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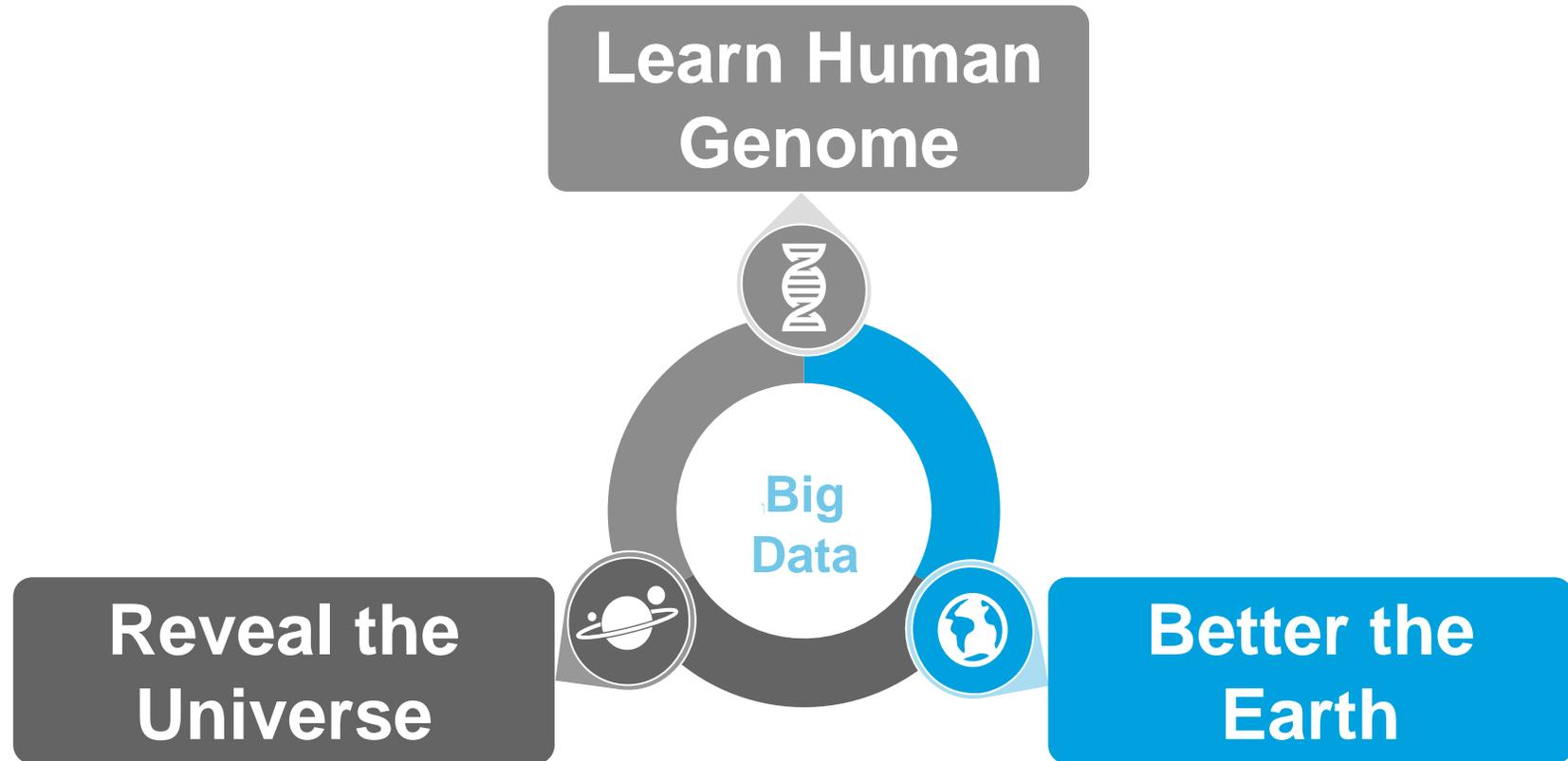
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# The grand picture

Making better sense of the world...



