

# 5 FACTORS THAT ENSURE BIG DATA SUCCESS

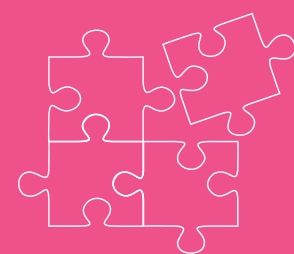
Addressing the Big and Daunting  
Questions of Big Data Implementation.

## The Potential

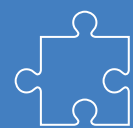
**Big data can change the way businesses operate, compete, grow and prosper.** Big data projects are becoming an integral part of an organization's technology strategy. The move from strategy to execution can be daunting if you don't know how to deal with it.

## The Pain Points

IDG Enterprise 2016 Data & Analytics Research found that **90% of those surveyed ran into challenges** related to their big data projects.



When it comes to big data, five factors determine success:



### Question

#### The storage factor: Where do we store all the data?

Data is growing at an exponential rate. IDC estimates that the amount of information stored in the world's IT systems is doubling every two years.

#### The talent factor: Where do we find professionals with data skills?

The demand for big data experts has risen dramatically - IDC predicts a need for 181,000 people with deep analytical skills. And 5x more people for data management and interpretation jobs by 2018.

#### The security factor: How to secure it all?

The more data you store, the more important data security becomes. Big data is vulnerable as they are attractive targets for hackers or advanced persistent threats (APTs).

#### The manageability factor: How to manage the 3 Vs?

The volume, variety and velocity of data being generated every day is massive, and therefore not easy to manage.

#### Integrating data from disparate sources

Big data comes from multiple streams; social media, enterprise applications, internal operations and so on. To ensure the best results from your big data strategy, it is essential that all these data sources are connected and feed into each other.



### Solution

#### Software-defined storage (SDS) to the rescue

Organizations can benefit from growing amounts of data with software-defined storage. This frees data from physical storage and provides better access to applications.

#### The right empowerment and enablement key to retain good talent

Empower data analysts and scientists with right end-user computing solutions that matches the processing and graphics capability requirements for these jobs.

#### Adopting 360° security practices

From strong authentication, data protection and restricted network access, your security needs to be all encompassing. Ensure strong network access management and enable security at the end computing hardware level to ensure data safety.

#### No compromise IT infrastructure

Tackle the 3 Vs with an infrastructure that has:

- Outstanding scalability for increasing workloads
- Industry-leading transaction processing to enable faster decision making
- High-throughput capacity for quick responsiveness
- Optimized systems and validated designs for faster time to value

#### Drive data interoperability through cloud migration

A robust cloud based infrastructure has innumerable benefits. It is the foundation for all your growth and efficiencies that you want to achieve via technology. The right cloud solution can really pave the way for your organization's future.

## Choose Lenovo With Confidence

Lenovo can be your end-to-end solution provider addressing all your big data requirements; starting from providing the right IT infrastructure for your big data solutions to the right end user computing solutions for data visualization, to best-in-class cloud solutions to drive an interoperable IT ecosystem.



### Lenovo Big Data Solutions

With Lenovo-engineered big data validated designs on Lenovo servers, you can harness the power of Apache™ Hadoop® and Apache™ Spark® with Cloudera®, Hortonworks®, IBM® and MapR®. Lenovo servers provide highly reliable and flexible foundations for your business analytics solutions so you can unlock the value of your data and deliver insights faster.

### Lenovo Cloud Solutions

Quickly deploy IT solutions and applications, respond faster to emerging opportunities with Cloud solutions from Lenovo. When combined with Lenovo's comprehensive suite of services - the industry's top-rated systems from Lenovo with advanced capabilities of Microsoft Hyper-V - the Lenovo Cloud offerings for Microsoft Hyper-V enable you to take the guesswork out of Cloud. Based on individual needs for mobility, Lenovo offers solutions that include ThinkAgile, SUSE, RedHat and VMWare.



### Lenovo End user Computing Devices

Lenovo's range of end user computing devices like ThinkCentre Tiny, ThinkStation P series workstation, ThinkPad P series mobile workstations and Lenovo V series desktops are powered by Intel® Optane™. The eco-system of accessories like the ThinkPad Thunderbolt 3.0 docking solutions allows connection of multiple monitors making big data visualization a tad easier.

Source:  
<https://www.idgenterprise.com/resource/research/tech-2016-data-analytics-research>

**Lenovo solutions ensure that you see value in your big data.**  
For more information, visit [www.lenovo.com](http://www.lenovo.com)



Powered by Intel®.  
Intel Inside®.  
Powerful Productivity Outside.

Brand-Specific Trademark Acknowledge Line  
Intel, the Intel logo, Thunderbolt are trademarks of Intel Corporation or its subsidiaries in the U.S. and/or other countries.

© 2018 Lenovo. All rights reserved.