

## ITT Question and Instructions

**Solution Summary**

Bidders should describe the technical architecture of their Big Data analytical platform, and detail the performance parameters such as data capacity, transaction throughput and user query response times. Your response should clearly indicate all principal technologies of your proposed solution described in the technical architecture, and where and how all these key elements have been deployed.

## Why Choose Us?

## SWOT Keynotes

**Our Strengths – Highlight**

- Big Data analysis performance much higher than competitors – produce comparison table, and provide real life examples to evidence why this is important
- Existing experience in telecoms with massive data volumes – highlight similarity of requirement to the needs of the financial sector –it’s about retaining customers, not core banking
- Scalable solution architecture to ensure future-proof, superior performance – demonstrate why this is important through case studies, and evidence from key client projects
- Over 10 years’ experience in deploying many data analysis solutions – provide case studies and reference sites

**Our Weaknesses – Compensate**

- No financial services-specific modules – highlight similarity of requirement to telecoms. It’s about collecting and processing data at high speeds from a variety of sources. We can work with a partner who has these finance modules.
- New market for us, no reference sites – highlight similarity of requirement to telecoms. Prove how telecoms market is more mature for Big Data for customer retention deployments.
- Our technical consultants lack finance-sector experience – highlight similarity of requirement to telecoms. We will team up with a finance partner and build up our skills over time.

**Competitors’ Threats – Counterbalance**

- Main competitor entered market five years ago – we have 10 years’ experience in a more demanding environment, with larger volumes of data, and across all media channels
- Strong reference sites in key players – we can match them with our own reference sites, and focus on the similarity of requirement for the finance and telecoms sectors
- Six small to medium-sized players – provide comparisons of our reference sites, Big Data performance, and system expansion capabilities. We are much stronger than these players.

**Competitors’ Weaknesses – Exploit**

- Key player has issues with performance and expansion – produce comparison table, highlight growth path and ease of expansion, provide evidence of our large implementations
- Limited experience in Big Data across social media – strong suit for us, we need to play up the critical importance of this area using customer examples, supported by industry commentary from Gartner magic quadrants and IDC white papers
- Financial sector has been lagging in developing customer retention solutions – emphasis our strengths, demonstrate this is the real playing field, and telecoms are leading in this area, supported by industry commentary from Gartner magic quadrants and IDC white paper.

## Solution Summary

Bidders should describe the **H1 technical architecture of their Big Data analytical platform**, and detail the **H1.1 performance parameters** such as **H1.1.1 data capacity**, **H1.1.2 transaction throughput** and **H1.1.3 user query response times**. Your response should clearly indicate all **H1.2 principal technologies of your proposed solution** described in the technical architecture, and **H2.1.1 where** and **H2.1.2 how** all these key elements have been deployed.

# 1 Technical Architecture – Big Data Analytical Platform

[Your Intro – Summary]

- Performance parameters
- Principal technologies of the proposed solution

## 1.1 Performance Parameters

[Summary of key point 1]

- Data capacity
- Transaction throughput
- User query response times

### 1.1.1 Data Capacity

### 1.1.2 Transaction Throughput

### 1.1.3 User Query Response Times

## 1.2 Principal Technologies of the Proposed Solution

[Summary of key point 2]

- Where key elements are deployed
- How key elements are deployed

### 1.2.1 Where Key Elements are Deployed

### 1.2.2 How Key Elements are Deployed