

# Feed the data beast: the more data the better the insights

In the age of digital transformation, companies must be able to be agile and act more accurately. New and exciting developments are arising to help companies generate the right insights. A lot is expected from the likes of Machine Learning, Predictive Analysis, and Natural Language Processing. The foundation for these technologies is called "Big Data", because an algorithm without data is like a recipe without the ingredients.

## The shortcomings of Data Warehouses

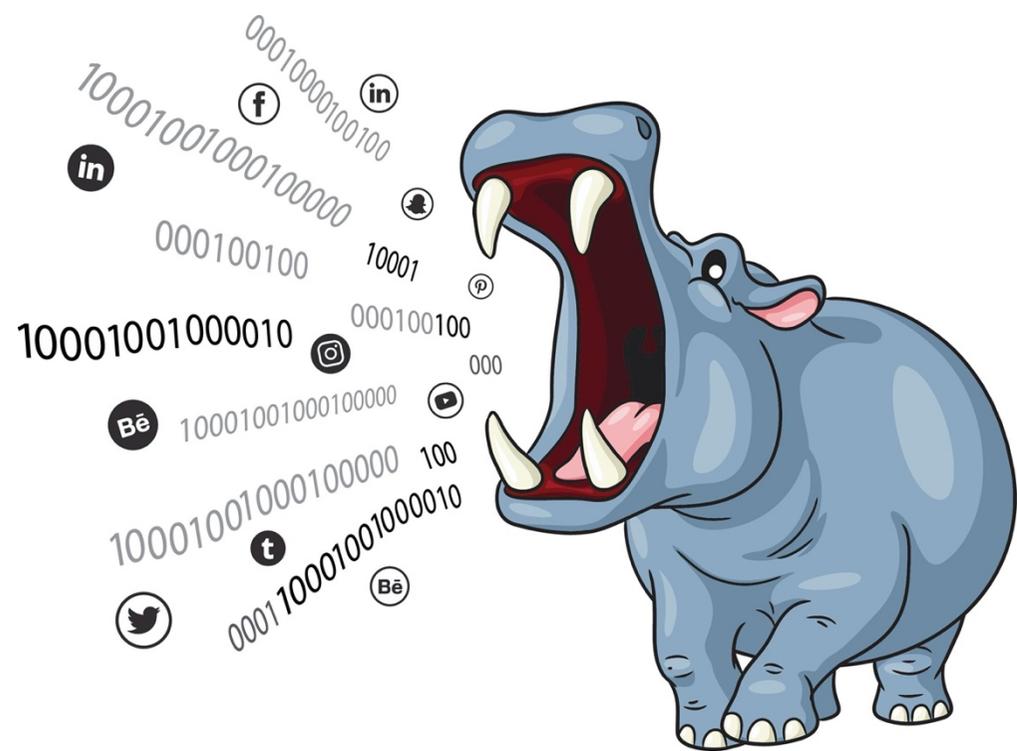
Until recently, a data warehouse was the most suitable method for bringing large amounts of data together and making it available for processing. Correlating different sources, performing in-depth analysis, securing access; it was all possible with a data warehouse.

Yet today we are running into the limits of data warehouses. This is often summarized with the 3 Vs (**Volume, Variety** and **Velocity**). To work **faster** with **larger sets** and with **greater diversity**, a traditional data warehouse is no longer suitable.

## Having the 3 V's is not your secret sauce

If we receive and process data more rapidly and the structure is less and less fixed, the challenge is to guarantee the quality of the data. This is also called the fourth V: "**Veracity**". The larger your dataset and the more variety in your sources, the more accurate your decision making will be. This is often referred to as "**Feed the beast**".

To become truly "**data driven**", companies will also have to develop new methods to use and offer data (also to external parties if possible) via an "API First" strategy. This way the value of the data can be unlocked, allowing for new business opportunities.



## Stop throwing away data as of today

Retaining lots of data should be your first order of business. The more data you collect, the more insights you gain. **Start today!** To be able to unlock this effectively, you will need to seek after methods to guarantee quality and find effective ways to retrieve the data successfully. If not, chances are you will get lost in a maze of data.

Maintaining a global overview is only possible with a **well-executed data strategy**, which should be in line with the business strategy as a whole. **Experis Ciber** supports its clients in developing a data strategy, its roll-out and integration of the data platform, making it a **robust and stable basis for an agile business model**.