Solution brief

Accelerate value

HP HAVEn applications and solutions

HAVEn is the industry-leading Big Data platform, helping you analyze 100% of the information relevant to your enterprise. HP and our partners are building big data analytics solutions to help you accelerate time to value for analytics use cases, both horizontal and vertical. This document provides a summary of some of the many applications and solutions available to you HP HAVEn. This is a partial list.

HP HAVEn Big Data Platform: Solutions for customer data and marketing analytics

HP Digital Marketing Hub (HP Software)—Provides a cloud-based service to help you analyze internal and external customer data (including social media) to improve the segmentation and performance of your digital marketing campaigns.

Customer Analytics (HP Enterprise Services)—Helps your enterprise better understand your customers and improve decision making to drive revenue growth and customer retention. Analyzes structured and unstructured data available from internal and external sources to provide a 360-degree view of your customers.

Interactive Media Control Center (HP Enterprise Services)—Helps your enterprise proactively monitor and improve your traditional, digital, broadcast, and social media presence in a command center environment. Enables near real-time response to media coverage.

HP HAVEn Big Data analytics platform: Solutions for IT management

IT Operations Analytics (HP Software)—Enables Big Data analytics for IT (collect, store, and analyze machine logs, events, incidents, and more) to accelerate problem isolation by as much as 80%.

Service Anywhere (HP Software)—Provides cloud-based IT service management and employee self-service, powered by HAVEn, for intelligent search for IT solutions to provide "ticketless IT," reducing help desk calls.

Analytic Modernization (Accenture)—Helps your business to reduce data storage cost, enable near real-time analytics, and store Big Data in a scalable, analytically accessible format for faster and more efficient processing.

HP HAVEn Big Data Solutions

HP Digital Safe (HP Software)—Offers intelligent, hosted archiving in the cloud to help your organization meet its data management needs, with increased agility and cost savings. Leveraging the world's largest, private hosted cloud with more than 50 petabytes of data, Digital Safe is a HAVEn solution that can help you to support your unique information and business objectives.

HP Threat Central (HP Software, HP Labs, and HP Enterprise Services)—Provides a collaborative security intelligence platform that enables community members to share threat data and analysis, providing real-time intelligence on the adversaries, attack vectors, methods, and motivations behind current threats.

- Integrates with HP ArcSight, the Gartner Magic Quadrant leader for Security Intelligence and Event Management (SIEM).

Situational Awareness (HP Enterprise Services)—Helps government (and private) organizations address emergencies that need intervention while radically improving the ability to aggregate, synthesize, correlate, and share intelligence and operational data to facilitate information flow, provide actionable intelligence, and improve decision making through a visually rich and collaborative common picture.

Analytic Security (Accenture)—Improves your company's information security by contextualizing security threats to business assets and visualizing security incidents and threats to rapidly identify the core issues.

HAVEn solutions for e-Commerce

eCommerce Predictive Analytics (PWC)—Helps your business understand customer habits, trends, and priorities better by capturing customer information, reviewing trends, and developing models that identify customer preferences.

Big Data discovery (across your own use cases)

Big Data Discovery Experience (HP Enterprise Services)—Helps your organization identify, explore, prove, and implement Big Data analytics and insights "as a service." Includes a suite of four sub-offers—Workshop, Diagnostics, Experience, and Production—that provide a low-risk, rapid path to Big Data business value.

HAVEn solutions for financial services

Customer Insight Analytics (Deloitte)—Enables in-depth structured and unstructured data analysis to gain deeper knowledge of your customer in order to drive new customer acquisition, cross-sell and up-sell opportunities.

Commercial Insurance Risk Analytics (Capgemini)—Supports an on-site assessment of a commercial insurance policy submission by providing up-to-date information on the likelihood of relevant perils at the location of the property, the existence of high-risk items within range of the property, the density of existing policies near the property, and other risk items.

HP HAVEn Big Data Analytics Solutions

HealthPlan Analytics (AVNET)—Pulls in more of your data from more sources, providing data visualization through use case modules that delivers business intelligence to help you reduce preventable readmissions, improve physician performance and design more innovative and customized health programs.

HP Healthcare Analytics (HP Software)—Helps healthcare organizations harness untapped clinical data and unlock actionable insights by analyzing and understanding unstructured data in context. It helps to improve care quality by connecting healthcare workers directly with their data through self-service analytics; providing intelligence for reducing errors and unnecessary treatments; enabling better understanding of how delivery affects outcomes; and uncovering insights for preventive measures to decrease the rate of avoidable diseases.

HP Healthcare Analytics delivers a robust and integrated set of core and healthcare industry specific capabilities.

HAVEn solutions for manufacturing

Service Analytics (WIPRO)—Helps you increase customer satisfaction, reduce service costs and increase service revenue by providing better insight through data integration, monitoring process KPIs (Key Performance Indicators) to optimize operations and resources and predicting failure and upcoming maintenance.

HP HAVEn Big Data solutions for telecommunications providers

Telecommunications Solutions (HP Enterprise Services)—Leverages the HP Smart Profile Server, powered by HAVEn, to provide the underlying intelligence across our Telco solutions:

- **CDN and IPTV Analytics**—Enables real-time analysis of IPTV and Content Delivery Network to help you recognize how media content is consumed by your subscribers.
- **Ad Experience Personalization**—Enables communications service providers (CSPs) to partner with ad networks, search engines, and commerce sites.
- **Churn Management**—Analyzes all subscriber inputs (data, traffic, call center requests, application usage, social information, trouble tickets, and more) to help you identify churn probability and propose mitigating actions (new plans, discounts, free services, etc.).
- **Wi-Fi Location Base Analytics**—Provides real-time information on where your subscribers are and where they go.
- **Customer Experience Management**—Analyzes end-to-end networks and services to help you proactively determine subscriber impact and manage subscriber relationships.
- **Next Best Offer**—Analyzes subscriber traffic and application usage to discover the best tariff plan and best offer to propose for them.
- **Actionable Experience Management**—Helps telecom operators immediately resolve issues relating to the customer experience.
- **Subscriber Network Usage Analytics**—Provides real-time analysis of network usage to help you recognize situations of service "cannibalization" between different services or by OTT services.
- **Revenue Assurance**—Helps CSPs reduce or eliminate subscription fraud and proactively recognize churn.
- **Mobile Experience Personalization**—Enables CSPs to better connect and engage with their customers using a mobile app installed on their devices.

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4AA5-2065ENW, April 2014