

## **Press Release IT Research, June 2003**

### **Real-Time Analytics – Beyond the Data Warehouse.**

Process-oriented enterprises require more and more information: Business performance management of internal and external business processes is key for successful collaborative enterprises. But given the cycle speed of certain business processes, given the real-time opportunities of channels like the web, mobile/wireless, and voice, business performance management is moving towards real-time (trading and brokerage on e-markets, interaction management with customers, real-time monitoring and controlling of trading, production and transportation processes). Given these opportunities, real-time analytics is the next step to go.

Technologies for interaction engines fall into various categories depicting mainly the background and roots of the vendor.

- Interaction engines with decision model generation: Angoss, Blue Martini, Data Distilleries, Data Ventures, Eudaptics, e.piphany, FairIsaac/HNC, HP/ZLE, Lumio, Megaputer, Norkom Technologies, Oracle9iAS Personalization and Data Mining, SPSS/Customer Centric, Unica
- Interaction engines with rules-based decision model builder: Auriq, Black Pearl, Chordiant Software, Eudaptics, Ilog, MicroStrategy, SeeRun, Xchange Interaction engines without decision model generation and builder: ATG,
- BEA/WebLogic, divine/Delano, IBM/WebSphere,
- Decision model generator (as input to interaction engines): Business Objects Application Foundation, Fair Isaac, IBM DB2 Intelligent Miner, Informatica, KXEN, Magnify, Prudential Systems, Quadstone, SAS Enterprise Miner, thinkanalytics

There are two critical issues when combining interaction engines with decision model generators: Transparent model management and model portability. Transparent model management means to integrate the organization of analytical work cycles (i.e. model creation, deployment, and maintenance) into the interaction management: Models need to be updated or to be re-modeled when market and customer behavior changes. Automating this closed-loop requires robust algorithms, i.e. algorithms that detect changes in the precision of their predictions (e.g., Eudaptics, KXEN, Lumio etc.). Model portability will be enhanced by an XML-based “predictive modeling markup language (PMML)”, but today’s PMML is not yet sufficient, but it already allows to describe the majority of existing predictive models.

### **Analytics for Real-Time Performance Management**

To perform analytics in real-time, analytical engines have to be embedded in the operational processes or to run in a non-intrusive way simultaneously in parallel to operational processes. Today, this is a rather

innovative approach, and there are very few existing vendors in this category.

- Actimize and Qlik Tech market analytical engines that execute analytical tools and models for business performance management over operational processes in real-time.
- Apama markets a matching engine that monitors operational systems, analyses data to extract information, then alerts decision makers in real-time so action can be taken.
- Real Time Analytics markets a statistical engines that calculates various statistical parameters in real-time over trading data streams.
- Vhayu markets a search/query engine running on an in-memory database for electronic trading real-time analysis and alerts.
- Furthermore, there are some more vendors providing web usage statistics in real-time, e.g. Auriq, Media House/Live Stats, Netiq

### *Take Away*

***Business Analytics must be synchronized with the speed of the underlying business process. This means “real-time” is to be understood as “relative real-time”. The value of real-time analytics has to be proven for each business process separately.***

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