From Big Data to Connected Data

Knowledge graphs increase your data's value.

Get More From Your Data

Imagine you are a media-buying company that bids on online ads. You have one hour to update your bids in real-time. It takes you almost that long to pull the needed information from your SQL databases and tables. As you grow and add more data, it takes even longer. One day you find yourself losing money as you fail to get your bids in on time.

Imagine doing the same thing with connected data. The searches take milliseconds, and you cut your hardware needs by 90%. You update bids almost instantly and leave your competition in the dust. Your business is ahead of the curve.

This is one example of what the GraphGrid Connected Data Platform can accomplish.

Where Traditional Data Fails

Organizations are producing more and more data. Many are investing billions in data projects. They are moving their data into data lakes and warehouses, expecting to increase its value. But, moving data does only one thing: it moves your data. It remains in tables and disconnected.

Data aggregation doesn't increase its analytical value. Without increasing your data's value, your data investment won't grow your business.

Traditional Data Storage Isn't Connected

Data lakes, warehouses, and tables don't provide connections. They require data analysts to create a patchwork of complicated overlays. It pushes them into a cycle to find, collect, connect, and interpret insights. Much of that work gets thrown out once they've generated a report. This cycle results in a considerable time waste for high-value data employees.

Traditional Approaches Don't Scale

The more data you add, and the more connections you need to create, the longer it takes to uncover valuable insights.

Traditional data projects lack measurable ROI. A recent survey by NewVantage Partners shows that 99% of companies continue to invest in Big Data or AI, but only 24% have succeeded in creating a data-driven organization.

Fix it in Three Steps

STEP 1

Understand the value of your data.

You capture and store data because you need information. That information should help you improve the customer experience, inform your investment and decision-making, and help your business grow. What questions do you need to answer with your data to make that happen? What insights will have the most impact?

Ask yourself what you're storing, why, and how it can be useful. Once you've answered these questions, you can move toward the right solution.

STEP 2

Adjust your approach.

How can connected data help you improve your business? Think of the world as one big network and data as a living thing. Connected data maps the world around you with context —and context is king. To truly understand a thing, you have to know how it relates and connects to other things.

Here's a real-world example. Consider fraud detection. Fraudsters understand what is "normal" according to the standard statistical algorithms. They stay within the norm while

perpetrating fraud. In a graph system, you can look at a whole network. By connecting many accounts, credit cards, addresses, and identities, you'll see new patterns. If two people use the same credit card but with different addresses and social security numbers, you take a second look. If you look at them alone as transactions, you won't see any red flags.

With your data connected in a knowledge graph, you open yourself to new insights and better business practices.

You save time and cut costs, access more insights, and make better decisions.

Implement a knowledge graph and experience connected data advantages.

Facebook, Google, and LinkedIn are all companies using knowledge graph-based systems. You can benefit from the same technology.

Connected data allows you to evolve in real-time based on new business requirements. You save time and cut costs, access more insights, and make better decisions. You analyze more information and create better outcomes.

Connected data enables the humans of your business to understand the data better. You gain an advantage over your competition.

Implement GraphGrid's Connected Data Platform, then sit back and watch your business grow.

Get a Tailored Demo of GraphGrid

During a demo tailored to your industry, we'll demonstrate the power of data in context. You'll learn how GraphGrid integrates with your existing systems and the new insights it can unlock.

SCHEDULE A DEMO

The GraphGrid Connected Data Platform helps organizations connect their data in context so they can uncover new insights, improve decision-making, and integrate with AI.