

Uncover hidden insights to create a business advantage

Three stories reveal how you can unlock new opportunities, gain a competitive edge, and maximize the potential for success.





Finding new ways to do business is always a goal of future-driven companies. When you look at your organization's data, you want to view it through a fresh set of eyes. A new perspective avoids the same old approach to data analytics, regardless of how well it has served your organization in the past.

Taking a different view of your data may uncover new approaches to everyday tasks. Or it may help you discover new business approaches to follow. Making access to data simpler and giving you a better view of that data can create operational insights that make your business more efficient.

Gaining insights through modernization

Consider an India-based steelmaker that knew its legacy infrastructure was slowing its operations. The infrastructure was reliable, but this stability was limiting the business's growth. It could not be shut down and replaced, as it had been running nonstop for over 12 years. Therefore, the business turned to a hybrid cloud to migrate its existing applications environment to a modern architecture.

After consolidating its legacy applications to a new hybrid platform, users became more productive and gained the ability to implement sophisticated data-driven applications. Despite minimizing its on-premises footprint, the organization can now rapidly deliver new compute resources when needed. It can leverage new data analytics capabilities that identify issues proactively on the manufacturing floor and accelerate its production cycle.



Leveraging data throughout the product lifecycle

It's hard to minimize the importance of data insights in the bioscience world. With a need to deliver gene therapy at scale, one US-based biosciences firm built an edge-to-cloud solution that gathers data in real time, which scales with the growth of its business.

Collecting the data and finding ways to standardize it from on-premises instrumented devices was just the start. The organization also built the data and analytical tools scientists needed to accelerate product development. All told, an edge-to-cloud platform has made the company more effective and successful in delivering critical medical solutions.



Delivering complete connectivity for the fans

One UK football club knew it had a loyal, committed fan base, and understood that enhancing the fan experience would increase revenue. The club decided this meant putting the game-day experience into the hands of the fans. It needed to delve into the insights found in the huge amount of data generated at each game to achieve that goal.

As a result, the club built one of the most IT-savvy and connected stadiums in the sports world. The collected data allows the club to continually improve the fan experience in everything, from buying a snack to finding the nearest bathroom. With more data sources than any other stadium in the world, it can now identify actionable insights from the wealth of data it continuously collects, helping it achieve an unprecedented 95% fan satisfaction rating.

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