

# What is hidden in your Big Data?

## How to transform your “Big Data” into your “Big Values”?

2018

Hanoi, Pierre BONNET

Hi everyone

IT engineer, I co-founded Orchestra Networks in 2000.

Starting from scratch, the company is a worldwide software vendor in the data management platform.  
Ranking leader by the Gartner Group in 2016, 2017

I hold the duties of Chief Operating Officer (COO) for our headquarter located in Paris, and President & General Manager of our subsidiary in Vietnam



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**#1**

**Bad data gives  
bad results**

**#2**

**Bad data leads  
to regulatory  
compliance risks**

**#3**

**Data quality is a  
topic of data  
governance**

**#4**

**Adding more  
bad data  
increases bad  
results**

**#5**

**Data governance  
generates values  
and makes Big  
data better**

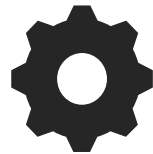
During this presentation I will share with you five tips to make better your Big Data

**#1**

**Bad data gives  
bad results**



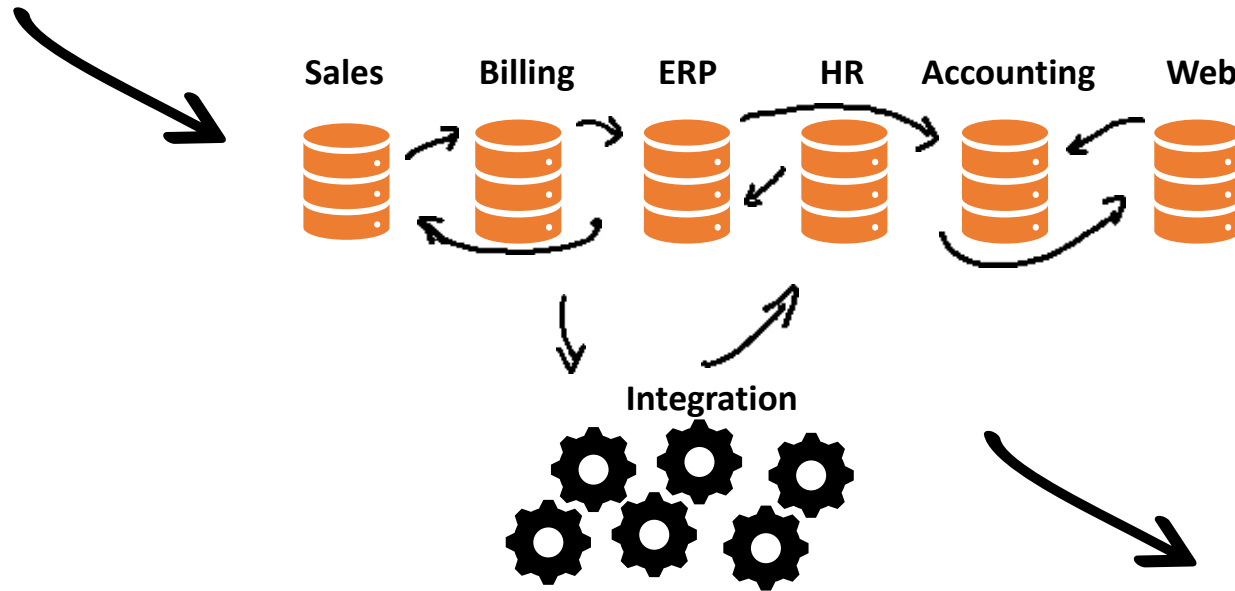
**Bad quality**



**Bad quality**

## Data issues

- ✓ Physical and logical data duplication into many systems
- ✓ Lack of data integrity between systems
- ✓ Weak data traceability



