.

NO-FLY ZONE
Increased air-space surveillance by the authorities eventually forced Batman to ground his flying fleet and rely on "borrowed" WayneTech aircraft operating from Gotham hangars.

Bat-Copter and Batplane hangars



COMPUTER AND WORKSHOP
The Batcave's crime lab and forensics tools rivalled those of the F.B.I. or Interpol. WayneTech sub-contracts had advanced the sciences of genetic and fiber analysis, while quantum leaps in computer engineering provided Batman with the hardware and software necessary to assemble the world's foremost digital database on criminals and their psychology.

THE TROPHY ROOM
Batman's trophies included a robot T. Rex, the diary of detective Dana Drey revealing Bruce Wayne as Batman, the sword of the assassin Deathstroke, the hood of the Monk, a portrait of Bruce (a clue in a past case), the gavel of a crooked judge, and the hats of Tweedledum and Tweedledee.

HARBOLD
Once duped by the Penguin to threaten Gotham with his electronics genius, the mute hunchback Harold found employment in the Batcave. There he continues to maintain all of Batman's sophisticated equipment.



Our Insights

- **Sneller inzicht → betere besluiten → grotere impact**
- **Work smarter not harder**
- **Definieer waar je data nu staat en moet blijven bestaan**
- **Betrek stakeholders in project**
- **Beschouw je modellen als super krachtige resources**
- **Bepaal of je de modellen in kan passen in operationele processen**
- **Start klein en beheerst**

