



# HP Information Management and Analytics services

## Convert Big Data into enterprise business value

HP Information Management and Analytics (IM&A) services are innovative services and solutions that enable you to exploit enterprise data as never before. They help you deal with the avalanche of information that threatens to engulf business today, and they position you to turn that information into actionable business intelligence. The HP IM&A portfolio guides you through the complex task of managing and analyzing data—and connect you to the people, ideas, business processes, and technologies you need to convert that data into tangible business value.

### TMI (too much information)

The ability to extract real value from information is the new currency of business—but only if enterprises can manage information and exploit the massive volume, velocity, and variety of “Big Data.” This means converting it into practical facts and figures that can be strategically applied across the organizational ecosystem. Connected intelligence enables an organization to execute analytics and derive valuable insight, to engage customers within context, and quickly react to market opportunity. At least, that’s the idea.

The reality is that enterprises today are overwhelmed with too much information, making its management and analysis difficult. A recent study of senior business executives in today’s Big Data era found that only 2 percent say they can always deliver the right information at the right time to support the right business outcome.<sup>1</sup> In fact, many complain that more than half of all the information within their organization remains unconnected, undiscovered, and unused; and some 35 percent of these executives reveal they are ineffective at accessing business information when needed. One of their biggest challenges is sifting through this huge quantity of data to discover useful nuggets among the often redundant and useless “noise.”

In short, IT environments are rarely designed for real-time management of Big Data’s astonishing variety of information sources, diverse information types, and massive information quantities. Nor are they prepared for the new demands from employees and customers who expect information delivered near instantaneously to the device of their choice.

## Unleash the power of your information

HP’s Information Management and Analytics services can make sense of Big Data. We architect end-to-end information strategies and solutions that transform your data into a valuable business asset. With HP on your team, you can use information to:

- **Increase revenue and market share:** In an environment where customers have more information than ever to help them compare products and services, HP helps you understand those customers and respond quickly to marketplace changes.
- **Manage risk:** With regulation regarding information archiving and retrieval becoming tighter, HP helps you lock down your valuable data and prove compliance to customers, regulators, and inspectors alike.
- **Ramp up efficiency:** Now you can manage information to improve internal and operational efficiency, increasing productivity in the bargain.
- **Improve customer experience:** HP IM&A services show how to integrate social media data with other customer data sources, giving you a clearer view of your customers, enabling you to better meet their needs.
- **Monetize your information assets:** Information is the key to improving your competitive position. With HP’s help, you can connect information and intelligence throughout the enterprise, delivering undiscovered insights and revealing new channels for growth.

## The HP Information and Analytics portfolio

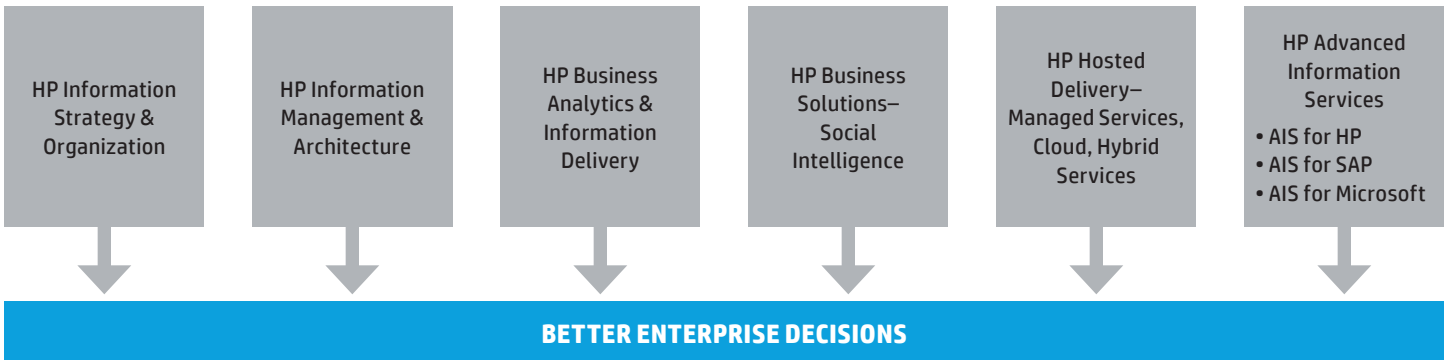
We offer a complete portfolio of integrated solutions and services to manage, govern, and analyze information so you can make the right decisions faster. We can help you create real-time visibility across your enterprise ecosystem while streamlining business operations at every stage of your value chain.

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<sup>1</sup> Study conducted for HP by Coleman Parkes in October 2011 using 554 telephone interviews of senior business executives and senior technology executives in enterprise-level companies

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## Use end-to-end HP Information Management and Analytics services to enable better, faster business decisions



The services are:

- **Information Strategy & Organization Services:** Provide an organized, disciplined, and comprehensive approach to connecting information across your organization. Our consultants help you establish enterprise-wide organizations, tools, and processes to align priorities and to foster collaboration between business and IT.
- **Information Management & Architecture Services:** Supply the technical know-how, process improvements, and organizational architecture required to capture, manage, retain, archive, and deliver accurate, timely information throughout your organization.
- **Business Analytics & Information Delivery Services:** Deliver relevant, useful information when and where your employees need it. These services enable you to make the leap from ad-hoc analysis to predictive analytics and systems that uncover hidden areas of potential growth.
- **Business Solutions—Social Intelligence Services:** Transform customer marketing by combining insights from unstructured social media data with your existing structured customer and enterprise data.
- **Hosted Delivery—Managed Services, Cloud, and Hybrid Services:** Leverage a variety of software and solution delivery models for services.
- **Advanced Information Services:** Improve and upgrade specific platforms, enabling them to connect and support analysis of a vast amount of structured and unstructured data.

- **Advanced Information Services for HP:** Update and improve your business intelligence platform with solutions featuring Autonomy and Vertica.
- **Advanced Information Services for SAP:** Give your SAP applications the performance and scalability you need in an era of Big Data.
- **Advanced Information Services for Microsoft:** Enable your Microsoft platform to analyze Big Data from multiple sources in real time.

## Expertise for the life of your information

HP IM&A services draw on the knowledge and experience of more than 3,500 dedicated consultants in information management and analytics. These specialists combine business acumen and analytical prowess with proven methods and accelerators for agile business intelligence and data warehousing.

With nine global centers of excellence and more than a decade of information consulting experience, HP offers expertise that spans the complete lifecycle of enterprise information.

## For more information

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