#1

**Bad data gives bad results**

## Business Intelligence



Data analytics



- ✓ Wrong reports
- ✓ Bad decisions & low ROI
- ✓ Regulation misalignment

#2

**Bad data leads  
to regulatory  
compliance risks**

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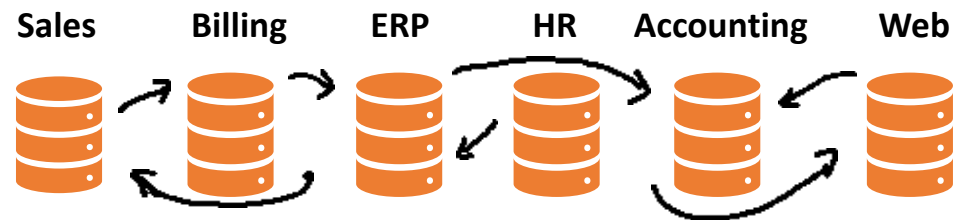
**“We don’t pay much attention to information security.  
We’re hoping our competitors will steal our ideas  
and become as unsuccessful as we are.”**



- ✓ Data breach notification
- ✓ Right to access data
- ✓ Right to be forgotten
- ✓ Data portability
- ✓ Privacy by design

#2

Bad data leads to regulatory compliance risks



Do you know  
Data Governance



#3

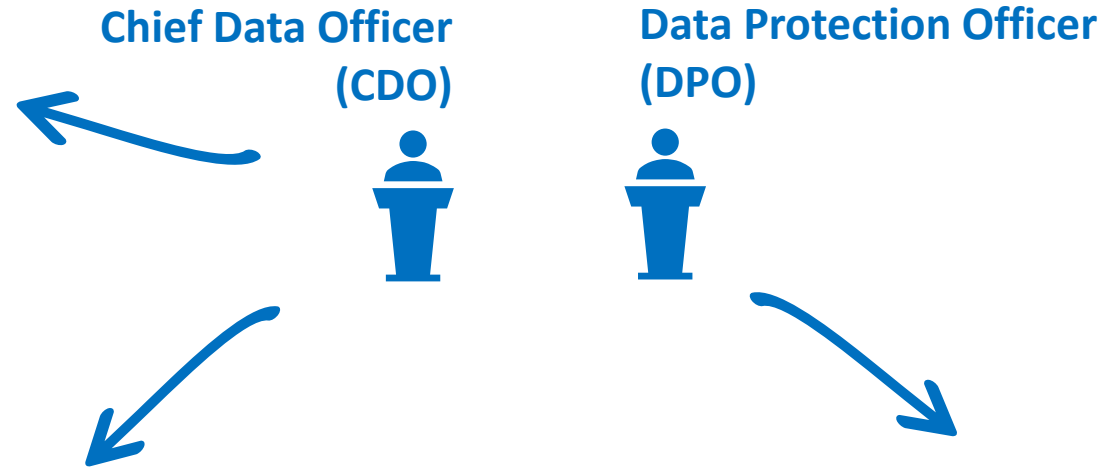
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## Reference data

- ✓ Country
- ✓ Currency
- ✓ Region
- ✓ Product codification
- ✓ Client segmentation
- ✓ Organization structure
- ✓ ../..

## Governance for the Most important data



## Master data

- ✓ Product catalog
- ✓ Client 360 view
- ✓ Chart of account
- ✓ Chart of organization
- ✓ Third party contracts
- ✓ Supply chain properties
- ✓ ../..

## Meta data

- ✓ Glossary
- ✓ Critical data definition
- ✓ Data owner
- ✓ Data privacy
- ✓ Data traceability
- ✓ ../..

