



cloudera

The 5 Biggest Data Myths



Is something stopping you from realising the potential of your data?

Telecommunications companies are only just beginning to explore the potential that they can realise with their data. Can they gain more from their data strategy? Or is there something holding them back from realising the value that analysing their data can bring?

Here are 5 myths that we think are holding the telecommunications industry back:

MYTH 1:

My data is too diverse to analyse.

REALITY:

A lot of the data that modern telcos possess may be unstructured and disorganised but Hadoop can store large volumes of it, no matter its source, format or size.



MYTH 2:

Open source means open security.

REALITY:

Cloudera delivers applications and frameworks for deploying, managing and integrating the necessary data security controls demanded by today's regulatory environments and compliance policies.

MYTH 3:

Hadoop doesn't provide adequate returns on investment.

REALITY:

Based on industry estimates, telcos lose 2.8% of their revenues to leakage & fraud annually by not having a Hadoop solution – costing the industry approximately US \$40 Billion every year.



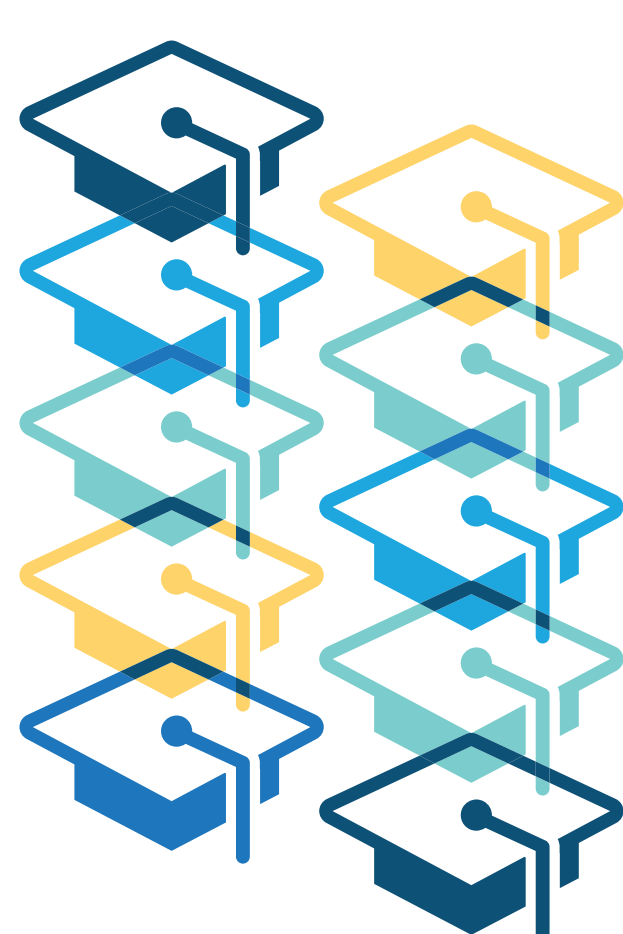
cloudera.com/content/dam/www/marketing/resources/solution-briefs/big-data-use-cases-for-telcos.pdf#landing.html

MYTH 4:

Only a few skilled data scientists and analysts can derive real value from implementing Hadoop.

REALITY:

Cloudera has trained more people in Hadoop than any other company. We offer a variety of training options so teams can get quickly up to speed with our platforms and solutions.



MYTH 5:

Hadoop adds more complexity to an unwieldy stack that has to work across multiple business units and respond to multiple platforms.

REALITY:

Hadoop works seamlessly with your legacy systems to organise your data across analytics and management platforms so you can pull data from unexpected sources.

