

BIG DATA @ MAGYAR TELEKOM

Budapest Data 2016



EGYÜTT. VELED



GERGELY VITÁRIUS

HEAD OF BI INNOVATION CENTER
IT DIRECTORATE
MAGYAR TELEKOM PLC.

BI INNOVATION CENTER

CLASSIC BI DEVELOPMENT & OPERATIONS
NEXT GENERATION BI TOOLS
BIG DATA TECHNOLOGIES
ADVANCED / REALTIME ANALYTICS



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BIG DATA FEVER (2013/14)



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EVENT BASED CHURN (TERADATA / MARKETING)



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SOCIAL MEDIA COMMAND CENTER
(HADOOP / T-SYSTEMS)



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(EMC / PRODUCT HOUSE)



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**EVENT BASED CHURN
(TERADATA / MARKETING)**

**SOCIAL MEDIA COMMAND CENTER
(HADOOP / T-SYSTEMS)**

**LOCATION BASED ADS
(EMC / PRODUCT HOUSE)**

**DPI REPORTING
(CLOUDERA HADOOP / IT)**



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DPI REPORTING PILOT (2014)



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4BN RECORDS PER DAY
(1,5 TB RAW DATA)



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ORIGINAL REPORT: ONCE A YEAR,
3 MONTHS DELAY

