

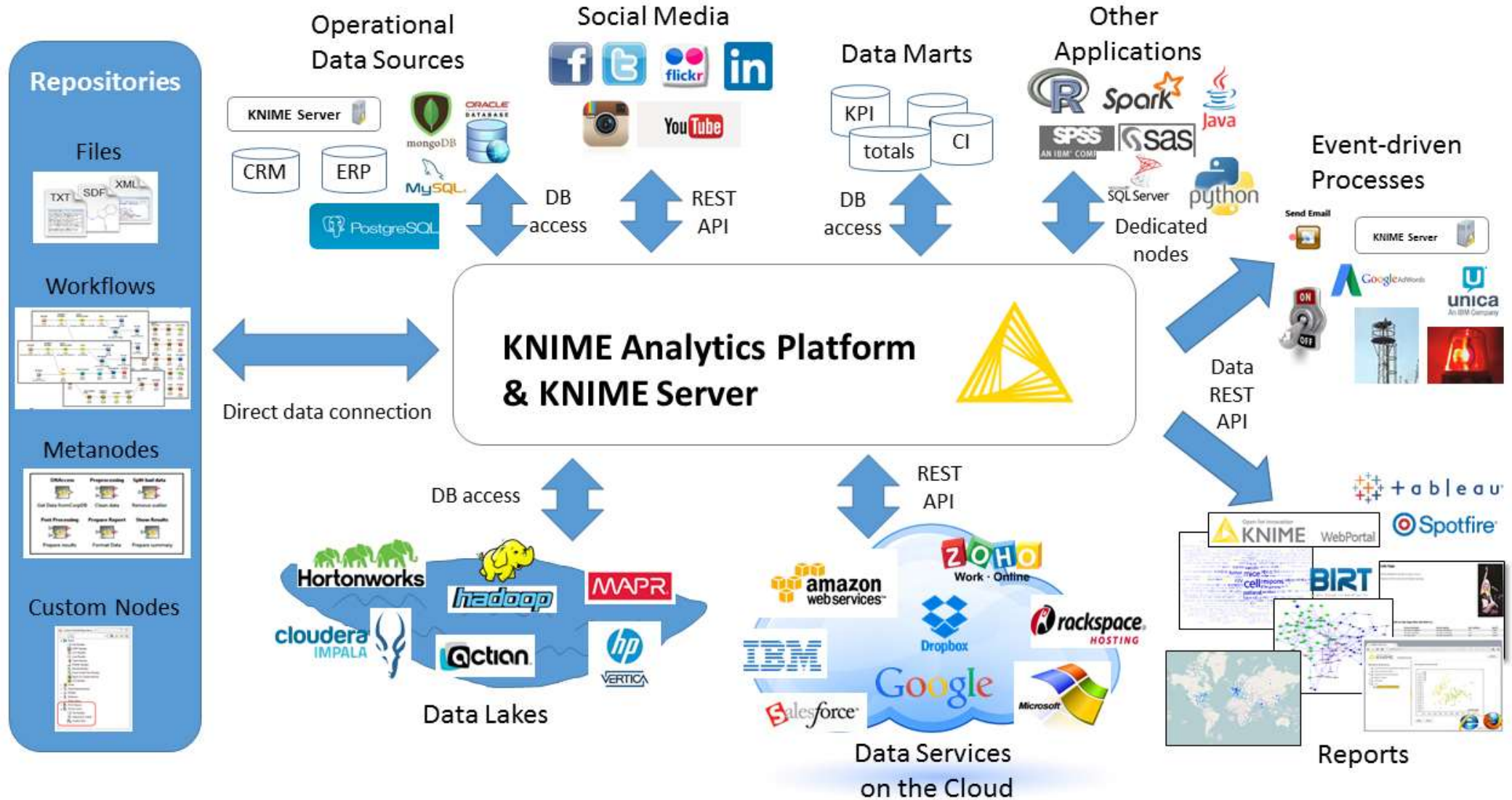
Using KNIME agile prototyping to establish PoV to project sponsors

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Hortonworks. We do Hadoop.



