

TOPPING PREDICTIVE ANALYTICS WITH REAL-TIME, BIG DATA-AS-A-SERVICE

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There are several vendors, thought leaders, and organizations that widely view *predictive analytics as the pinnacle of analytic insight*.

True Influence founder and CEO Brian Giese, however, is not one of them.

“We enable information you can give to the executive suite about what’s actually happening,” Giese remarked. “Not that we’re going to predict what’s going to happen, but what’s actually happening right now. CEOs want to know that.”

So do myriad others in marketing, finance, sales, and other verticals who are leveraging cloud-based, real-time self-service big data analytics based on events as they take place. Their timeliness, in conjunction with their certainty, helps prove the continuing appositeness of descriptive analytics while possibly displacing predictive analytics as the paragon of insight.

The Six O’Clock News

Numerous use cases for big data analytics are actually enhanced by descriptive analytics that take place—especially when there is as little latency as possible in issuing those results and action based on them.

Fleeting business opportunities or simple competitive advantage reinforces this notion, in which having definite information about a particular event is much more of a call to action than speculating about what will happen. “We’re not Nostradamus; we’re the six o’clock news,” Giese asserted. “We’re going to report the information as fact, and there’s lots of ways that you can use it.” Big Data-as-a-Service (BDaaS) companies such as True Influence specialize in utilizing the cloud to deliver relevant, breaking information to users as they happen. Moreover, they do so in a highly specified way that **effectively renders big data analytics** small and provides a critical head start for creating action from them.

Low Latency Analytics

The utility of descriptive analytics in BDaaS paradigms becomes amplified with larger sets of big data. It is not uncommon for BDaaS providers to analyze millions of events pertaining to internet activity, which Giese refers to as “signals”, each week. Signals can be anything from issuing emails to attending webinars or ordering white papers; the majority of the signals True Influence specializes in relate to business to business marketing opportunities. By placing cookies on an enormous amount of relevant sites, True Influence’s underlying platform InsightBase is able to determine when there is a signal surge that generates notifications to customers in real-time, who can then proceed accordingly. They may choose to generate action autonomously by propositioning the various businesses whose signals they have been following, or automate such activity via any host of connectors for popular marketing tools such as **Marketo**. “You can connect these levels of interest to companies and to the right people at them,” Giese explained. “It doesn’t predict anything; it’s just facts. We’re the first ones to be able to connect the intent

with people.”

Automating Data Science

The cloud model delivers multiple advantages, nearly all of which are aligned with the practically ubiquitous self-service movement to empower the business within the data landscape. Instead of buying and maintaining a group of servers to track the interests of any number of analytic events, which Giese says typically involves an approximation of “250 million records per day” and present considerable costs for infrastructure and manpower, customers can leverage the hardware of a service provider via Software-as-a-Service (SaaS). Additionally, they can utilize its expertise as a means of automating some of ***the most difficult facets of data science***. The confluence of utilizing the service provider’s infrastructure and its data scientists enables laymen business users to benefit from both, without understanding the underlying technology that produces results. “The relevance engine is the math behind [the analytics],” Giese noted. “Basically, it’s a scoring model that scores and creates the analytics around the surges. We have data scientists in the background and they’ve figured out how many times a person needs to step on these pages in order to attract interest and push that out.”

Self-Service

The SaaS model is also effective for putting those analytics results in the hands of those who truly need them—without significant IT involvement. The fact that the analytics involved are descriptive, what Giese referred to as “instructive” in nature, removes virtually all doubt as to their value and that of data in

general. “Data is the genesis,” Giese explained. “Your data has to be clean, and there has to be enough of it to make a market.” When those factors are accounted for, delivering the results of descriptive analytics at scale in real-time *facilitates a self-service situation* ideal for marketers or analysts. Presenting those capabilities to a business audience with intrinsic needs for data to influence its decisions and actions is arguably the principle benefit of the cloud-based architecture. “We’ve finally been able to create the ability around it so that we can take it out and people can use it who are unsophisticated,” Giese commented. “That’s really the last mile.”

Separating the Signal

The use cases that True Influence provides germane data for involve everything from hedge fund analysis to conventional marketing. For example, its users can determine when there is a signal surge in interest from IBM regarding webinars pertaining to one of the many thousands of categories that the service provider monitors—such as cloud computing. The larger significance, however, is that this form of DaaS, and of BDaaS in particular, presents a tailored analytic results for highly specific use cases from which organizations can derive action in real-time. That potential transcends individual verticals to revamp the way that organizations leverage data-driven practices in general. Such insight is non-proprietary and readily renders competitive advantage in a technologically feasible, economic way. Moreover, it involves factual descriptive analytics with minimal ambiguity relating to future events, because they have already happened. The real-time capabilities of such services enables organization to effectively separate the true signals from the proverbial noise.

“B2B marketers are in the dark,” Giese observed. “They can see the traffic on their website, but what this does is really activates the internet for them. So they can see what’s going on in the internet related to the topics that they are trying to promote, and they can tie it to their website.”



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