

Executive Decision Consulting's Response To The National Big Data R&D Initiative

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Dear BDSSG Stakeholders:

My name is Edward Rescsanski and I am the founder of Executive Decision Consulting LLC (EDC) in Fairfield, CT. EDC specializes in Big Data, Analytics and Data Governance. We are a small, focused group that can help immediately. If we engage in a partnership, I will be your point of contact and the driver of this initiative. Unto that end, I will briefly profile my experience.

I have worked in the information technology field for over 20 years and I started at the bottom, eventually working my way up to owner of EDC. My background is full of storage, operating system, disaster recovery and security experience. Before creating EDC, I was even VP of Information Security at one of the largest banks in the country. Through it all, I gained experience in analytic process, product and implementation. Today, I can provide in-depth knowledge of Big Data vision, integration, and a variety of ways and vendors that connect dissimilar data in order to extract value.

- When I discuss Big Data or Analytics, I commonly refer to all of it as the Value Extraction of Data (VED). The reason is that too many of us are fighting over definitions and semantics which in turn takes away from our ability to innovate. Big Data, Analytics, BI, Data Warehouses, and Data Mining all have a single goal and that is to extract value from data. Most Big Data experts will say that there are 5 V's (Volume, Velocity, Variety, Veracity, and Value). To me, Volume, Velocity, Variety and Veracity are descriptors of data. Value is the payoff that we, as humans and organizations, receive as a result of combining the four descriptor types. The exercise of defining a common vision comes before all else.
- The Governance of a Big Data ecosystem comes next and is critical as it requires the policy documentation (laws to be followed), the process documentation (methods of staying in compliance with policy) and a universal organizational training and buy-in. EDC provides that documentation and regularly bridges organizational silos to create innovation.
- After the Governance Framework is established, ecosystem templates must be built. These templates will include cost of goods for hardware, software, maintenance and

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services. EDC utilizes a framework called the IT Triad. It is a process that perfectly aligns technology with an organizational purpose. Remember, Big Data is still data and unto that end, it must be stored, protected and transported just like any other application, though in this case the scale can be enormous. The building, scaling, and protecting of your Big Data ecosystem requires this step to be flawless.

- Defining data types and locations of that data will provide answers as to which connectors must be used, security levels of people accessing the data, and the “time classification” of the query. Time classification relates to real-time, near-time or not time sensitive. An example of each would be:
 - Real Time – Government receives warning that a terrorist group will strike U.S. soil within days. Big Data helps determine legitimacy, location, time, type and persons involved.
 - Near Time – Lyme disease spread and cure rates. Every year it grows and more people suffer. Is chronic Lyme real? Long term treatment? CDC doesn't provide much of any acknowledgment on true numbers. As next summer gets closer, the “Near Time” solution fits well.
 - Not Time Sensitive – Astronomers discover a new planet, possibly habitable. Let's dig in and invite as many qualified people to see the data, add to data and contribute.

In conclusion, this can't possibly fit on two pages...Your Big Data partners must have an open mind and if you choose an independent, like EDC, you get an agnostic approach, leveraging experience and process from many vendors and diverse situations. EDC provides accountability at a level higher than any other organization.

How can we discover the potential of Big Data? By focusing on integrity and accountability. If you want a game changer, place diverse but like-minded people together and lead them to achieve a common goal. That goal is transcendence.

Sincerely,

Edward Rescsanski

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