ENTERPRISE INTELLIGENCE
AND DATA ANALYTICS

take advantage of the
DATA REVOLUTION
Navigating an enterprise to maintain – or achieve – a leadership position through turbulent times requires better and more effective assimilation and utilization of business insights. Organizations of all sizes are increasingly looking to exploit both past and real-time intelligence to drive their business forward.

It’s no longer a simple matter of relying on traditional sources, such as the structured data that’s held in ERP systems. Now, an organization needs the ability to derive intelligence from internal and external sources and from structured and unstructured data. These sources of unstructured data include not just the emails and calls that come into an organization, but also rich data from blog and forum threads, trending topics on Twitter, video, machine data and perhaps even conversations on Facebook.

Einstein said “Everything that can be counted does not necessarily count; everything that counts cannot necessarily be counted. The data revolution just changed that. Previously organisations focused on their most important data. The power, intelligence and speed of the latest business technology make the era of big data a reality. To gain value and insight from big data, organizations need the ability not just to process the vast quantities of data being generated, but also to blend the right datasets together to give context and meaning.

Big data goes beyond business intelligence, which may just be used by executives mulling over decisions. The predictions you make are just as likely to be needed by a sales person on the road or a customer services executive in a

**WORLD’S LARGEST HEALTHCARE INFORMATICS DATA WAREHOUSE**

**CHALLENGE** Blue Cross and Blue Shield faced the challenge of creating the world’s largest healthcare informatics data warehouse to enhance benchmarking capabilities and enable advanced predictive analytics.

**BLUE HEALTH INTELLIGENCE** A CSC team designed, developed and implemented a system, dubbed Blue Health Intelligence, that would integrate data from up to 40 member companies. They built an overall architectural design incorporating “continuous certification,” providing the most comprehensive source of accurate healthcare research data to be found anywhere.

**WAREHOUSE IS KEY** The data warehouse is key to the Blue Health Intelligence’s overall 10-year strategic plan. No other consortia-based analysis tool exists at this scale: The warehouse is capable of processing medical and other types of claims for 90 to 100 million people, while providing the client with huge competitive advantage. Recognized by both BHI and industry as a one-of-a-kind solution, the BHI data warehouse will lead to greater healthcare transparency by delivering unmatched detail about trends and best practices.
CSC can help maximize the value of big data for business advantage

call centre as they are a board member. Identifying which people or machines in your organisation need the insight and how to get it to them at speed and securely is the difference between competitive advantage and increased operational costs.

**ACTIONABLE INTELLIGENCE AND INSIGHT**

Gaining business advantage requires much more than a technology response. Your business intelligence specialists will need to collaborate more closely with business leaders to understand what they need and what new questions they need to answer, and ensure that they can deliver relevant output in time.

You may need to shorten the business planning periods so that you can react and adapt more quickly. You may need to flex your business processes more frequently and adjust business and operating models to put intelligence and insights into action. For example, authorizing contact center agents or field operatives to make on-the-spot commercial decisions to counter competitors’ offers to win and retain customers. Or changing processes to appropriately handle much earlier and more accurate prediction of potentially fraudulent behaviour.

**HOW CSC CAN HELP**

CSC can help you put data at the heart of your business. We combine expertise in corporate performance management, business analytics, business intelligence and information management with business transformation services and industry and business process knowledge to help you work out what you want to achieve, how to get started, and how to drive business results.

It’s a process we’ve formalized into a set of Information Exploitation services designed to help you transform your organization into an intelligent enterprise. We offer a comprehensive range of industry and business process aligned intelligence services to help you shape, transform and manage your information-based competitive advantage. You’re embarking upon a journey, and we’ll support you not just at the starting point, but every step of the way.

**ENTERPRISE INTELLIGENCE FOR THE PETROLEUM INDUSTRY**

In the petroleum industry, operational asset management and service delivery are key factors that set a company apart from its competition. Strength in both these areas depends upon managing knowledge across the enterprise and the insights it provides. CSC helps companies take a holistic approach to business intelligence, integrating data, and providing users with a comprehensive and consistent view of information.

Our Petroleum Enterprise Intelligence (PEI) solution integrates upstream and operational systems data to provide analytical functions for Exploration and Production (E&P), refining and pipeline marketing, energy trading, financials, supply chain, and workforce (HR) management. CSC’s PEI enables companies to access the integrated information they need from a large number of structured and unstructured data sources—including technical information from E&P applications, operational information from real-time oilfield systems, and financial information from ERP systems—and quickly make critical oilfield decisions.

**FIND OUT MORE**

Contact us to learn more about how CSC Big Data can help your business. We’d be happy to discuss your situation in more detail.

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About CSC

The mission of CSC is to be a global leader in providing technology enabled business solutions and services.

With the broadest range of capabilities, CSC offers clients the solutions they need to manage complexity, focus on core businesses, collaborate with partners and clients, and improve operations.

CSC makes a special point of understanding its clients and provides experts with real-world experience to work with them. CSC is vendor-independent, delivering solutions that best meet each client’s unique requirements.

For more than 50 years, clients in industries and governments worldwide have trusted CSC with their business process and information systems outsourcing, systems integration and consulting needs.

The company trades on the New York Stock Exchange under the symbol “CSC.”

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Published in the UK by EMEA RPE. April 2012.