KNIME in Enterprise



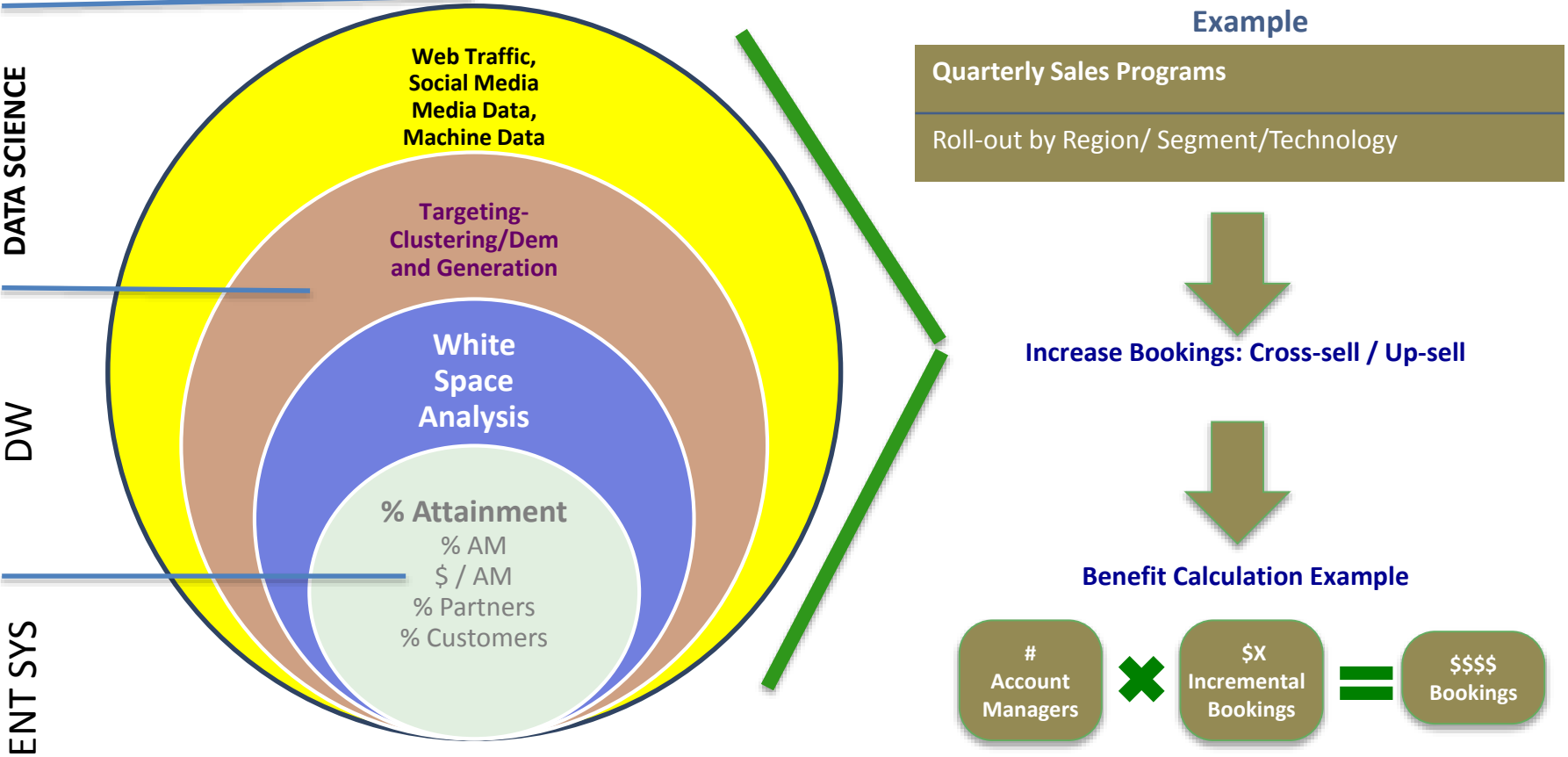
PoC

What Exactly is a POC

- * This is most typically a demonstration project by a reduced team lasting only short time to prove feasibility and costs of a longer term project.
- * The client contributes a minimal amount of labor (skills, investigators, or data) in project management and coordination.
- * The client makes no investment in hardware, software, or skills in their IT or business departments.
- * At the conclusion there is a demonstration of success against the objective, however, productive implementation is almost always outside the scope of the POC.

Value Driver

Value Increases as Data Sets Increase



PoC Vs. PoV

What's wrong with this?

If you're a Big Data or analytics platform developer probably nothing. The successful PoC allows you to sell your platform to the client/sponsor – mission accomplished.

If you're a data science consultant, same outcome. You sold some hours and hopefully established the basis for more billable work in the future.

