

Theme Paper

Analytics-as-a-Service



Ideal-Analytics is a suite of software tools to glean information and therefore knowledge, from raw data.
Self-service, real-time, on-demand ad-hoc analysis and high performance exploration functionality
with plug-ability, scalability & security, available in both SaaS and on-premise model

Analytics – the Central Need

If there is one common need that reverberates throughout the Business Intelligence community within the world of Business –Manufacturing, trading or Service- that attracts the attention of almost all and that no one can brush aside as a less priority interest, is Analytics, or Business Analytics. The present age is more concerned, governed, directed and oriented to metrics, measurement artifacts, gauges, number-oriented view-points and ratios for comparison.

A whole study and faculty of numerical interest has revolutionized the way people now think of business, the mainstream discourse of any business discussion goes on through a well-equipped knowledge that circles around numbers or measures or facts. Analytics is what people do understand more than any other means of communication and analytics is what people expect of the interlocutor in any business transaction and literature.

Mathematics in unshackled capacity

Analytics is becoming increasingly more and more complex mathematically with all kinds of sub-interests in statistics and algebra involved. Number crunching – that was the arena of the scientific world is now much more extensively and popularly used in Business-quotidian. Analytics does not stop or put a limit around the advancements in mathematics and statistics that they put into analytics studies.

Business analytics is the language of Business analysis. From the stage of being a mere essentiality it now has transgressed into the world of being the only language. The language of mathematics is the language of business these days.

The new language of communication

Analytics studies have moved from mere depictions of the ontological stage into forecasting, trend analysis to even stochastic possibilities and predictive. Studies have found that every year the interest of the concerned and interested community is increasing differentially in predictive. So is increasing the need to ease of usage of any analytics tool and so is increasing the interest of the community to use it by themselves, rather independent of any specifically skilled personnel who would only hone their knowledge in the maintenance of the tools or internal programming intricacies. Analysts want handy tools to run their own analysis, to translate their own project-artifacts or formulae and want to see how the data would respond – we call it running their own econometrics.

Data-Analytics – a distinctive approach

Data Analytics is that special type of Business Analytics that delve into the raw data, use them in the same way as we are habituated to use the numbers. Find the relations within the data, hidden and implicit relations of the data that has evolved from the properties of their data. Till this age we used to impose the meaning into the data through exogenous relationships or relationships that we had formed intuitively or from the epistemological studies. Today we would like to know the meaning that is emerging empirically, from the data within, depending on the data and not dependent on extraneous business meaning. This is the data mining we know now as different from say a decade ago when the concept of data mining came into existence.



Relations –redefined!

The change and update of data might actually change the relations among different data sets coming from differing applications and differing platforms and formats.

The need to strike relationships cannot be pre-meditated or pre-calculated. They have to be emerging and changing incessantly and yet this incessant change need to be reflected instantaneously through an effective tool.

Data comes in multiple sets connected and related

Data is there, always being generated in every change or transaction of event, they are generated in numerous linkages with other data. Capturing the right and relevant data has been the problem for long in this sector, the industry has made leaps of paces in this sector and still finds only a miniscule is done, it would be pointless to strive to encompass the entire such need as the need is emerging and fleeting in terms of varieties and content. The more prudent approach would be to run along, to make a tool that is open and can run along with the changing and increasing need and yet not needing a structural change to cope with the new.

Analytics-as-a-Service

Users want Analysis and Analytics as a Service, they want to be served with their data from a helping hand who would allow them to extract the best of the meaning possible and those meaning again need to be incessantly changing and increasing, going into more depth and extent. They want to play in their own way and figure out their own meaning- own NOT the data but own the ANALYSIS - this is what they need now and are looking for and yet do NOT still understand from the solutions available in the Business Intelligence market.

Analysis is a mental algebra and does not have any limit or any defined road track. No one knows for sure what kind of analysis she might need way ahead of the instance of need. A tool therefore has to be dynamic.

Why a service?

A Service that is exigent is the one that does not bind the analyst with the data, nor with the query or structure, nor with the pattern of analysis but open to any need. The service that is required is the service in assistance in analysis when the exact pattern of analysis cannot be foretold.

Industry has come out in solving this problematic through providing very effective Hardware and then the industry has provided hardware platform to be leased out to the customer's specific need- this is what we call as Hardware-as-a-Service (HaaS). Industry has also offered the clients with a full gamut and posse of infrastructure with different kinds of hardware end-to-end,- we call this as Infrastructure-as-a-Service (IaaS). Industry has also provided software applications to the clients to do their analysis "on-their-behalf" – we call them Software-as-a-Service, where companies build a software, operate them for a while along with the customer to make the customer acclimatized and then let them run the application software. Industry has also come out with Data-as-a-Service (DaaS) where the data generation and processing and rendition is controlled in a regulated environment again on-behalf-of-the client. The latest trend in the industry is the PaaS where a full-fledged platform is provided by the provider to the client where the client can build their application with the software artifacts, formulae, templates, forms, design patterns and elements on their own. Thus the same PaaS can generate many shared-proprietary applications complete with infrastructure, security, space and application authentication.



The need persists

All these still did not satisfy the clientele and could not strike the right chord for the necessary resonance. No one is quite sure what would be that “The Solution”, but the endeavor would go on till we might cover up the gap to an irreducible minimum under the condition of acceptable or tolerable level of errors.

The new approach is Analytics-as-a-Service (AaaS) – A service where the provider offers an environment where analysis can be conceived, designed, generated, developed, improved, updated, reconfigured, packaged and delivered as artifacts and can be moved or shifted and embedded or externalized into other applications as morsels , as artifacts. Using a tool as handy assisting many tools and applications downstream – those that can be conceived or those that need future conception and creation.

It should not be “Give us the data and we will give you the analysis!” kind of approach, it should be “You have your data, keep it or share it or slice it or shell it, along with your conceptions and with your creations and keep your Intellectual Property with you get your results by yourself, we provide you the bedrock” but again “you may or may not buy hardware, infrastructure, tool, software, environment or anything, you simply have to buy a right – a licence and you can do everything for yourself” – it will just be a passport to the world of analytics without any baggage! That is the approach of AaaS.

An experience in the Cloud

The innovation of Cloud as a solution, Cloud-as-a-Service [ClaaS] has facilitated the present industry and the user community especially the analyst-world to comprehend a smarter and slicker way of solving the problematic of the industry.

IDEAL-ANALYTICS [IA] is a well-researched product going through the meticulous regimen of Research engineering and Research methodology covering all these implicit and explicit needs of the Business Intelligence sub-sector that offers the best and smartest experience in Cloud computing through providing Analytics-as-a-Service [AaaS]. It is not a fixed structure- it is an open aid to assistance in analysis. IT is Open-Analytics to tackle the need of the future. Technology open enough to run along with Science is the technology appropriate to use! Ideal-analytics is IDEAL in that!



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Analytics On-Demand

www.ideal-analytics.com

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