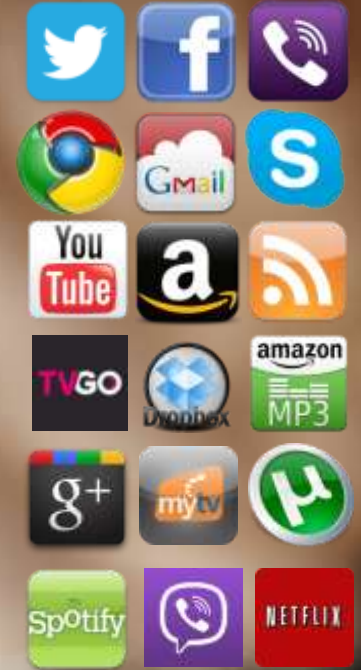


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CLASSIC DWH TRIAL: 1 DAY OF DATA
AGGREGATED IN 3 DAYS



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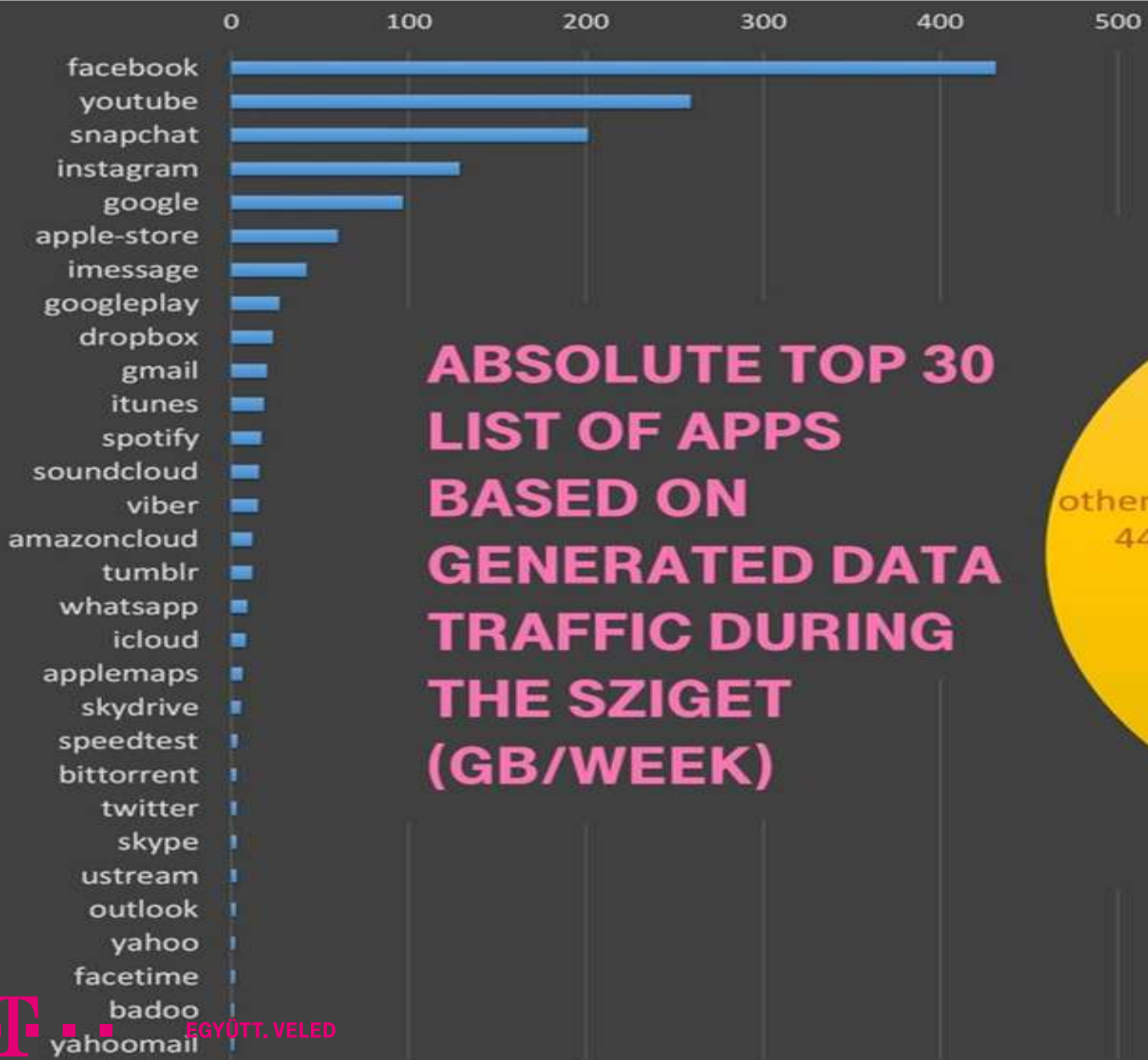
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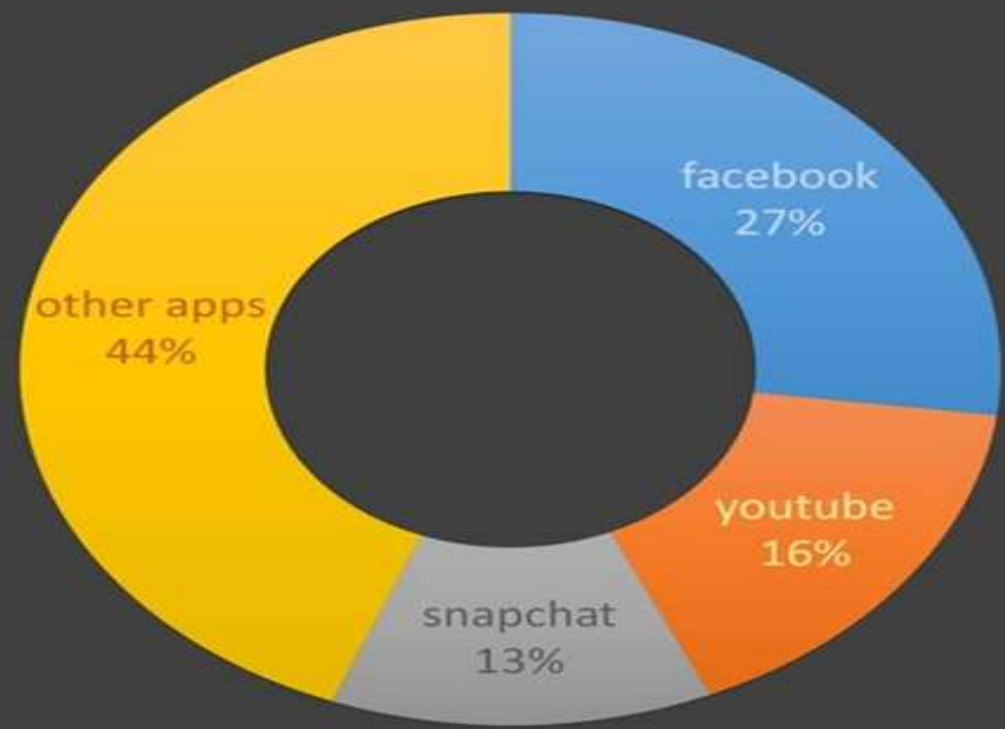
CLASSIC DWH TRIAL: 1 DAY OF DATA
AGGREGATED IN 3 DAYS