#3

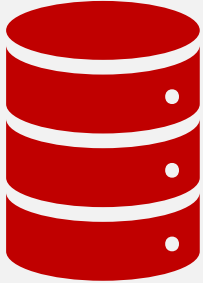
Data quality deals with data governance

#4



Adding more  
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results



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**Data Lake**



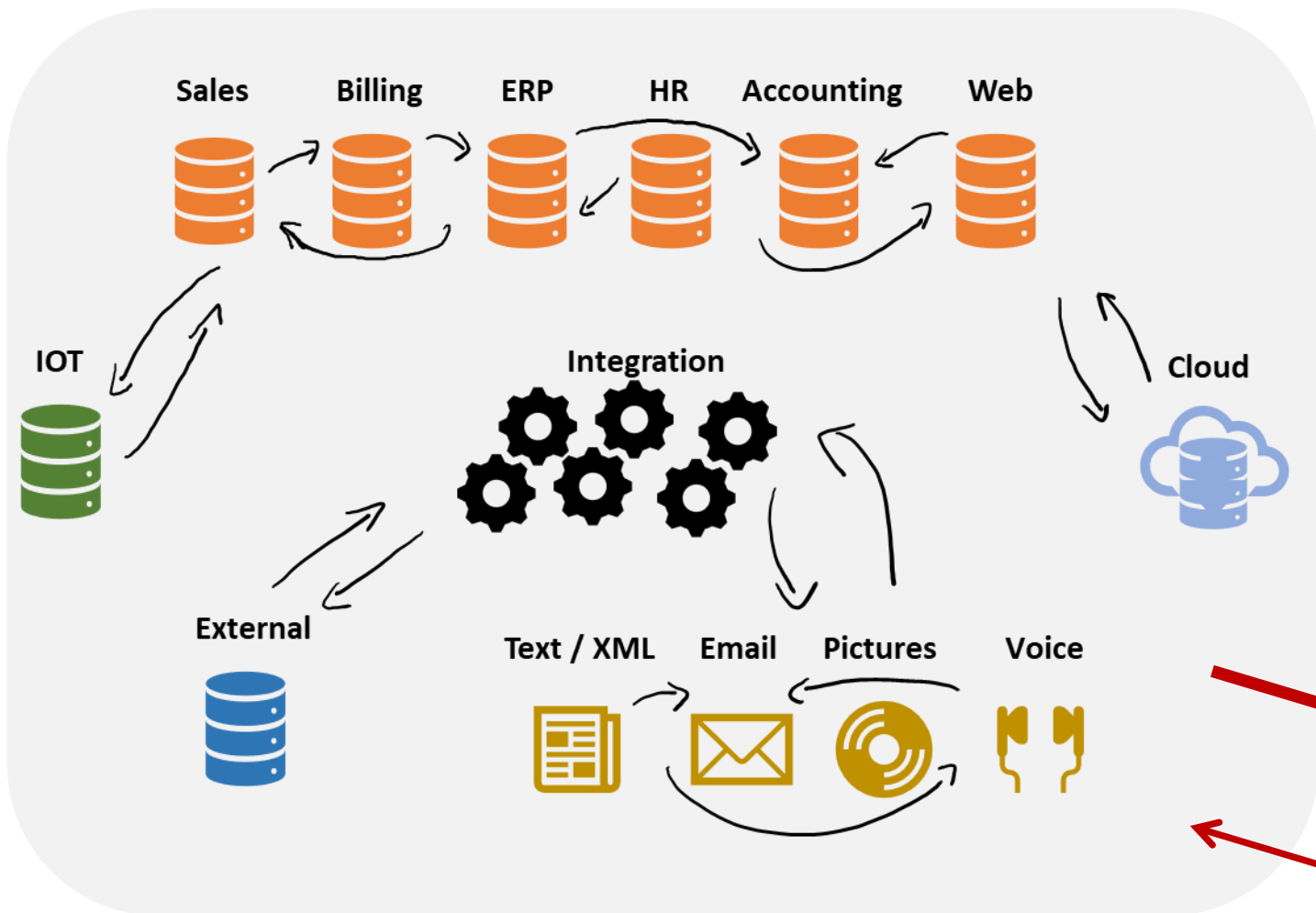
- ✓ Reports
- ✓ Decisions
- ✓ Regulation enforcement