**... in order to better serve the needs of an uncertain environment and have a greater predictability of what likely happen in the future, which will drive the need to incorporate Big Data capabilities and proliferate the demand for advanced analytics**

# Creating the persona

Devising scenarios for personas to create data-driven decision making



# Agenda

Embracing Big Data to uncover customer insights and drive the mission

- Forces Driving the Need for Advanced Analytics
- Level-setting the Federal Landscape
- Supporting the Citizen and Consumer Through Big Data and Advanced Analytics
- Uncovering Hidden Citizen and Customer Insights to Inspire a Course for Action
- Big Data Analytics Resources

# Global marketplace trends

Trends that are driving the need for advanced analytics



Data Volumes, Velocity, and Variety



Regulations



Profitable Growth



New Signals



Technology



## Gaining deeper insights

Big Data lends the ability to effectively deliver on mission-critical goals with customer insights

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...“big data” will affect the way we live and work; the **relationship between government and citizens**; and how public and private sectors can **spur innovation** and **maximize the opportunities...**”

— Big Data and the Future of Privacy - John Podesta, January 23, 2014, [whitehouse.gov](http://whitehouse.gov)

# Supporting the citizen and consumer

Leveraging Big Data and advanced analytics to identify customer behavior

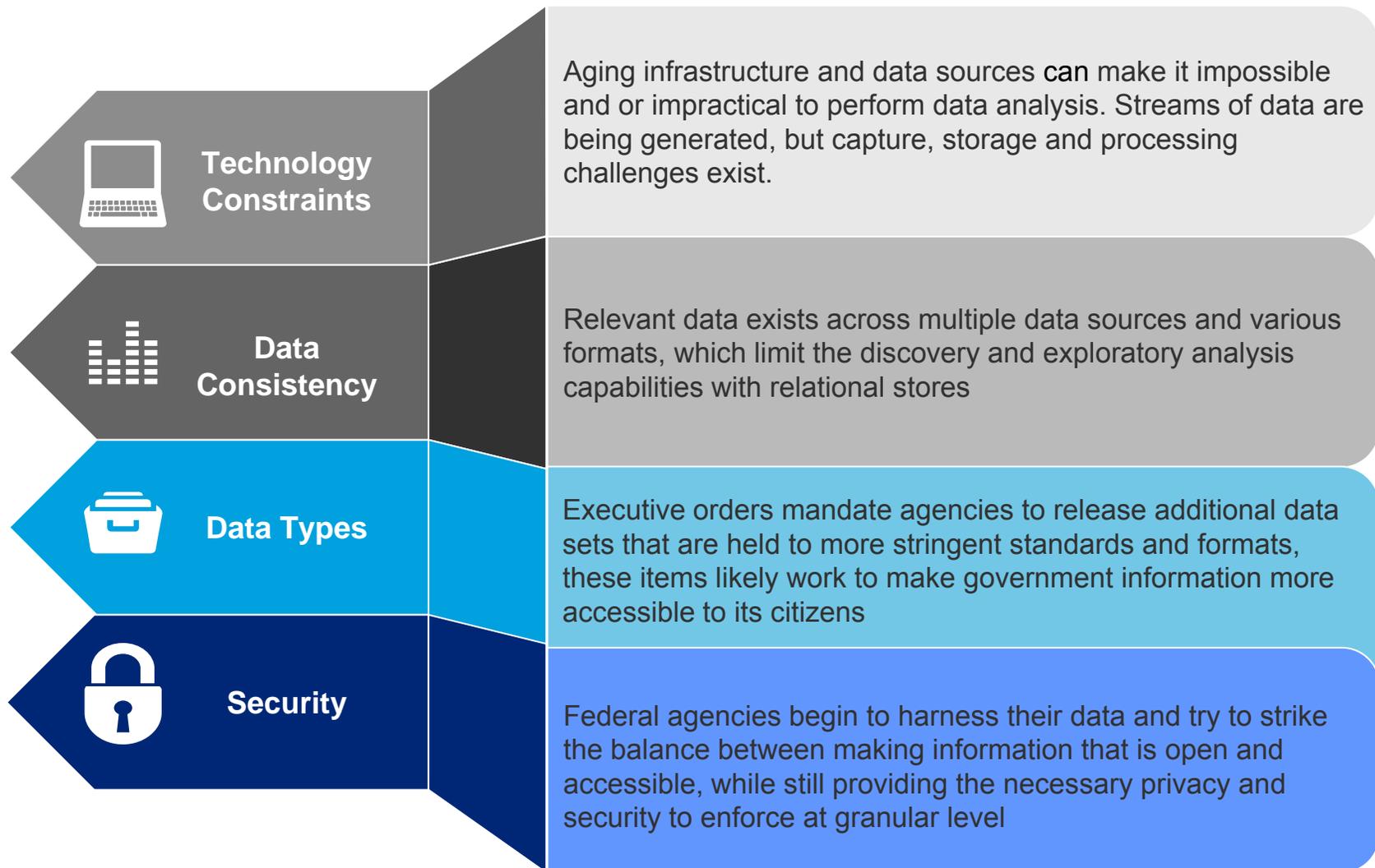
“...the **power of big data** is that it is information about people’s behavior instead of information about their beliefs. It’s about **the behavior of customers, employees, and prospects...**”

