

# BIG DATA CLOUD TOOLBOX

Quickly and efficiently adopt Big Data Analytics technologies.



The need to implement new Data-Driven Business models is a growing trend of paramount importance in large companies. The Big Data Cloud Toolbox is the solution designed by Reply to enable companies to adopt Big Data Analytics technologies quickly and efficiently.

The Toolbox consists of a pre-configured, secure Cloud environment, containing some of the most common Big Data software tools used in Big Data Analytics, Machine Learning, DataScience and Data Visualization.

The solution facilitates quick and efficient access to ready-to-use, secure and integrated environments, developed using some of the “best-of-breed” products offered by technology vendors.

The products and services catalogue is constantly evolving with the adoption of some of the best software components available on the market, ranging from commercial software to Open Source products, IaaS and PaaS infrastructure and SaaS services.

The base configuration is highly flexible and can be enhanced with the integration of more sophisticated software components and services such as Cognitive Services and Video Intelligence tools.

Reply’s Big Data Cloud Toolbox relies on the flexibility and efficiency of the Cloud Brokerage Model, minimising the many levels of complexity associated with sourcing, management, infrastructure, security monitoring and data privacy for the customer.

# BENEFITS

Minimise the time to market by allowing customers to investigate their specific use cases of interest and by quickly creating value while keeping costs down and simplifying complexity.

Structure the optimal deployment of specific customer use cases: Backed by its extensive expertise and wide customer base, Reply helps customers tackle use cases of increasing complexity, guaranteeing a solid return on investment from the very start.

- This phased approach can begin with the deployment of a **DATA LAB**, designed to analyse the ROI associated with the specific use cases, followed by the activation of real-time Production Analytics tools. The services and the SLAs offered are configured accordingly.
- The specific characteristics of the customer’s **operating Big Data Analytics Platform** can be configured accurately and efficiently in subsequent phases.



# WHY REPLY

With its Big Data Cloud Toolbox platform, Reply is the ideal partner for large companies looking to benefit from the Big Data Analytics paradigm. Here are some of the key reasons behind this success:

- **The platform requires zero effort from the customer in terms of setup and operation**
- **Reply brings an excellent range of consolidated partnerships to the table**, with all major Cloud and Big Data Analytics vendors and the relevant certifications
- **Reply boasts extensive experience** in supporting customers in the implementation of a Big Data Analytics Platform using a phased approach: from consulting services for the launch of the Data Lab, to identifying the specific use cases and the deployment and support of the solution in production. Reply has successfully implemented **more than 50 projects in the Big Data Analytics realm. New customers can benefit from site visits, both IT and Business-focused**
- **Reply offers technological know-how and helps generate business value**, through a highly effective and adaptable analytical process based on outstanding experience and expertise in the sector (The Data Incubator certifications)



**REPLY** specialises in the design and implementation of solutions based on new communication channels and digital media. Reply is a network of highly specialised companies supporting key European industrial groups operating in the telecom and media, industry and services, banking,

insurance and public administration sectors in the definition and development of business models enabled for the new paradigms of big data, cloud computing, digital media and the Internet of Things. Reply services include: Consulting, System Integration and Digital Services.