Big Data Ideation Workshop & Use Case Development

OVERVIEW

Big Data projects that are not tied to strong business cases, die. Successful programs delivery business value out of the gate. Ideation can help you understand business needs that are priorities, tied to value, and having alignment with the overall business strategy.

Ideation is the creative process of generating, developing, and communicating new ideas. The goal of ideation is to generate ideas that will trigger new ways of thinking, ranging from new product and service offerings to ideas on how to improve the existing products and services...using big data solutions.

It can be quite a challenge to get people in a state where they feel comfortable generating new ideas. It’s easy to get stuck in old patterns and common assumptions that prevent those breakthrough ideas from emerging. However, it’s not just being in the right frame of mind, social barriers also need to be knocked down in the work place to create an atmosphere or openness where all levels are equal and feel comfortable expressing their opinions.

OnX leverages our past experience to develop key techniques that have enabled successful communication and collaboration to help our client to develop innovative and valuable ideas, solutions and strategies.

OnX utilizes the follow techniques to deliver successful facilitated session for idea generation.

Establish an idea generation culture
We establish a welcoming and inclusive culture and lay out simple rules that help achieve the ideal setting for brainstorming.

Form a common understanding
We begin by asking open-ended questions to surface problems, opportunities and efficiencies to spur thinking and set direction for the discussion.

Introduce new perspectives to promote new ideas
Relevant industry use cases are incorporated to drive a common understanding on themes that surface.

We can discuss use cases that cover all levels of analytic maturity:
- Historical – What happened?
- Operational – What is happening now?
- Analytical – Why did it happen?
- Predictive – What might happen?
- Prescriptive – What should I do about it?
- Exploratory – What else is out there that I don't know about?

Cultivate creating the dream
We encourage the team to generate ideas by helping them think big and by bringing a different perspective to the problem. We drive the discussion towards how these ideal solutions would be leveraged to solve a tangible problem, improve a process or create, improve a service.
Weed the garden
Now we cull the identified ideas by considering business value and constraints such as strategy alignment, cost, time, data, resourcing, etc.

Take Action
We synthesize a manageable action plan to test the selected use case as a short Proof of Value (POV).

These techniques have proven successful in providing innovative and actionable solutions for our clients.
An ideation session is typically a two-three hour session. OnX provides industry and technology SMEs for this facilitative session which can be held at the client site or an OnX location.

ONX APPROACH

Use Case Rationalization – Get an initial understanding form the sponsor and key stake-holders regarding industry use cases that may be important to the audience. We find that reviewing industry use cases tends to help get the audience thinking about what is possible

Pre-session Questionnaire – (Optional) Each participant provides their individual input anonymously, captured in their own words, and reviewed during the Ideation session. We find that reviewing the anonymous attendee input helps expose opportunities and promote new unbounded thinking

Use Case Review – The identified industry use cases are reviewed at the beginning of the session to spark audience thinking

Ideation – The team spends time to creating and sharing ideas. Benefits, requirements and obstacles are identified.

Post-Session Review of Findings – The information gathered during the facilitated session is documented. OnX provides our input on ideas which should be pursued with a business cases and Proof of Value

RELATED SERVICES

- OnX Hadoop Appliance
- OnX Hadoop Quick Start
- OnX Hadoop Administration
- OnX Hadoop Development
- OnX Business Analytics and Data Science
- OnX HDP Administration Training
- Onx HDP Developer: Pig & Hive Training
- OnX HDP Data Science Training

OnX provides a full range of capabilities to our customers including Data Integration, Data Management, Big Data, Data Governance, Business Intelligence and Data Science.

PROJECT MANAGEMENT

OnX includes project management as part of all projects to manage the overall project team, create and maintain the project plan, communicate status on a recurring basis and facilitate escalations as needed. This helps to minimize risks and ensure timely and successful service delivery. Additionally, OnX maintains a knowledgebase of “lessons learned” comprised of feedback from all service deliveries to help prevent unforeseen delays and other impact on the project.
WHY ONX?

> Our proven success delivering ~1,100 projects annually.
> Our experience designing and integrating enterprise data center solutions gives our clients access to skills and expertise beyond their in-house IT teams and traditional resellers.
> OnX’s industry certifications across a broad selection of best-in-class IT manufacturers and technologies gives us access to information, tools, techniques, and enablement beyond those available to in-house IT teams.
> We utilize Industry, OEM, and OnX Best Practices and capture and apply lessons learned to reduce client risk.
> OnX methodology and project management applied to all projects.