

# EBOOK AND INFOGRAPHIC DESIGN

Two local companies hired me to help them with eBook design. I worked with provided copy to design the typography, layout and infographics.

## An 11-Step Process for Building a New Data Lake

Based on our extensive experience with designing, analyzing, maintaining, and refining a data lake, we recommend utilizing the following 11-step procedure to build your data lake.

**Step #1 – Document the desired “end state.”**  
Our team of specialists always starts with the end in mind—by considering final usage, right from the beginning. So before you start, meet with key stakeholders at the company to understand how they will use the system once it is implemented. Now is the time to ask:

- Who will use the data lake, once it's implemented?
- How will they use it?
- What are some of the questions it will help answer?

These answers will help determine your use cases and reference architecture later in the process.

**Step #2 – Perform an honest assessment of your current infrastructure and processes—to identify gaps.**  
Look at what infrastructure and processes the company is using today. Determine what is missing, and what needs to be added (or modified) to reach your desired end state. How much time, money, and resources are required to achieve this goal? You'll want to analyze:

- Data
- Equipment
- Technology
- Processes

**Step #3 – Create a detailed plan.**  
Once you've identified equipment, your current state (as it describes):

- Changes in
- Equipment
- Budget req
- Project del

**Step #4 – Define objectives and goals.**  
Your final data lake is the time to document objectives or goals.

## Responding to Today's Complexities with Big Data

The challenge that organizations face today is not whether the data exists, but how to get real insights from it—that enable strategic decision-making, based on accurate analysis. Companies who successfully understand their data analytics can use that information to drive better strategy and decisions in:

- Sales engagement
- Product development
- Pricing
- Inventory control
- Marketing promotion
- Customer satisfaction

And many other categories, generating a more substantial return on investment (ROI) and competitive advantage—all from using their data effectively.

In order to address these complexities, organizations must think differently than ever before about data organization and management.

**“Companies who successfully understand their data analytics can use that information to drive better strategy and decisions...”**

## Getting the Most from Your Data Lake After Deployment

Congratulations! You now have a data lake ready to serve decision-makers and analysts. This is the first step (and a significant one) on a larger journey.

It is very important now to raise awareness of the data lake and continually onboard new business use cases. To that end, we recommend the following set of actions and initiatives:

- Build a “Center of Excellence” around the data lake
- Institute a planning or steering committee to identify, streamline, and define use cases for the data lake
- Develop an internal campaign to educate and inform business units (as well as enterprise IT) about data lake initiatives, successes, technology trends
- Establish an easy, efficient, repeatable process for onboarding new use cases on the data lake

We recommend adopting an approach similar to what's shown below. Here, new use cases are developed first as time-bound, metric-driven proofs of concept (PoCs)—then deployed into production with a more detailed project plan that takes into account tuning for load and performance (as well as security requirements).

**“It is very important now to raise awareness of the data lake and continually onboard new business use cases.”**

## GETTING STARTED

Are you ready to create a new mobile app for your business or organization? If so, then you're probably wondering...how do I get started? While developing a new mobile app can seem intimidating, it doesn't have to be. Our step-by-step guide can walk you through the entire process, from beginning to end.

## GETTING STARTED

### What Does an App Need to be Successful?

Successful apps have a few common traits:

1. They solve a specific customer or end-user need.
2. They align with your business strategies and objectives.
3. They provide contextual content and communications.
4. They deliver more personalized experiences—the more you use them.

### What Are Your Goals for Developing a Successful Mobile App?

If you want to develop a successful mobile app, you'll need to define your goals. This is the first step of the process, and we'll walk you through this phase.

### How Long Will It Take to Develop?

Depending on the complexity of the app, and who you choose to develop it—an app can take anywhere from 30 days to 1 year (or longer) to develop.<sup>1</sup>

### How Much Will It Cost?

An app can cost as little as \$50,000 to develop, or as much as \$1 million—depending on the complexity, and how you choose to develop it.<sup>2</sup>

1 State of Enterprise Mobility Survey, Kinvey, November 2014  
2 State of Enterprise Mobility Survey, Kinvey, November 2014.