

*5<sup>th</sup> Annual Cloudera Government Forum*

# THE ROLE OF "A" IN SMAC

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# SMAC – 4 DRIVERS OF BUSINESS INNOVATION

**SOCIAL**



**MOBILE**



**ANALYTICS**



**CLOUD**



# GROW THE BUSINESS

*Improving our Channel Partners Experience*

## Intelligent Customer Profiling (SMART)

- Who's looking at our online portal
- Assign ranked account by propensity to buy
- Provide cross and upsell product recommendations

**~5X Productivity**  
**\$187M in Sales**

# SALES AND MARKETING

## *Integrated Analytics Hub Platform*

Using advanced analytics and machine learning capabilities to recommend strategies for optimized campaigns to target the right customers with the right products

## **50% LESS TIME REQUIRED**

Faster Alignment of Data Definitions and Model Data for Complex Queries

## **INSIGHT LATENCY REDUCED**

Months to Days - Often Just 24 Hours

## **\$170,000 SAVINGS PER QUARTER**

Marketing Digital Expenses Reduced



# EXECUTING WITH URGENCY

*MDO: For Every Unit Test Only What You Need To*

## Skylake Unit Level Test

- Predict required temperature voltage compensation
- Result: +2% battery life & +2% video playback

## Cherry Trail

- Quality issue with hibernate and sleep
- 8 days Machine learning Algorithm deployed

***Personalized Unit Level Testing  
30% Improvement Opportunity***

*Unleashing the Potential of Data to Improve*

# **MANUFACTURING**

## **30 SECOND ANALYSES**

Factory engineers and managers can perform analyses that used to take 4 hours in just 30 seconds

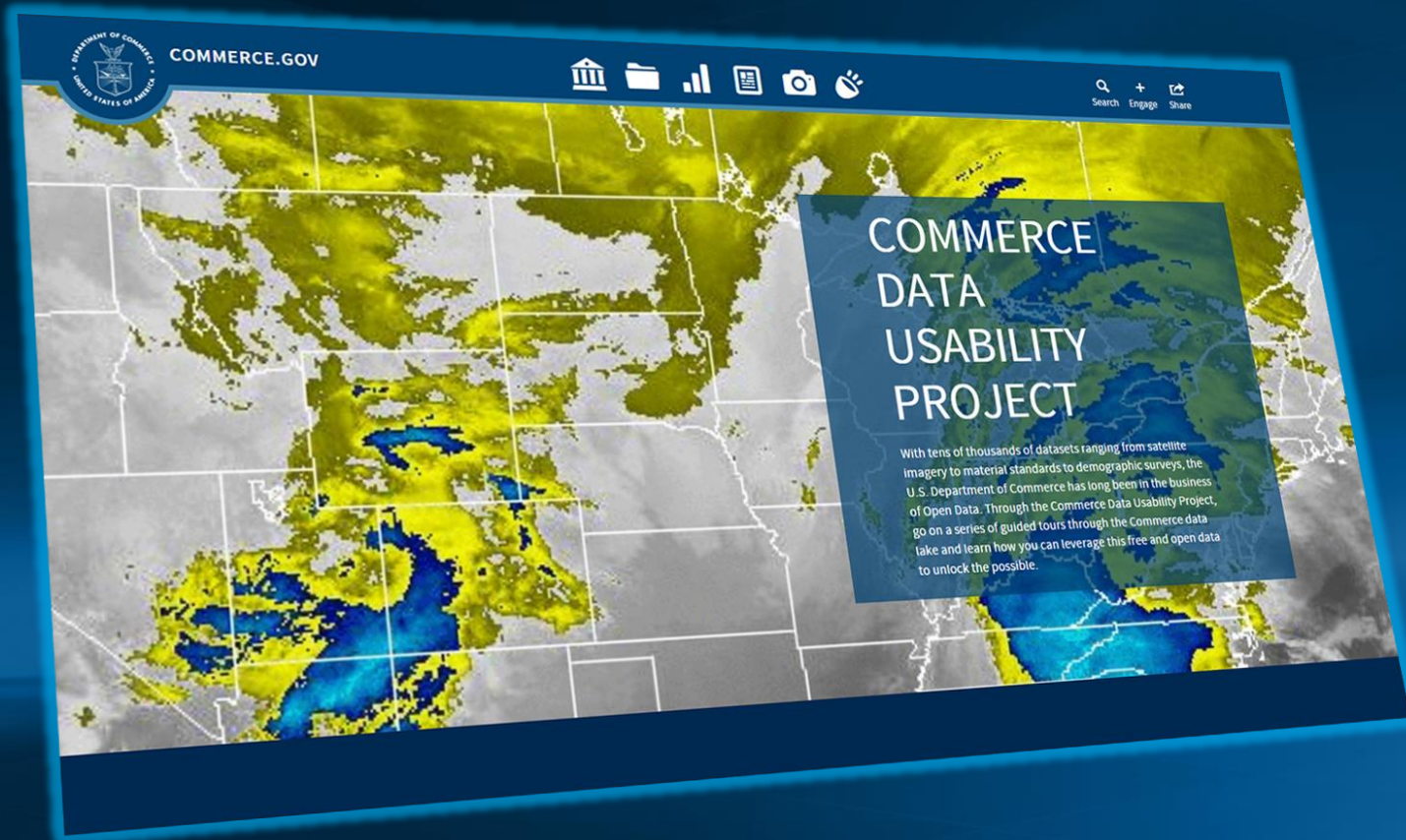
## **“WHAT-IF” MODELING**

Decreasing wafer production time - expected to save 160 hours per quarter and reduce spending by approximately \$100 million through 2017

*Enhanced sensory capability and large-scale data analysis can harness large volumes of real-time data to increase factory efficiency*



# The Next Evolution of the Data Ecosystem ...



# START YOUR JOURNEY NOW

- Use Big Data Analytics as a tool to execute strategy
- Start Small
- Add Predictive Analysis to decisions: What will...
  - Don't be deterred by messy data
- Frame Prescriptive Analysis: Why will...
- Grow Analytics IQ





