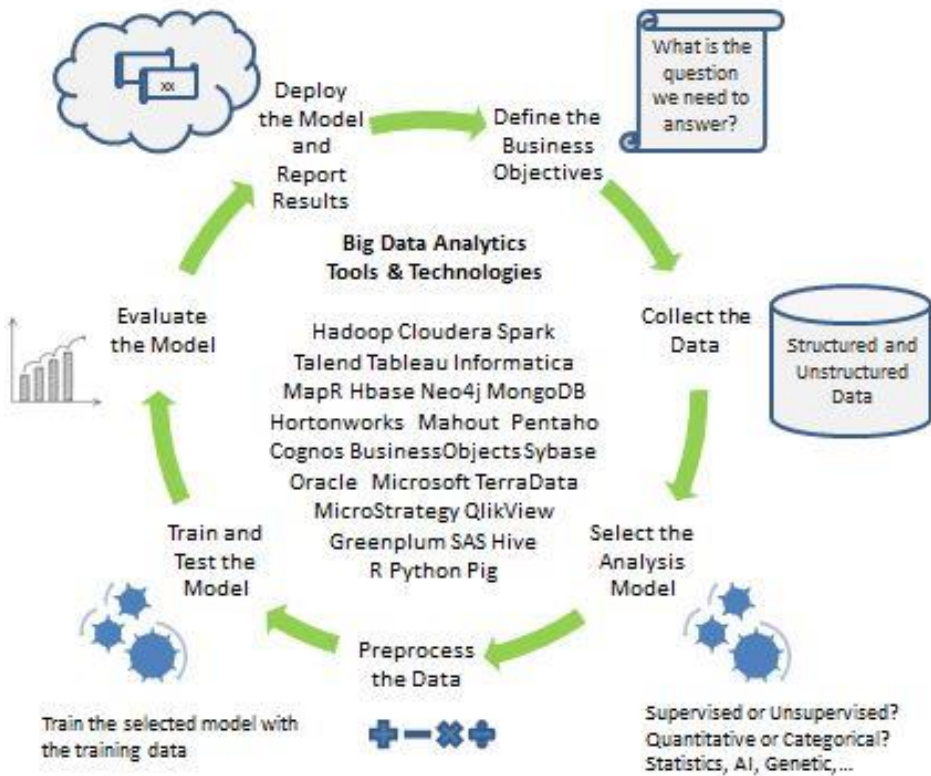


## NirvanaAnalytics™ - The Big Data Analytics Framework

Big data analytics is the result of the merging of two exciting fields - Big Data and Data Analytics. It involves the analysis of "big data" i.e. data of large volume, lots of variety (structured, unstructured), and possibly coming in at high velocity (think of sensor data in an "Internet of Things" environment). As with traditional data analysis the goal is to uncover hidden patterns, unknown correlations, market trends, customer preferences and other useful business information that might provide a competitive edge.



**NirvanaAnalytics** by TekNirvana (shown below) is a mature and proven big data analysis framework designed to help organizations meet the demanding and often overwhelming challenges associated with big data analysis. Although, many product companies might want you to believe that big data analytics is primarily "selecting the right tool i.e. their tool" exercise, the truth is far from it. NirvanaAnalytics can help with a well-defined methodology, a coordinated set of tools and techniques, and a system of systems approach that looks at the big picture rather than tactical, point solutions. NirvanaAnalytics breaks up the data analytics lifecycle into seven (7) essential steps. Each of these is described in the table below. The cyclical nature of the framework is due to the fact that the process of analyzing data is never truly over since each success motivates an organization to explore further "new and novel" data, questions, and challenges.



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## Gain Valuable Insights into Your Big Data with NirvanaAnalytics

NirvanaAnalytics provides comprehensive data analytics guidance and support to help organizations

- Reduce costs by finding more efficient ways of doing business
- Make faster, better, and higher confidence decisions based on real-time data from a large number of disparate data sources
- Gain a competitive advantage by helping identify and create/provide products/services that satisfy the real customer needs

View the complete solution, other comprehensive solutions, and much more at [TekNirvana.com](http://TekNirvana.com)

INNOVATIVE IDEAS... HOLISTIC SOLUTIONS... HIGH VALUE RESULTS