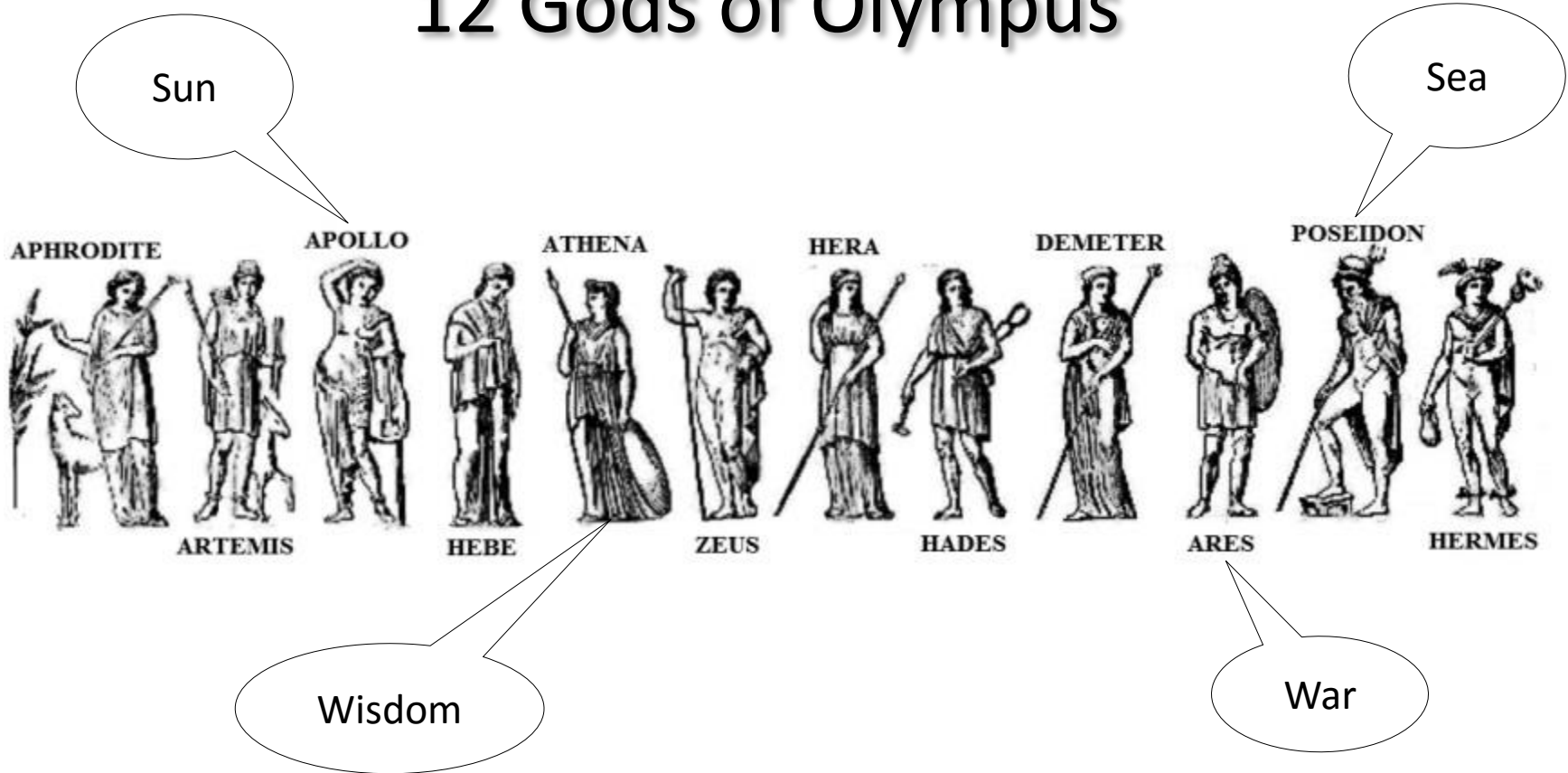




Dimitrios Bairaktaris
Managing Director

12 Gods of Olympus



Who is the God for BIG DATA ?