## What is a Big Data



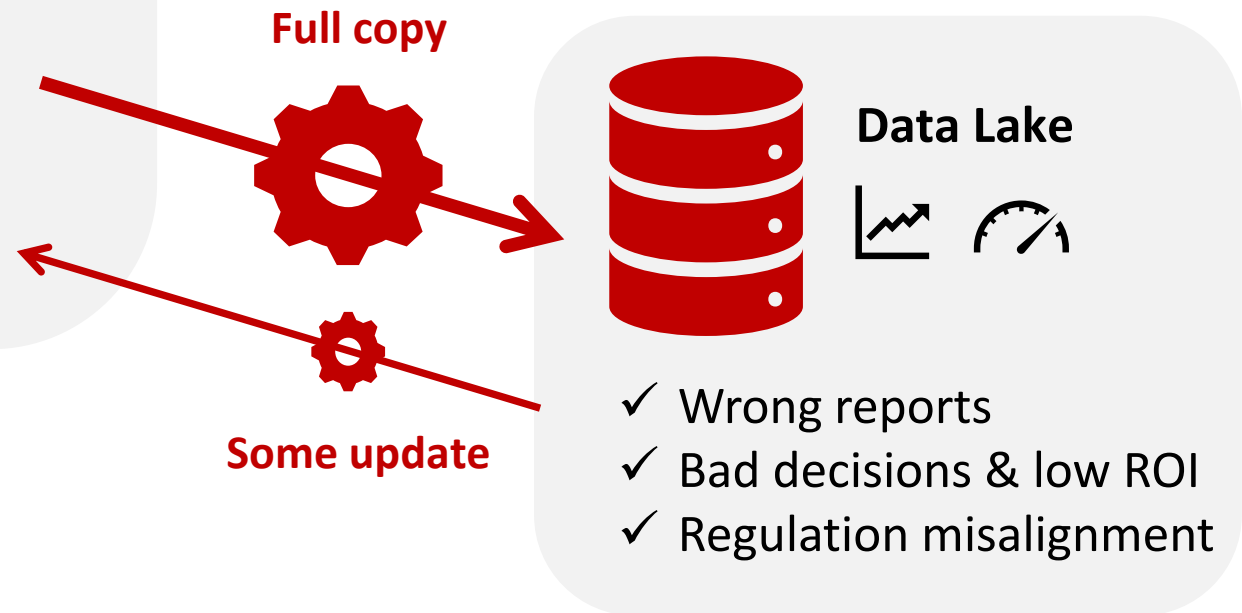
A database technology to save mass data collection (billiard of records) and huge volume of structured & unstructured data like text, sounds, images...

Runs on fast hardware multi nodes CPU / GPU with Terabytes, Petabytes...



