Analytics in the cloud

PwC helps clients combine innovative analytics solutions with the scalability of cloud to gather key insights into the business, the value chain and the market. Cloud platforms enable organizations to rapidly explore different analytics techniques, scale up and down based on demand and refine their approach to achieve better and quicker insights.

The right cloud analytics platform can significantly boost your ability to build and deploy machine learning and deep learning solutions that require large amounts of compute and storage power. The ability to provision high performance virtual machines with a few clicks of a button enables data scientists to build and iterate solutions with far greater speed and efficiency, without requiring the involvement of IT.

For instance, PwC leveraged a cloud-powered analytics solution to combine complex statistical and Bayesian learning algorithms to create digital twins for 128 million US households. These computationally intensive algorithms executed quickly on large cloud instances, but otherwise would have taken several days to run on on-premise infrastructure.

Cloud-based analytics platforms enable faster time to insights

Organizations are increasingly turning to cloud-based platforms to enable Big Data analytics and drive elasticity, accessibility and lower total cost of ownership. Organizations can collect, store, and process data at scale without the need for expensive on-premise maintenance–while reducing operational and security risks. The right solutions also enable end users with self-service access to insights and real-time business intelligence.

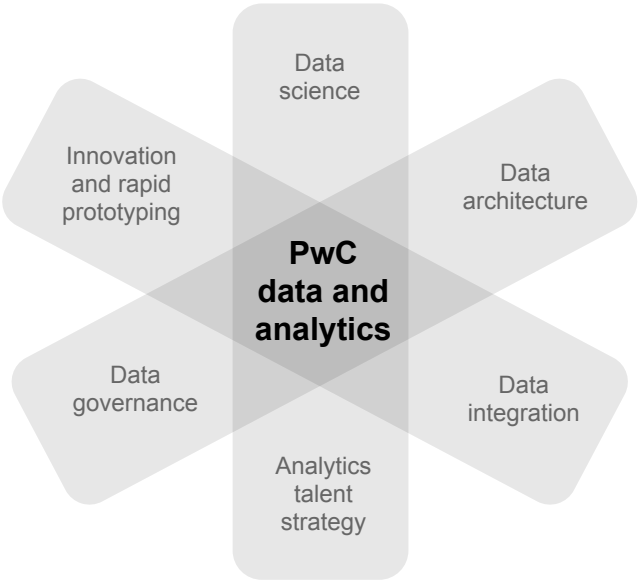
A growing business requirement to acquire, analyze, and respond to Big Data quickly is exposing gaps in traditional operating models. Cloud platforms provide a vast array of scalable services that can be seamlessly integrated with internal and external data and deployed quickly to address critical needs.

For instance, for one client, PwC built an automated data intake platform to ingest large amounts of structured and unstructured data from various sources. PwC then utilized tools deployed in the cloud to build deep natural language processing (NLP) and predictive models. This cloud-based solution significantly reduces both the application's processing times and operational costs.

How PwC can help

PwC cloud analytics services
PwC's cross-disciplinary team of skilled statisticians, data analytss, data engineers and data scientists bring extensive experience:

- Curating, standardizing, modelling and aggregating large, complex datasets
- Conducting rapid pilots and POCs
- Building analytics-driven operating models
- Developing analytics apps and data visualization solutions



Data platforms

Build data lake solutions to democratize data access across the enterprise and enable cross-functional capabilities

Data integration

Migrate extract, transform and load (ETL) pipelines from on-premise infrastructure to cloud to increase efficiency and reduce costs

Data visualization

Design and build intuitive and innovative analytical storyboards for enhanced user experience

Deep learning

Build and deploy advanced analytics models such as deep learning chatbots on the AWS cloud

Strategic simulations

Execute thousands of simulations to solve complex problems faster and in ways never before possible

For more information contact us or visit www.pwc.com/cloud

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