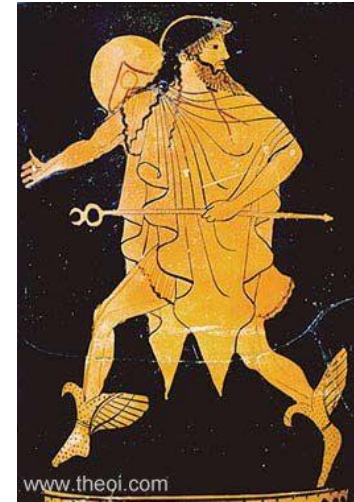
Hermes God of Big Data

son of Zeus & Maia



Messenger of the gods

.. Oh mighty messenger of the gods of the upper and lower worlds ... (Aeschylus).



God of trade & merchants

.. Orphic Hymn 28 to "Hermes . . . and the source of gain . . . blessed, profitable God."



God of memory & learning

Callimachus, Iambi Fragment 21 "We ask the boon of learning easily, the gift of Hermes."

Digital transformation

*“ At the core of the journey towards [digitising your core business](#) lies **the dynamic personalisation and contextual enrichment** of the interactions between enterprises their customers, their team members and their trading partners. Digital sets the expectation for a "individualised" relationship between the enterprise and its customers, while delivering better value to both ”*

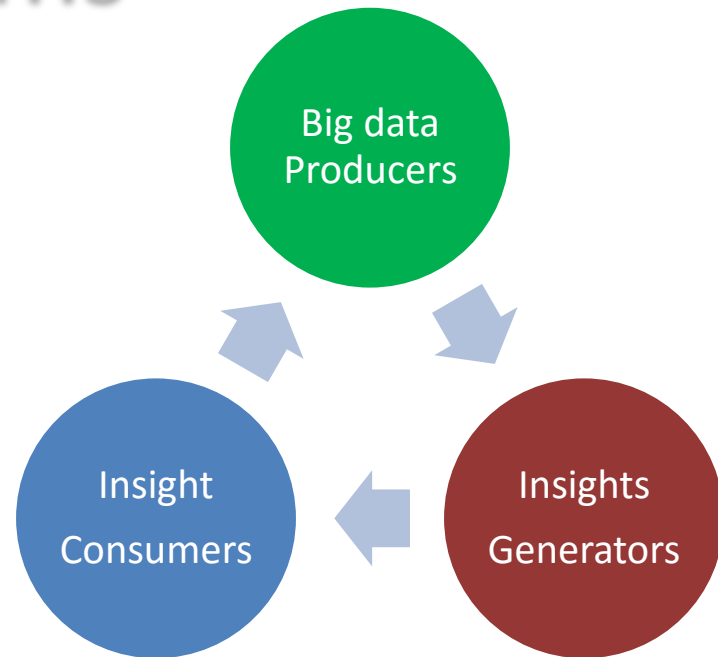
BIG DATA are the core of individualised relationships , dynamic personalisation and contextual enrichment

Big data ecosystems

- Enterprises with
 - Millions of customers
 - Thousands of products, locations, partners
 - beacons, sensors, actuators and active displays

(internet of things)

are both **producers and consumers of big data**



Predictive Analytics, Machine Learning, and data scientists are **big data insights generators**

A Big Data use case in retail omni-channel shopping framework



Big Data challenges

Struggling to extract value

“Escape from Alcatraz”

Build the right team

Actionable insights

Any time any where



(un)Timely delivery

“Spin class syndrome”

Agile methodology

Cloud first strategy

Start-up mode

**DIGITISING
YOUR
CORE
BUSINESS**

FORTH SOLUTIONS BUSINESS ARCHITECTS

The HERMES-7 for Big Data



- 1. Think big – start small**
- 2. Collaborate thoughtfully**
- 3. Store and share safely**
- 4. Know your technology**
- 5. Validate you data**
- 6. Be transparent with your consumers**
- 7. Mix structured and un-structured data**

Thank you

Dimitrios Bairaktaris
Managing Director

Forth Solutions Business Architects