**#4**  
**Adding more bad data increases bad results**

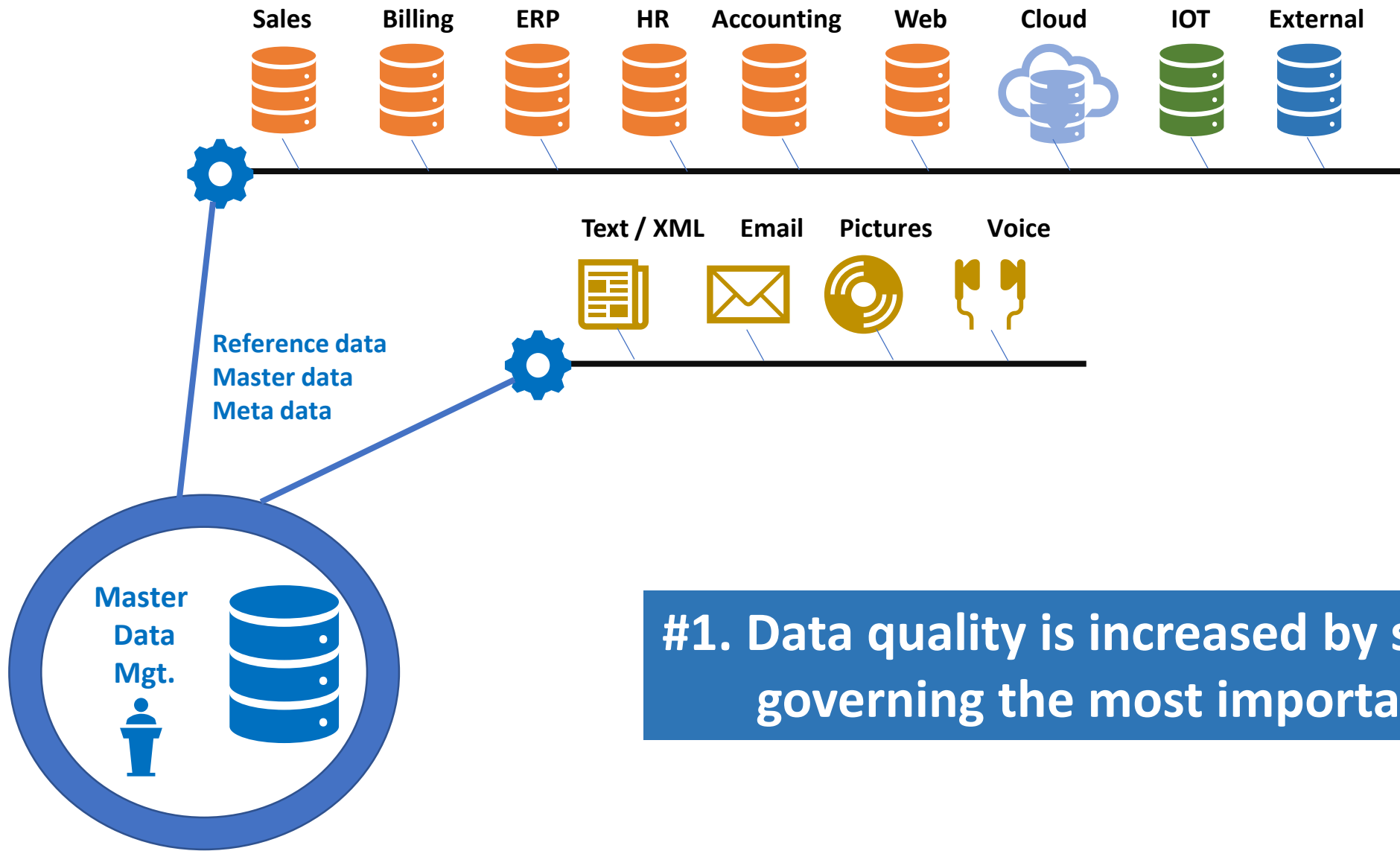
**Big Data**





#5