— Reinventing society in the wake of Big Data - Alex Pentland, edge.org



# Challenges to overcome

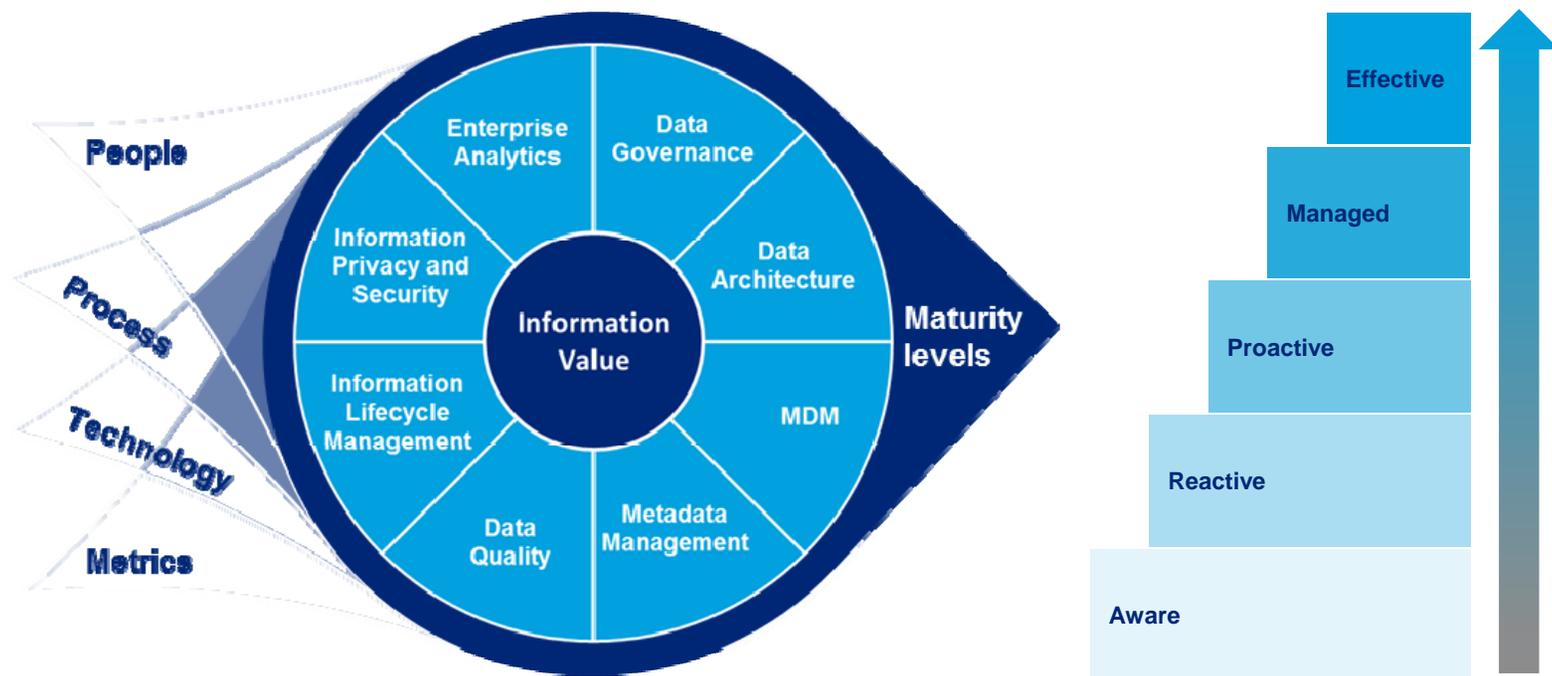
## Enabling Big Data and advanced analytics adoption



