

WHITE PAPER



# Hadoop and Big Data Integration for Open ERP Service Sector Success

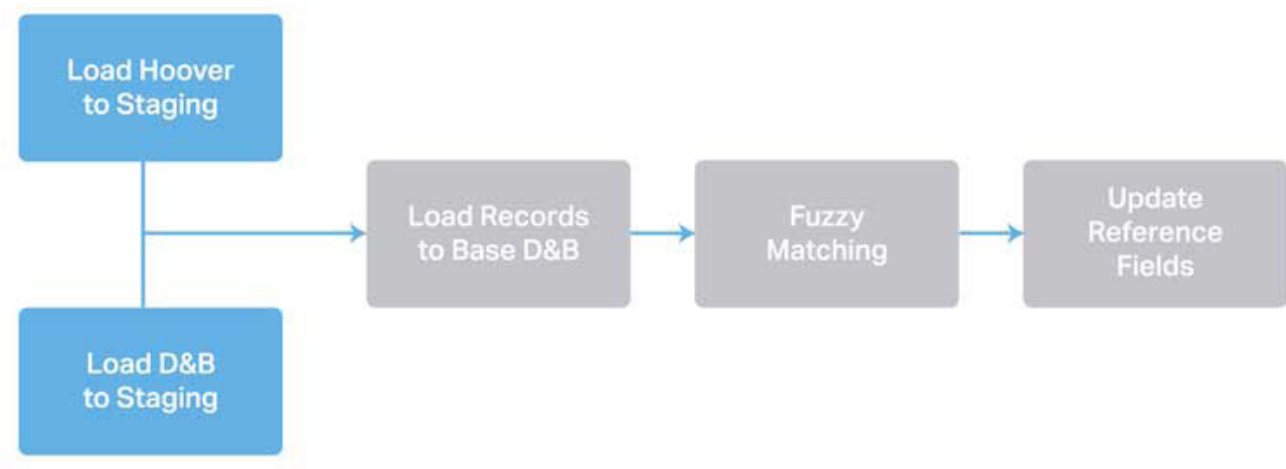


A key to service sector success is creating the most value across the customer experience. What better way to do that than to harness the power of Hadoop and big data integration to gain key insight into your customers, and deliver exactly what they want, when they want it.

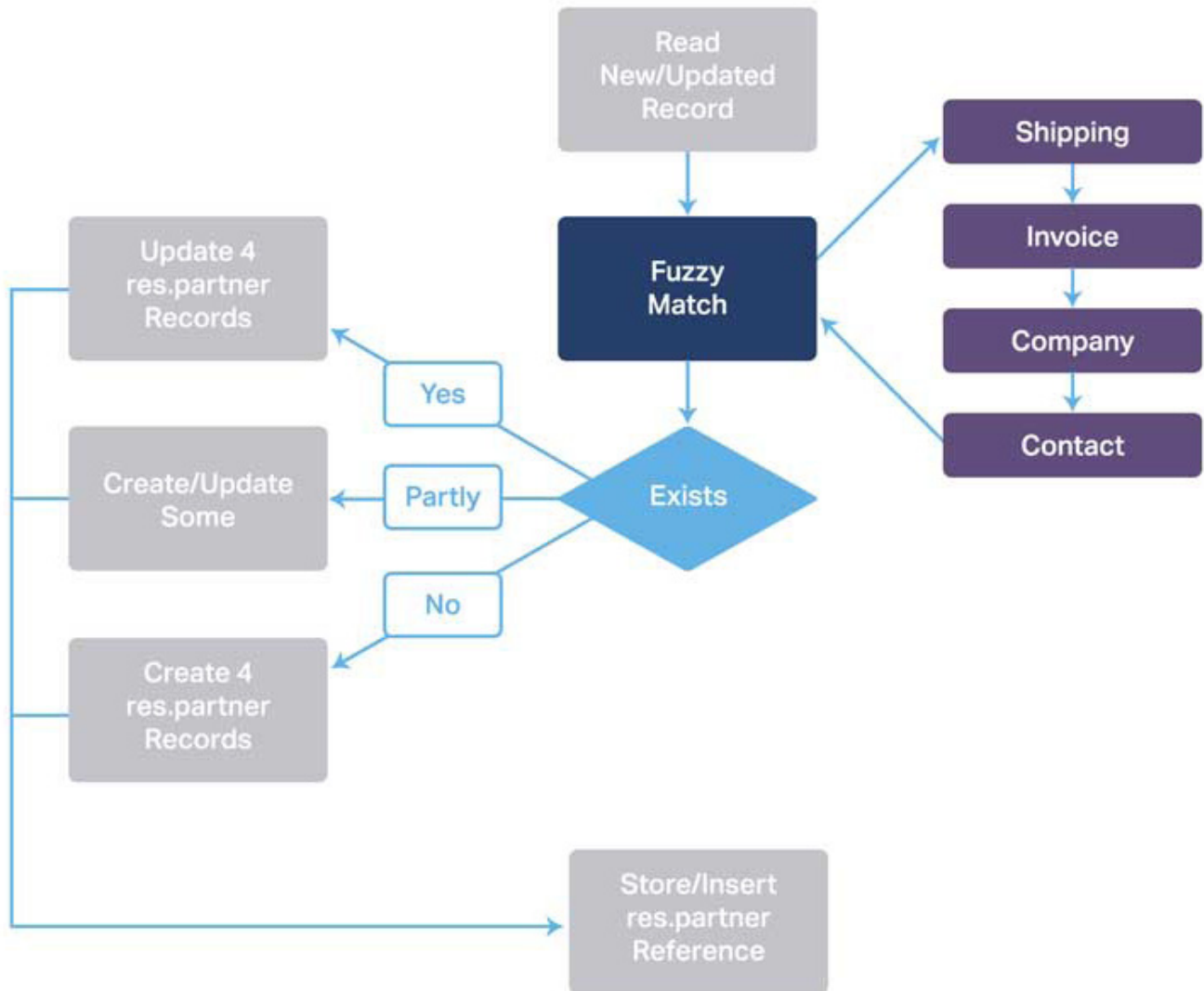
Nowhere is Hadoop and Big Data integration more important than in Customer Relationship Management (CRM). By using Big Data techniques with CRM, business leaders can gain the most important insights about their customers, such as

- + Where are they?
- + What do they like about our product or service?
- + What don't they like?
- + How can we do a better job of providing additional or new products to them?
- + How can we increase our sales and profitability, by delivering what the market wants?