But if you're the Project Sponsor you got:

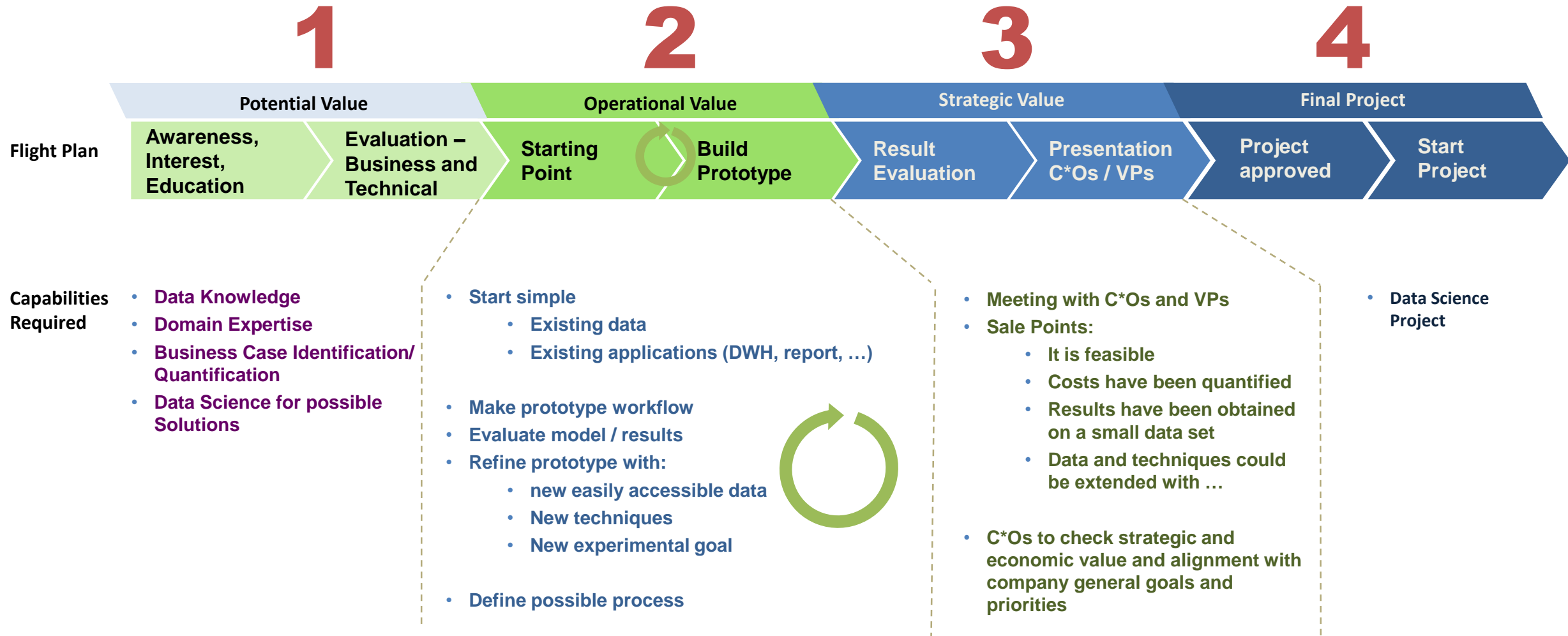
* A demonstration project just proving **feasibility** but leaving little or nothing behind in terms of results and right expectations.