HADOOP TRIAL: 1 DAY OF DATA
AGGREGATED IN 15 SECS





**ABSOLUTE TOP 30
LIST OF APPS
BASED ON
GENERATED DATA
TRAFFIC DURING
THE SZIGET
(GB/WEEK)**



WHAT IS IMPORTANT?



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„BIG DATA ANALYTICS IS THE FUTURE OF OUR COMPANY”



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„FIRST FIX THE BASICS, BIG DATA AND OTHER FANCY THINGS CAN COME AFTER THAT”



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„BIG DATA ANALYTICS IS THE FUTURE OF OUR COMPANY”

„FIRST FIX THE BASICS, BIG DATA AND OTHER FANCY THINGS CAN COME AFTER THAT”

„I HAVE TO WAIT TOO MUCH FOR DATA, I NEED SELF SERVICE TOOLS”



BINGO STRUCTURE

DATA MONETIZATION

ANALYTICAL EXCELLENCE

SELF-SERVICE FRAMEWORK

FUTURE ARCHITECTURE

BI GOVERNANCE



FUTURE ARCHITECTURE

DATA WAREHOUSE
PLATFORM UPGRADE

SAS ENVIRONMENT
UPGRADE

BIG DATA
INFRASTRUCTURE

INTRODUCE ETL
TOOL

DATA QUALITY
MONITORING



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BI GOVERNANCE

AGILE DELIVERY MODEL

BI GOVERNANCE FRAMEWORK

DATA GOVERNANCE

HOUSEHOLD DATA MODEL

SELF-SERVICE BI

**BUSINESS SANDBOX
MODEL**

**AUTOMATION
FRAMEWORK**

**DATA DISCOVERY
TOOL**

**UNIFIED BI
PORTAL**

KEY CHALLENGES

A large crowd of people is gathered in a dark, industrial-looking space. In the center, a massive, brightly lit portrait of a man with a beard and intense expression dominates the wall. Below the portrait, a long, narrow path leads into the distance. On either side of the path, there are rows of people, some holding up phones or cameras. In the background, there are signs with the word 'INGSOC' and red and white striped banners. The overall atmosphere is one of a significant public event or rally.

GOVERNANCE

SECURITY

PRIVACY



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HADOOP IN ACTION?



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A large elephant is lying on its side on a large, light-colored rock. The elephant's trunk is curled up near its head. The background shows a natural environment with some greenery and a body of water on the left. The lighting is bright, suggesting a sunny day.

HADOOP IN ACTION?

BUILD DATA LAKE



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A large elephant is lying on its side on a large, light-colored rock. The elephant's trunk is curled up near its head. The background shows a natural environment with some green foliage and a small stream of water on the left. The image is overlaid with several magenta text boxes.

HADOOP IN ACTION?

BUILD DATA LAKE

BUILD USE CASES



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**EXAMPLE USE
CASE: NETWORK
CUSTOMER
EXPERIENCE**



One Data Lake is essential

Develop classic BI and next generation BI simultaneously

Holistic view of Big Data is a must for success

Business should be driving

TAKEAWAYS



THANK YOU

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