# Overcoming challenges

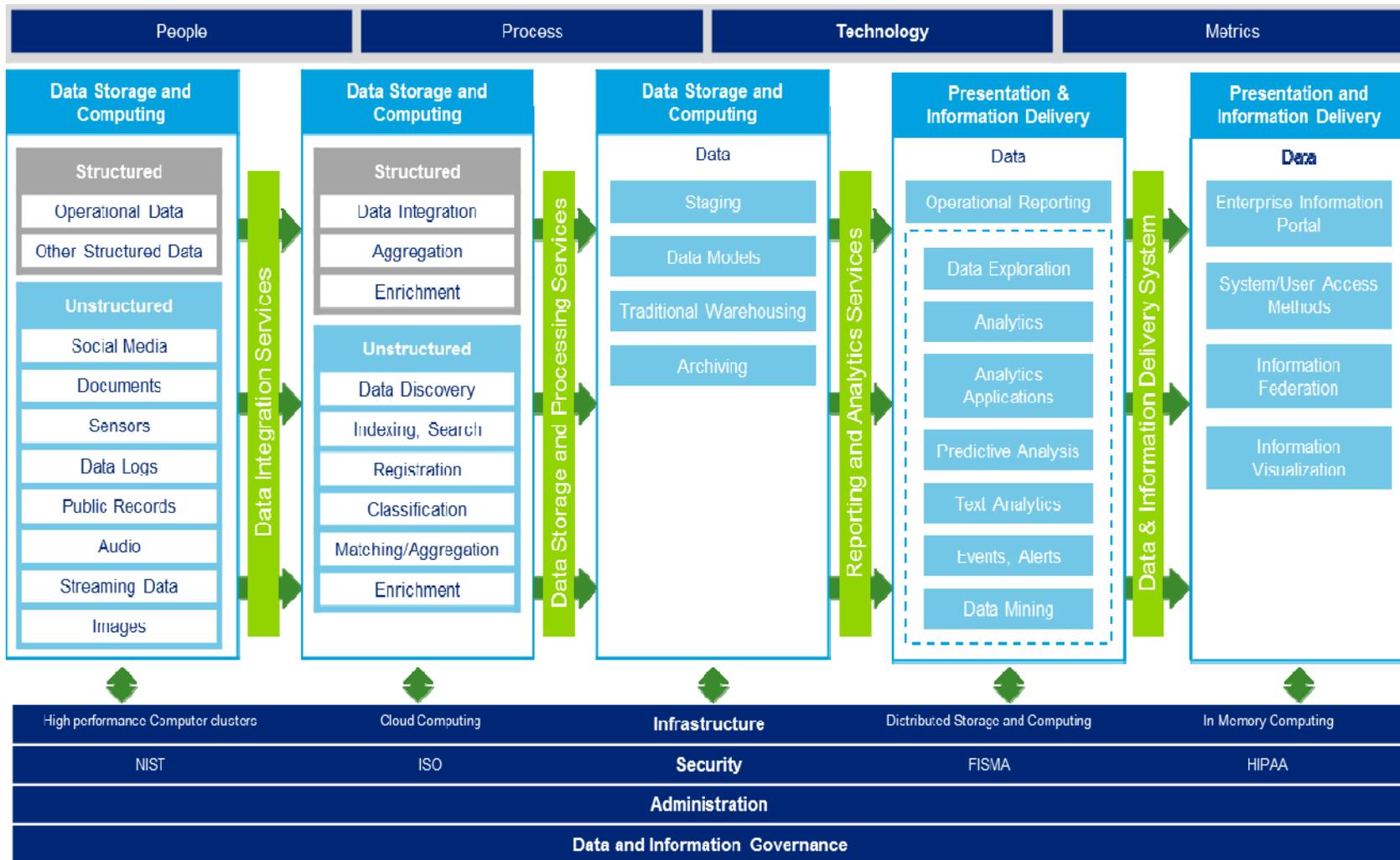
Transforming agencies through incorporating Big Data components

The Enterprise Data Management (EDM) Maturity Assessment is a first step in understanding your current capabilities — and identifying the gaps you may need to close in order to reach your target state faster and more efficiently.



# Complimenting existing architecture

Creating additional value by leveraging existing infrastructure



# Lessons learned

Successful elements likely focus on the following elements

**Make master data a priority**

**Don't start without a map and take one step at a time**

**Standardize data and become good at governance**

**Drive innovation with your users**

**Make data analytics a core competency**

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