By combining internal CRM data with external data from commercial or open sources, we can create a richer picture of who our customers are and learn important facts about their needs and desires. This approach of creating richer data has been used for years with a great deal of success.

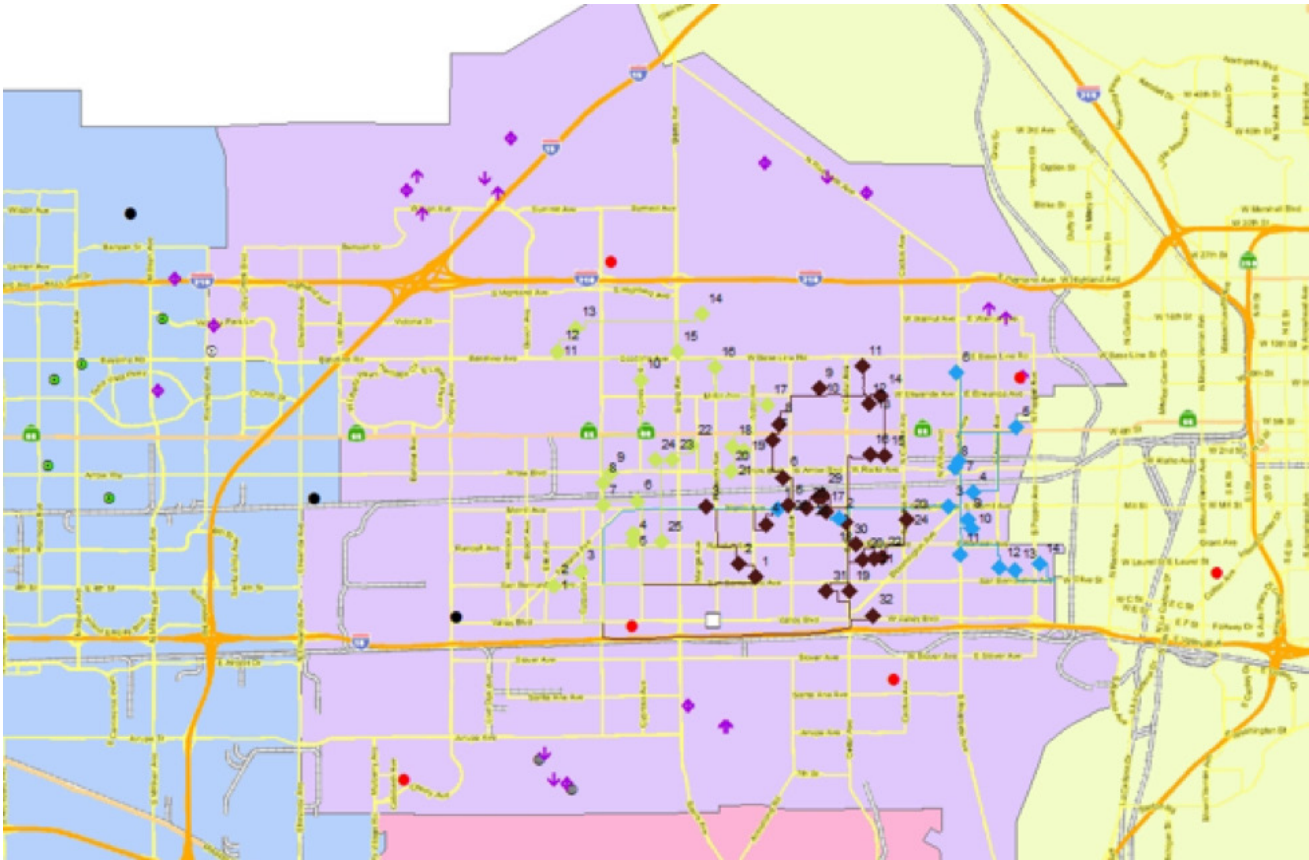


The next step in this process is to combine CRM data with external data that provides insights into sentiments and feelings, often derived from social media. In this manner, we can learn how our customers feel about our offerings.



This can quickly lead to large amounts of data, often with temporal components (i.e., how is our customer feeling today about us?).

The best means of capturing and analyzing large, time sensitive data and data feeds today is Hadoop and Hadoop’s sibling NiFi for streaming data. Combined with the ingestion and analysis tools available, business leaders can learn what their customers want today, where they are located, and why they want the product. From this insight, business leaders can make simple adjustments to messaging, customer preferences and offer better fulfilment at lower costs.



While this technology may still be very cutting edge, Open Source Integrators has the skills and experience needed to make the most of Big Data and Hadoop for deep and meaningful CRM insights. Our cross-discipline team of Open ERP integrators are proactive and responsive, top-level experts who will build reliable and predictable stakeholder and customer satisfaction, time after time, while minimizing associated costs and maximizing coverage and useful service time.



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