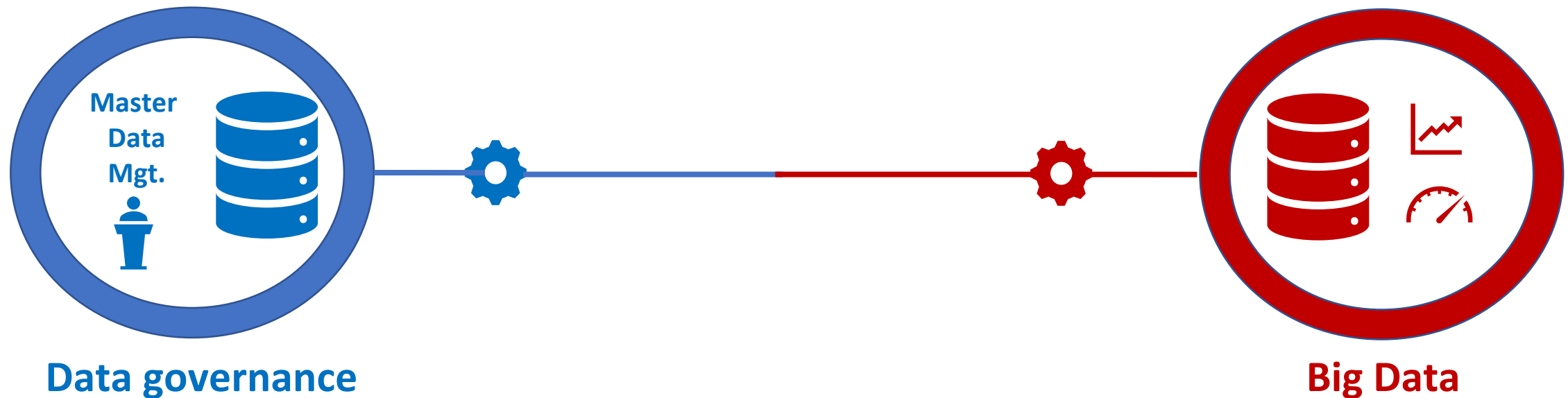
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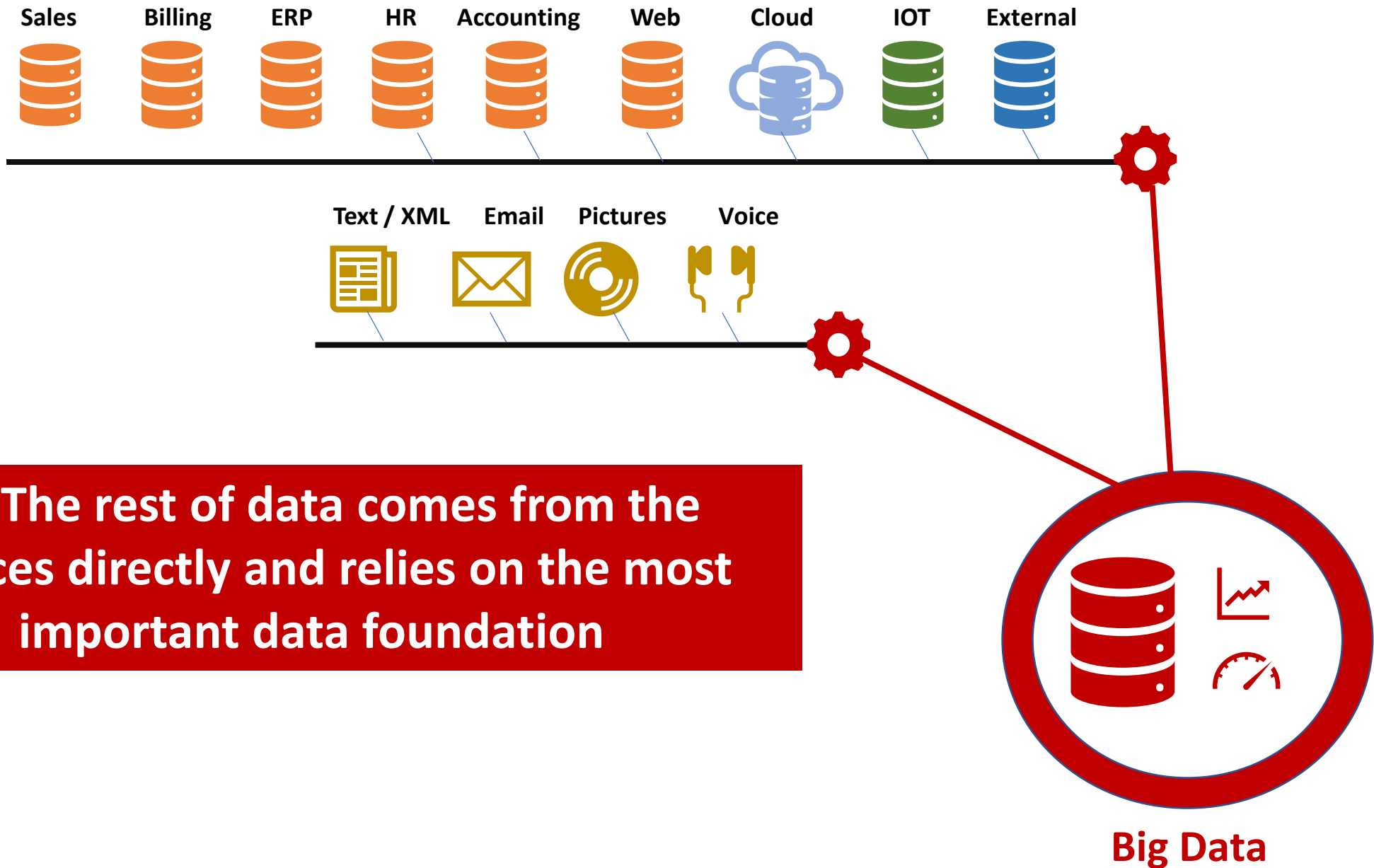