From PoC to PoV

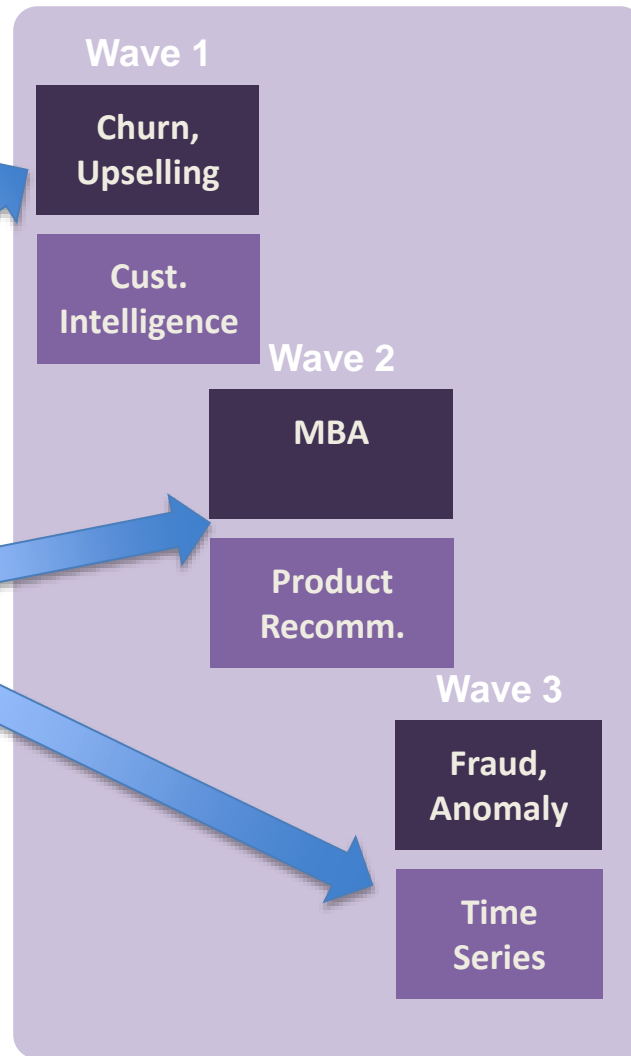
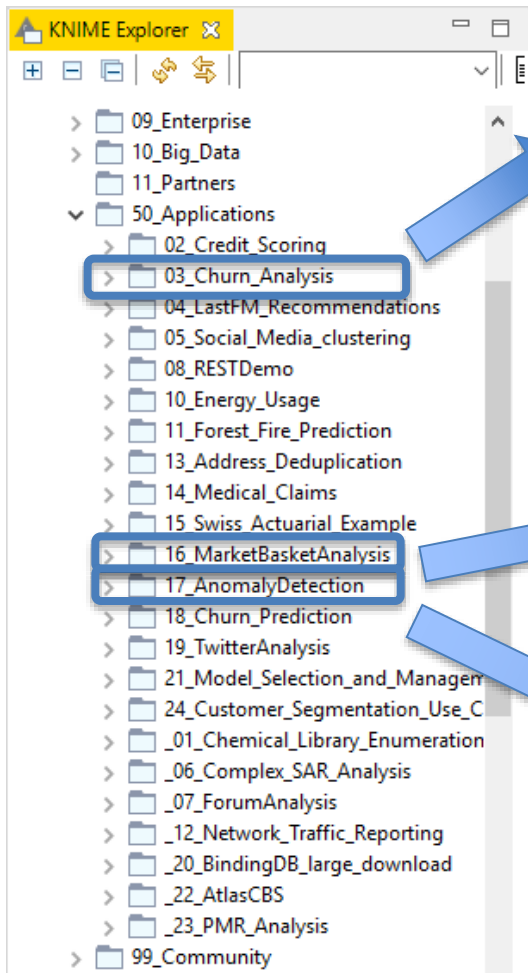
Proof of Value is still a demonstration project to estimate feasibility, but also to produce a few introductory results.

1. Your PoV Use Case is now the first small win, you can sell to C*O aiming to a larger scale and more funded project.
2. This PoV Use Case can already be integrated into actual operations, defining a first step process.
3. A PoV also requires involving other non-technical business /SME users. In this way, you'll be gaining support and additional cheer leaders.
4. At the end of your PoV you'll have a roadmap of real value.

Flight Plan



So many Use Cases ...



- **Use case identification and prioritization** – consider starting with those that minimize organizational complexity, perhaps focusing on cost savings.
- **Business case** – careful not to burden with legacy cost (enterprise storage or DR) or seek absolute precision leading to analysis paralysis. Start simple.
 - Use existing use cases that can just be improved.
 - Take advantage of all the example workflows available in the **KNIME EXAMPLES Server**
- **“Adult technical oversight”** – avoid disconnect between business leadership and hands-on technical teams, between power point stories the executives share and the practical realities on the team.

