

Joining the Bandwagon

With the massive influx of real-time data and the velocity with which data is being created from disparate sources, adoption of Big Data applications is accelerating in India

Data is growing, as we look at statistics, its baffling. Sample this:

- 124.7 mn users going online in India during July 2012

- A report placed India at #3 in terms of Facebook users. Social media is moving fast in India

- Worldwide online audience has jumped 7%, with Asia-Pacific markets adding more than 40 mn users. India has been identified as the fastest growing online market during the same period, with a 41% rise. This is much higher than China (5%), Brazil (6%), and Russia (20%). With most online categories in Indian exhibiting an average reach below the global figures, the potential seems to be high

- 27 mn smartphone users in urban India, 13% of them are between the age of 18–24, moreover 22 mn smartphone owners use it for social networking

Clearly data consumption is on the rise in India and we need to effectively decipher the multiple forms of data. This is where big data comes into the spotlight. In India, there are numerous concerns in handling big data, which can be listed under the broad points below:

- **Volume:** Sometimes, it is difficult to estimate the size of the deployment (hardware, software) while dealing with unknown volumes of data

- **Variety:** Consolidating the various types of data is challenging



- **Velocity:** Speed at which the inbound data gets into the system is unpredictable and hence unmanageable

Moreover, securing various data sets is not that easy.

It is rather important to decide prudently on what to capture and what not to. Just because we have big data framework/solution in place, we tend to capture ‘unwanted’ data as well. This results in high costs of maintenance in long run.

Any sector, which has access to large data sets, is expected to derive more benefits. For example, telecom, financial services, healthcare, and digital media services are some of the sectors that have large consumer database. These sectors are using big data to gain valuable insights about their various processes and for the betterment of their services.

With the massive influx of real-time data and velocity with which data is being created from disparate sources, big data applications adoption is accelerat-

ing. Since the benefits of working with larger and larger data sets enables analysts to spot key business related trends, it has gained momentum in the market place.

Sectors Taking up Big Data

Like, the telecom sector is leveraging big data in revenue assurance and price optimization, customer churn prevention, campaign management, call detail records (CDR) analysis, and network performance. Financial services are also using big data for compliance and regulatory reporting, risk analysis, fraud detection, CRM, customer loyalty programs, credit scoring, and trade surveillance. Healthcare and pharmaceutical sectors use big data for campaign and sales program optimization, patient care quality and program analysis, supply chain management, drug discovery, and development analysis.

While these sectors have been the early adopters of the big data technology, even others are following the path. They are slowly but steadily understanding the importance of it and moving towards its adoption.

Bottom line: Earlier the better is the ‘Mantra’ for companies operating in India! ■



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