**#1. Data quality is increased by sharing and governing the most important data**

**Data governance**

## #2. Big Data reuses the most important data providing by the governance

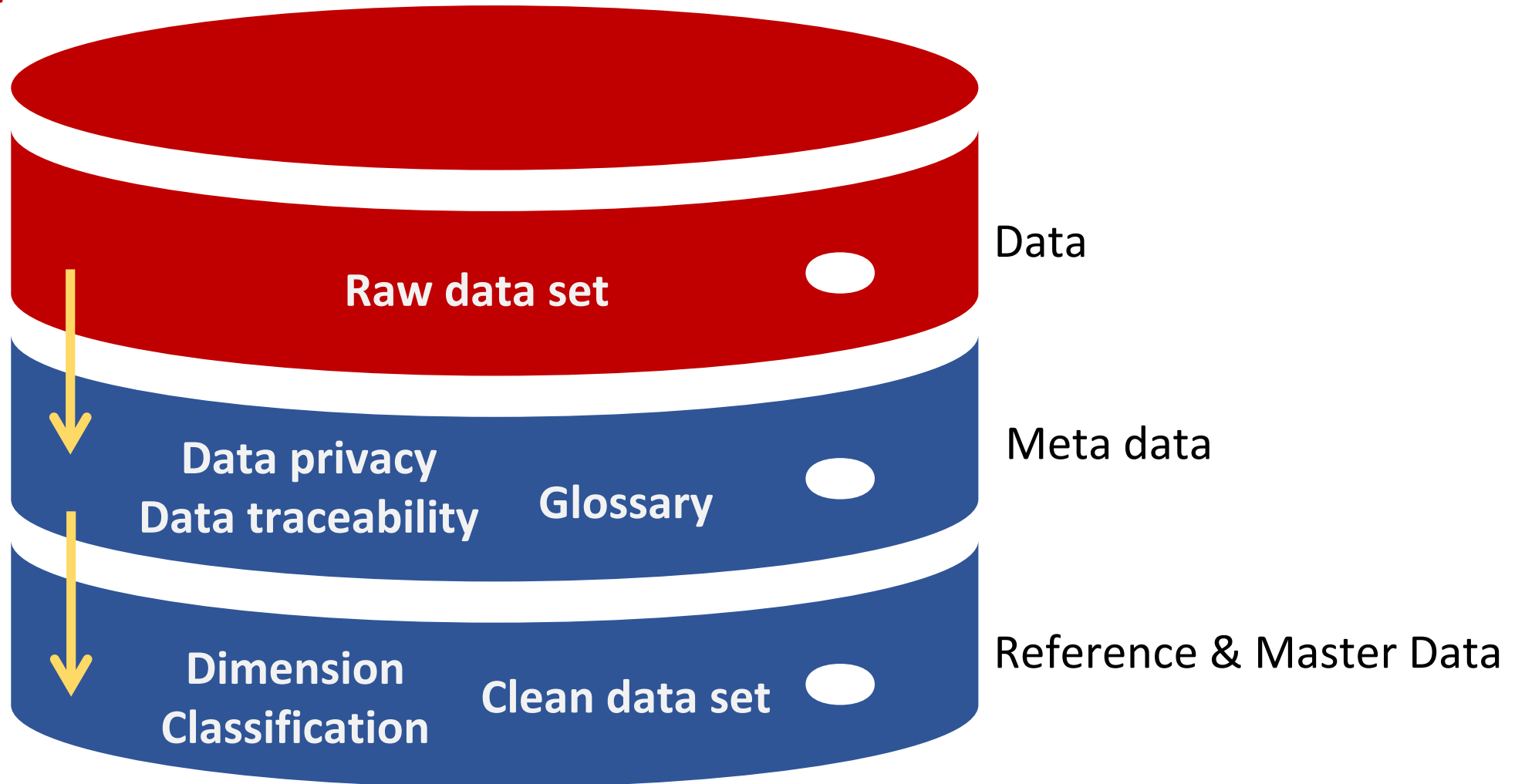


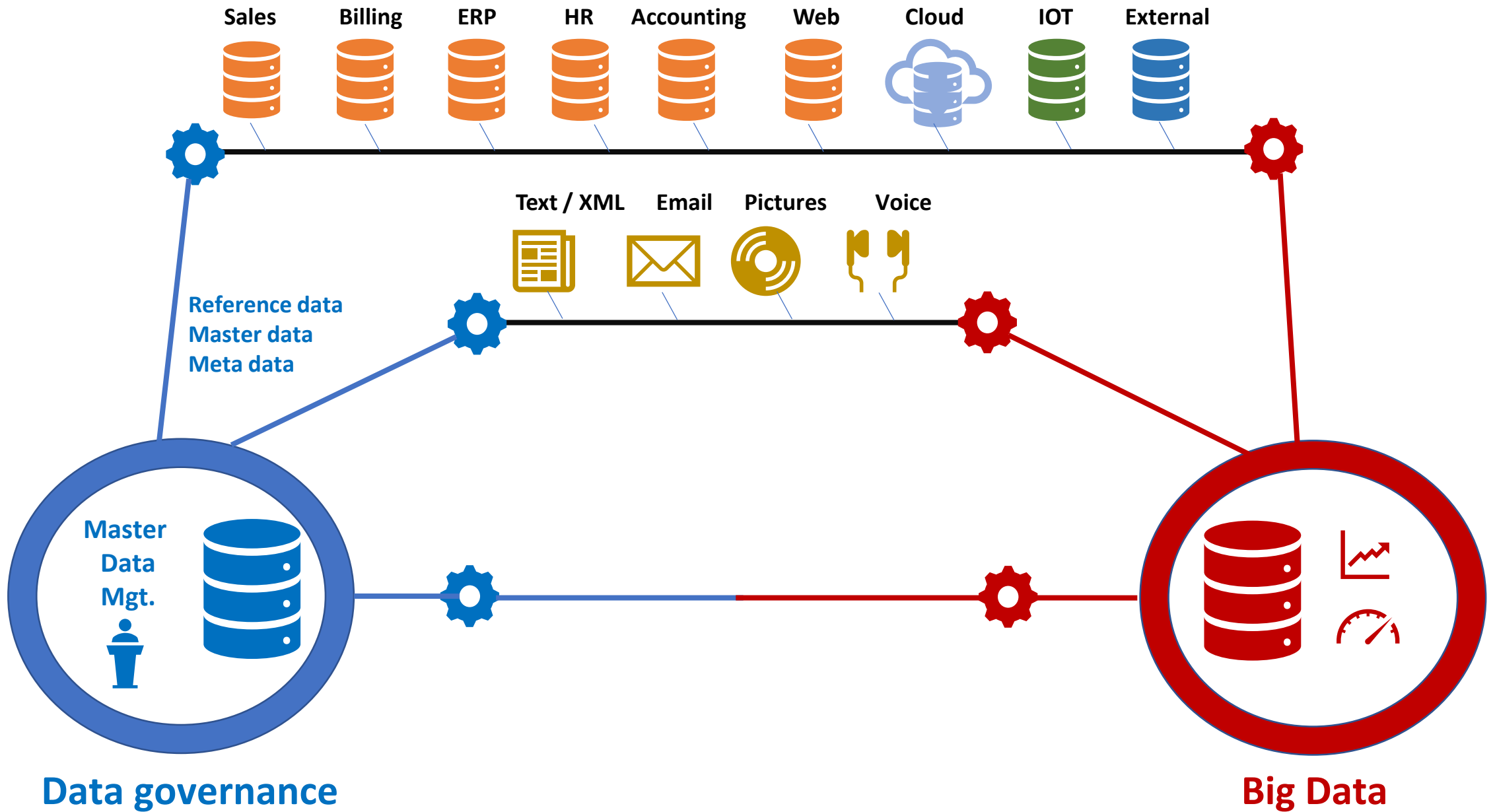


**#3. The rest of data comes from the sources directly and relies on the most important data foundation**



# Big Data





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Any question?

# Thanks



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