Prioritizing also through PoV

Social Media



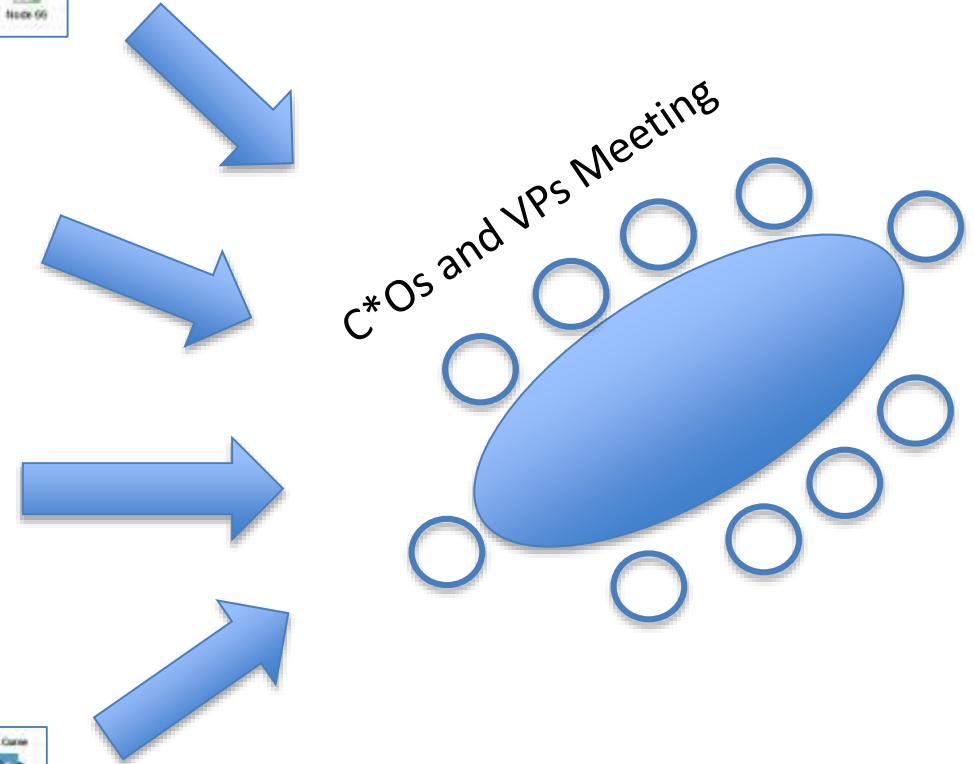
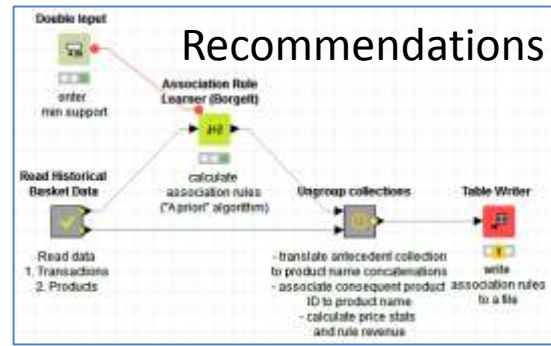
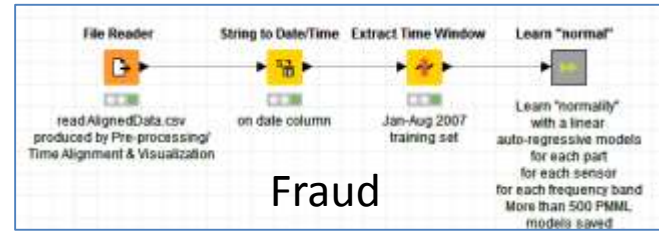
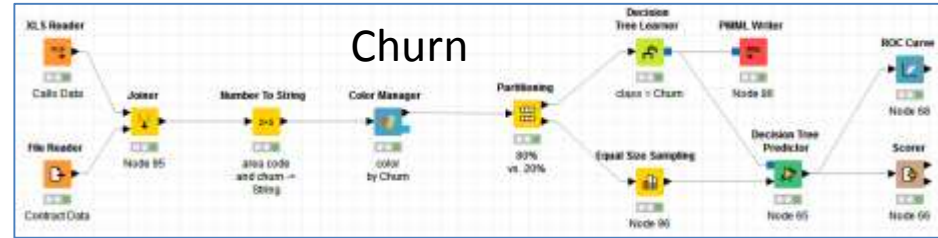
Internal Data Sources



Data Lakes



Data Services on the Cloud



KNIME for PoV

KNIME fits well this architecture for PoV, because it is:

- **Versatile**. A large number of techniques to fit a large number of application domains.
- **Agile**. Quick and dirty prototyping is extremely easy and so are changes to make on the fly.
- **EXAMPLES Server**. Several examples already available and growing. Just download one, adjust it, run it.
- **Easy to Learn**. Learning time is fast. We cannot afford long learning times for a PoV.
- **Friendly**. As GUI as well as people.

Thank you!

Questions?

Now or

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