

Dell's Innovation Roadmap for Statistica, Q4 2015: Collective Intelligence

Data scientists collaborating on your analytics

Dell's vision assumes that, even if advanced analytics products become vastly easier to use, you will always need more expertise in creating analytic models than you have in house.

Meanwhile, elsewhere in the global economy, analytics talent is increasing in availability and in readiness to collaborate. Online marketplaces for analytics are emerging, filled with models created by data scientists who understand the variables in your industry but who will never work for your organization.

Dell calls this Collective Intelligence and is building into Statistica the ability to take advantage of cloud-based

marketplaces for this type of app-driven advanced analytics.

Example: Visualizing long-term effects of fraud in medical reimbursement through a series of models from experts in finance, insurance and health care.

Collective Intelligence today

Statistica is currently integrated with Azure Machine Learning (Azure ML) to run analytics on models and data in Microsoft's cloud environment. The models are called from a node in a Statistica work stream using a key and URI. They run on an input set of data and return a result set. In addition to Azure ML, Statistica has a long history of supporting and integrating with open source R.

To the extent that you encourage or foster collaboration in Azure, you may be able to benefit from the analytics expertise of others. Most companies, however, use only their own models in Azure ML.

Dell's vision for Collective Intelligence

If using models in Azure ML is good, then using models from analytics communities will be better. Dell plans to integrate Statistica across multiple cloud environments with marketplaces like Algorithmia, Experfy, Apervita and Expert Models that specialize in analytics for different industries.

As depicted in the flow of Figure 1, your process will generate a result set from your own analytics. Through a call from

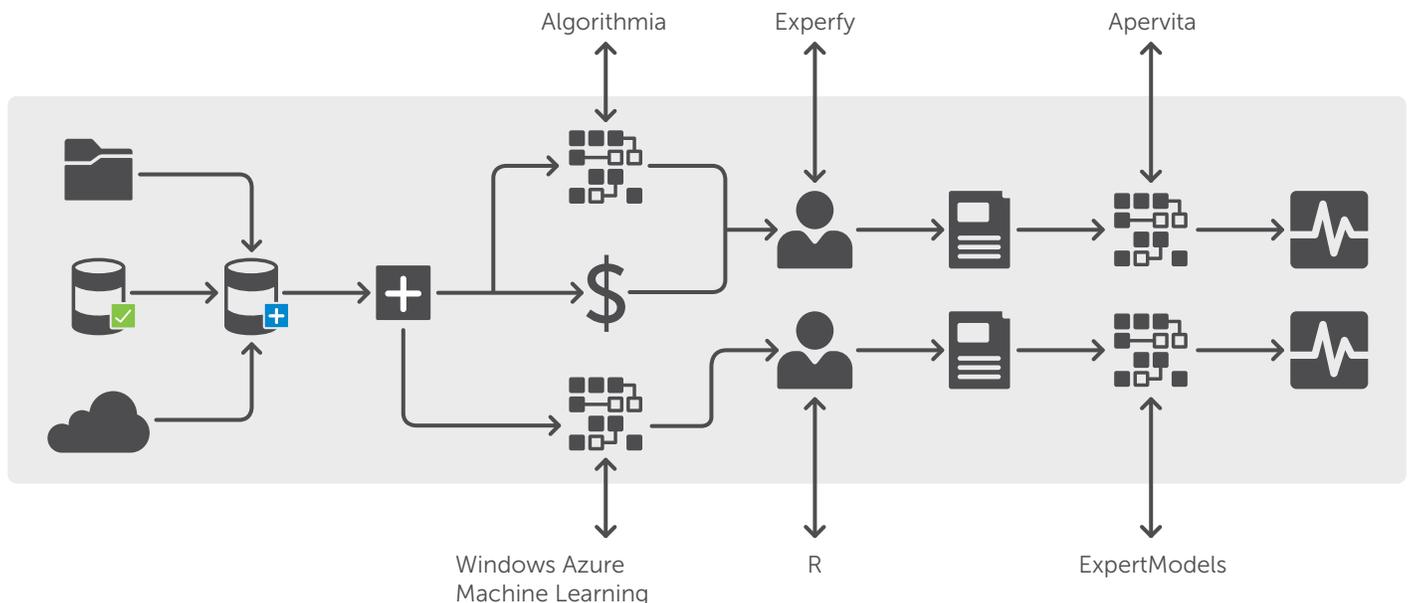


Figure 1: Collective Intelligence across analytics marketplaces

a node in a Statistica work stream, your workflow will then hand that result set off as the input set to a different model purchased from a data scientist specializing in a different field. With the new result set, you will invoke yet another model to arrive at another result set, and so on until you bring in the last result set for your users and analysts to visualize at their workstations.

The models run in their native cloud environment. You will license the right to access, use and modify the model. You will hold the appropriate keys and URI that enable you to hand off the input sets, receive the result sets into your workflow and use them for subsequent steps in analytical processing.

Dell also envisions a system for managing, controlling and securing these models, and for governing different versions of models over time.

Advantages of Collective Intelligence

- You draw on the experience of data scientists worldwide to gain a competitive edge in advanced analytics.
- You manage analytics and models from people versed in creating them, instead of getting into the business of creating them yourself.
- You create relationships with entire marketplaces dedicated to industries like health care, finance, government, insurance, fraud detection and manufacturing.

Dell vision takeaway

Collective Intelligence brings some of the web's most successful business ideas to the world of analytics. It integrates with online marketplaces for acquiring analytics from anywhere, with an application store for adding functions to a platform and with an open source setting for collaboration.

This type of app-driven analytics continues a theme in the Information Management Group of Dell Software: Statistica's Manufacturing Intelligence, Toad's Connected Intelligence, and now Collective Intelligence.

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