



**Why Big data is not good enough**

## Why Big data is not good enough

Transition to smart data for decision making The anatomy of smart data Holistic data solutions from Lake B2B Using smart analytics to leverage in business practice from the available data is the key to remain competitive. But how a company wrests valuable information and insight depends on the quality of data they consume. In an environment where data is ballooning at a high rate, keeping healthy data is the key for growth and development of your organization. Big data is not good enough if it does not help you realize your business objectives.

## Transition to smart data for decision making

Data Management is breaking into new grounds. It is coming of age from the traditional concept of back up information to more dynamic business intelligence tools for decision making. We are fast changing from the concept of big data to smart data. Today almost all business decisions are data driven. In simple words, data management is changing from information centric to business centric.

## The anatomy of smart data

Smart data seamlessly identifies and gathers data from multiple sources. It integrates data and turns it into useful insights for decision making. It has a robust data governance system in place the way data is handled within an organization. It breaks down big and complex data to arrive at information which is useful for business decision. Smart data is both practical and workable.

## Holistic data solutions from Lake B2B

Lake B2B data management solutions provides customer centric capability by cutting cost and managing big and complex data. Our data solutions improve your business agility by leveraging your core corporate asset – data. From storing data for back up to processing them for operations and from decision making to customer service, our data solutions takes holistic care of your data requirements.

For complete information on our data solutions, please call us on 800-710-5516 or email us at [info@lakeb2b.com](mailto:info@lakeb2b.com)

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