



# ClearInsight

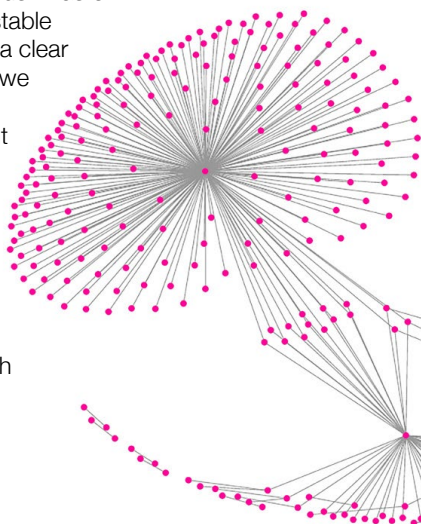
Clear**Insight** is at the heart of all we do at Virtual Clarity. Our data and analytics approach powers everything from implementing security controls to making a cloud strategy to transform your business. It brings together data science experts and real-world experience to create, quite simply, ClearInsight.



- 1 **ClearInsight** for Strategy and Transformation
- 2 **ClearInsight** for Migration
- 3 **ClearInsight** for Data Foundations

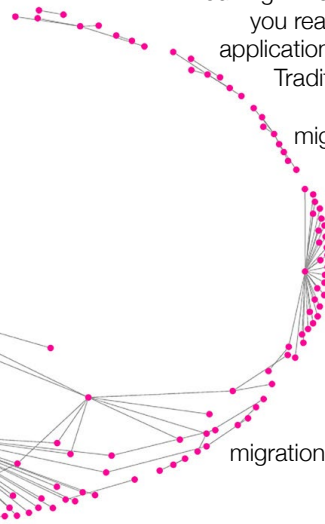
## 1 ClearInsight for Strategy and Transformation

An effective cloud strategy must master complex and sometimes unstable modern enterprise IT. To get a clear picture of your environment, we analyse data from machines and from people. ClearInsight applies data science to give you and our business analysts a transparent, measurable view of your applications, infrastructure and security. This means we can develop a more valuable transformation strategy, much more quickly.



## 2 ClearInsight for Migration

You might want to reach the cloud, but do you really understand how all your IT applications and infrastructure interact? Traditional management tools only provide a partial view – and migration projects frequently run out of gas because the environment is unexpectedly complex. ClearInsight is piloted by data scientists and application and infrastructure experts who can navigate how your structures work. ClearInsight data, fed into our Migration Director, will accelerate your migration while reducing cost and risk.





# ClearInsight

Our well-tested data analytics workflow uses a four-stage, iterative pipeline. It uses data science techniques to accelerate data discovery and reduce the amount of time it takes for you to see valuable results.

**STAGE 1 Data discovery** identifies and acquires data sources, and examines them for quality and value.

**STAGE 2 Data exploration** looks at the best data in depth, and prepares data for integration.

**STAGE 3 Data integration** brings the best data sources together and creates data products for analysis.

**STAGE 4 Analysis and modelling** delivers information and insights to accelerate transformation.

Using the techniques of data science means that we are not prescriptive about the data we use to address your challenges. A combination of business analysts and data scientists rapidly identify, acquire and assess the data you have available before selecting the best and most valuable for integration and analysis. We might use:



**ERP and HR data:** to understand your capital and operational expenses.



**Problem-specific data:** From retail transactions to gaming loyalty information, you have data that can provide insights into your specific challenge: we'll help you find it.



**Industry data:** combining your internal data with external, industry data can provide additional understanding as we determine the right direction and strategy for you.



**Reference and master data:** We acquire or create reference data, and take extracts of enterprise master data to ensure our analysis has a strong foundation..



**Private and proprietary data sources:** In many organizations, some of the most valuable data sources are the private data created by individuals and teams to support them in their jobs. These data sources can contribute value to analysis and strategy.

Whatever data sources we use, the most valuable thing is to combine them. This lets us learn things that no tool or person with a spreadsheet could do alone.

VC takes a different approach. We use the output of discovery tooling when it's available but we begin from the position that discovery data will be incomplete and like the CMDB (Configuration Management Database), sometimes misleading. We take data from across the IT estate and combine it using the techniques of data science to create new information rapidly and with a minimum of disruption. We might use:



**Data from management tools and network systems:** extracts from solutions like VMware vCenter but also your data such as IP address records and DNS configuration.



**Audit data:** Firewalls, application servers and management tools generate logs that can be useful in understanding how systems interact.



**Diagnostic and performance tools:** NetFlow data, for example, can be invaluable in understanding interactions between applications and application components.



**Private and proprietary data sources:** Again, in many organizations, some of the most valuable data sources are the private data created by individuals and teams to support them in their jobs.

Whatever we use, the sum is more than the parts. Combining multiple data points lets us discover information and insights beyond the capacity of one tool or source.

**Improve your decisions and sharpen your vision with ClearInsight from Virtual Clarity.**



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