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S O F T W A R E
A Kofax Company

Getting Value out of Big Data in Government

Leveraging the 4th "V" of big data to enhance public welfare and reduce inefficiencies within government.

Overview

Features
- Integrates with any application— on-premise, SaaS, in the cloud
- Captures data from any website and delivers it to databases, analysis tools, and business unit users
- Automates any workflow within a browser, turning it into a secure, reliable, on-demand service
- Complies with existing IT standards and security framework

Benefits
- Accelerates time-to-value (TTV) associated with data without huge IT investment
- Brings data directly to the government business unit for analysis and data driven decisions
- Automation to improve operational efficiency and optimize government resources

The Value of Big Data

Even in its infancy, big data is changing the way agencies perform. From the Department of Health and Human Services changing the way it responds to disasters, to the Department of Defense's global shared payment service center eliminating $4 billion in improper vendor payments[1], to the city of Edmonton in Alberta, Canada leveraging open source and big data to redesign intersections to reduce accidents and fatalities, big data is driving the impetus for change at all levels of government.

Big data is often described along three dimensions: volume, velocity, and variety. Although harnessing massive volumes of data is nothing new to government data intelligence efforts—where in 2009 the US government alone produced 848 petabytes of data[2]—the true challenge lies in deriving value out of this big data and keeping pace with the rapid velocity at which this data is generated.

The paradox is that even as more data is captured and available, our ability to comprehend it is limited by IT budget constraints and lack of data analysis skills. The challenge lies not just in capturing and managing these massive streams of data but in extracting relevant, new insights and value out of this data.

This brings us to the fourth dimension of big data: value. Value of big data does not begin with a discussion about technology or IT capabilities, but with mission critical business requirements that cannot be addressed by traditional approaches. Rather than building out massive IT platforms, big data projects centered around value are deployed to fit specific business requirements—with a "built to purpose" rather than "build and they will come" approach. These projects, while supported by IT, are often driven directly out of the government business unit or program.

Accelerating the Value of Big Data

Kapow Software provides an agile and practical way to manage big data. Designed to address the data integration needs of the business unit user or data analyst, Kapow Katalyst is a secure, scalable data integration platform that enables you to easily integrate applications—regardless of whether the application has published APIs or pre-built connectors. You don't need programming skills, access to complex

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1. Add "value" to the Vs of big data. *FCW,* Dec. 2012.
2. How technology can spin government data into innovation gold. *Forbes,* Feb. 28, 2012.

APIs, or lengthy consulting projects when integrating with the Kapow Katalyst platform.

- **Flexible Data Extraction:** Katalyst offers multi-server configurations that scale to support high volume data extraction. As analysis requirements are refined later in the project, automated workflows can easily be modified to perform targeted data extraction. Katalyst workflows can be created to perform broad data crawls, or be highly customized for focused, surgical data extraction.

- **Extensible Data Extraction Support:** A study conducted by the Data Warehousing Institute on unstructured data estimates that 52% of data generated today is unstructured or semi-structured—presenting a challenge for conventional data intelligence retrieval methods and tools. Katalyst can extract any type of data available via the web including text, Office documents, PDF, flat files, images, audio, video, and even files accessible via FTP or other non-HTTP protocols.

- **Non-attribution:** Katalyst supports a wide range of options for shielding your identity, including integration with third-party anonymization solutions.

- **Resilience to change:** Traditional web data extraction techniques are highly sensitive to changes on websites. Katalyst has a deep understanding of web page structure so that tag changes or syntax errors do not disrupt processing.

- **Multi-language Support:** Katalyst offers built in support for single and multi-byte character encodings, as well as support for bi-directional languages.

- **Deep Web Access:** A lot of open source data is buried within dynamically generated sites, or access protected sites. Automated workflows can be built with Katalyst to pass through authentication credentials to any website.

- **Broad-based Support for Standards:** Katalyst supports a broad range of integration standards, including native support for XML, HTML, JSON, JMS and CSV. Katalyst can also deliver results into SQL and XML databases. Data can be exposed as Web services (SOAP or REST services) and be called via Java or .NET interfaces.

Big Data Value Has Arrived in Government

As we enter the golden age of data—there is a significant opportunity for government to boost the efficiency and value of the digital citizen experience. Unlock your agency's big data value with Kapow Software.

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About Kapow Software

Kapow Software, a Kofax company, harnesses the power of legacy data and big data, making it actionable and accessible across organizations. Hundreds of large global enterprises including Audi, Intel, Fiserv, Deutsche Telekom, and more than a dozen federal agencies rely on our agile big data integration platform to make smarter decisions, automate processes, and drive better outcomes faster. They leverage our platform to give business consumers a flexible 360-degree view of information across any internal and external source, providing organizations with a data-driven advantage. For more information, please visit: www.kapowsoftware.com.