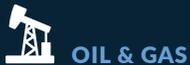### HEALTH CARE

Patient records. Treatment plans. Prescription information. When it comes to health care, everything needs to be done quickly, accurately - and, in some cases, with enough transparency to satisfy stringent industry regulations. When big data is managed effectively, health care providers can uncover hidden insights that improve patient care.

TELECOMMUNICATIONS

Telecommunication companies are using big data to do things like understand the potential of new product offerings, improve customer experiences, reduce service truck rolls while improving customer service, forecast network capacity and demand faster and more accurately, implement value-based network capacity planning or reduce customer churn.

OIL & GAS

The oil and gas industry can learn much from the data, yet it is generally used the same way it was historically used. The industry must look at broader areas and functioning of individual components to create different views and perspectives. Data science will help the oil and gas industry learn more about each subsystem and inject more accuracy and confidence in every decision, ultimately reducing risk. Big data analytics will be key.

SMARTNOW BIG DATA PLATFORM

BUSINESS VALUE ACROSS ALL YOUR DATA SOURCES:

SmartNow Big Data capabilities are the answer to today's Big Data challenges, integrating end-to-end solutions into one platform for ingesting, storing, processing, sharing and analized petabytes of data. SmartNow customers gain more powerful business value from their data, with greater scalability, faster analytical processing, and more powerful sharing across the entire enterprise than ever before.

SmartNow Big Data brings you a better approach of business information, unifying enterprise information architecture, from multiple data sources. Our complete Big Data services reduce the complexity and cater to the diversity of today's enterprise data. SmartNow have created open architecture that accommodates your organization's diverse technology investments, plus, our SmartNow Engine, SmartNow Mediation and SmartNow IMS applications provide ultimate deployment flexibility, with consistent operational performance and processing that automatically scales to meet sudden increases in computing needs.

INGEST HUGE AMOUNTS OF DATA:

SmartNow Big Data applications quickly acquire, store, transform and share data from every source, including relational databases, enterprise data warehouses, and OpenSource like Hadoop, Cassandra or Mongo resources. In addition, we provide you with critical tools for data cleansing, quality, and transformation using machine learning, graph computation, and stream processing, giving you the ability to utilize refined data in real-time. Ingestion functions for Big Data processing are handled by the array of SmartNow Engine across enterprise and Hadoop/Cassandra data.

SmartNow®

STORE MASSIVE DATASETS:

With SmartNow, store massive datasets from across your enterprise, delivering massive scale for your growing data, organizing petabytes for ready analysis. In combination with SmartNow IMS, it delivers native multi-temperature management for hot or cold data, virtualization, and schema extension capabilities. And with the ability to federate data from any source, it reduces data movement and speeds response times.

GET INSIGHTS:

With SmartNow Big Data applications, getting business value from combined data is no longer the daunting challenge it used to be. Our unified and flexible Data Management Architecture simplifies the process of refining and cleaning diverse types of data to enable your business analytics to keep pace with the variety and velocity of business demands.

HIGHLIGHTS:

SmartNow has developed a comprehensive, integrated and industrial-strength big data platform that lets you address the full spectrum of big data business challenges. The core capabilities of the platform include:

→ Helps users explore large, complex data sets.

→ Streamlines the process of developing big data applications.

→ Monitors and manages big data systems for secure and optimized performance.

→ Speeds time-to-value with analytical and industry-specific modules .

→ OpenSorce-based analytics: Enables distributed processing of large data sets across commodity server clusters from Hadoop, Cassandra or Mongo.

→ Stream computing: Enables continuous analysis of massive volumes of streaming data with sub-millisecond response times.

→ Data warehousing: Delivers deep operational insight with advanced in-database analytics.

→ Information integration and governance: Allows you to understand, cleanse, transform, govern and deliver trusted information for critical business initiatives.

→ Determining root causes of failures, issues and defects in near-real time.

→ Recalculating entire risk portfolios in minutes.

→ Detecting fraudulent behavior before it affects your organization.