100 Most Promising Big Data Solution Providers 2016

'Big Data' is no more a buzzword. Now that organizations have already put their wide arms around Big Data, the next impediment lies in refining the data to bring out insightful and meaningful results. With every bit of '0' and '1' being harnessed as meaningful "collections," enterprises are sure to achieve complete utilization of their concrete information, and attain significant outcomes. Another trend that has gained notable traction is capitalization of cloud for storing invaluable sets of data. While majority of enterprises consider it as a risky venture owing to the concerns of security, others embark upon it for the sake of business agility. With myriad of such transformations, enterprises are confident to embrace innovative ways to hold together the regulations of corporate world, and ensure their participation in the realm of Big Data. In order to uphold a fine balance, it has become critical for the CIOs to choose proper technology and select best vendors that are at the forefront of effectively tacking the impediments across the Big Data realm. To help them accomplish their objective, CIO Review presents "100 Most Promising Big Data Solution Providers 2016." A distinguished panel comprising of CEOs, CIOs, VCs, and analysts including CIO Review's editorial board has decided the top Big Data Solution Providers from over thousand companies. The companies featured in this list provide a look into how their products work in the real world, so that you can gain a comprehensive understanding of the solutions available and how they stand against competition. We present to you CIO Review's 100 Most Promising Big Data Solution Providers 2016.

Xiatech Consulting Ltd

recognized by **CIOReview** *magazine as*

100 MOST PROMISING
BIG DATA
SOLUTION PROVIDERS 2016

An annual listing of 100 companies that are at the forefront of providing bigdata solutions and impacting the marketplace

Company:
Xiatech Consulting

Description:
A Technology Consultancy helping businesses with their digital transformation

Key Person:
Jonathan Summerfield, Founder and Managing Director

Website:
xiatech.co.uk

Xiatech Consulting
Driving Customer Value through Big Data

Businesses are increasingly leveraging latest technologies to attain more business value. With customers now expecting a consistent experience across different channels, B2C companies are implementing omnichannel strategies to meet their goals. The siloed nature of an enterprise's IT infrastructure often impedes the effectiveness of these strategies. Having worked with several blue chip companies, Xiatech Consulting is a Business and Technology consultancy enabling its clients to achieve technology enabled business transformation, while improving their customers' experience.

> **Our advisory services and technology platform help clients build big data solutions to have a clear view of customer, inventory, product, and other transactional data**

"We help clients transform their business by mapping their business goals to the technology required. Most recently, due to the need to operate in an omni-channel market, we have found that many organizations are asking us to solve the challenge of consolidating customer information from various channels, so that they can understand a 360 degree view of their customers," says Jonathan Summerfield, Founder, Xiatech Consulting. The company has leveraged modern open source technology to solve

Jonathan Summerfield

big data problems using elastic cloud infrastructure. Xiatech has developed a scalable solution that enables clients to gain a single view of their customers across multiple touch points. When plugged into clients' data sources, these tools bring all the customer data in one place, empowering companies with a single view of their customer data. "Our advisory services and technology platform help clients build big data solutions to have a clear view of customer data. The same solution is also currently being applied to inventory, product, and other transactional data."

"Whether it is customers registering on the website, purchasing, or interacting with a contact center agent, we have the ability to capture every single customer event," notes Summerfield. By having a consistent view of the customer journey across platforms including mobile, ecommerce, social media, online, or the retail store, Xiatech helps clients to drive informed decision-making.

"We enable this business transformation which our clients have failed to achieve through archaic Master Data Management and data warehouse techniques," says Summerfield. For example, a retail client had attempted

to embark on an omnichannel strategy. However, as data in each particular channel was siloed, the client couldn't gain a 360 degree view of their customers and therefore was unable to analyze the impact of the omnichannel implementation nor fully exploit it. Xiatech was able to implement their strategic platform to make this information available, maximizing the benefits of their investment. This released true value by offering deep marketing insight, event data patterns, forecasting, segmentation and analytics, enabling them to to fuel the marketing campaigns and offer a more personalized experience online. Using this technology, Xiatech also enabled a Betting & Gaming client to cross sell their customers from Sports to the higher value Poker & Casino products.

Other than retailers, Xiatech caters its services to Fast Moving Consumer Goods (FMCG) businesses as well as Betting & Gaming, Fintech and wealth management companies. The firm is enabling clients to deliver superior customer experience through its services ranging from strategy and architecture, program delivery, business transformation, and big data solutions.

Xiatech's consultants each have over 20 years experience with sound industry expertise. Through business transformation engagements, Xiatech's team takes a personalized approach, where they ensure that the consultants engaging with a client remain the same during the course of the project.

For the future, the company is looking forward to expanding across other customer-facing industries. Xiatech is now offering its big data solution as a Platform-as-a-Service for businesses across numerous industry verticals. CR