Move on Real-Time Insights

Data should serve us. Yet too often — as efforts to manage data can’t keep pace with its exponential growth — we end up serving it. Preparing reports, conducting research and gleaning insights can become a challenging responsibility because gathering, sorting and presenting data is not a one-time project. As soon as you have one report set, someone wants to understand another angle. **Why did this number go up, and that one go down?** But numbers alone are never enough to drive action.

**Humans need stories.** An organization can have the best machine learning (ML), analytics, models and calculating solutions in the world, but if the data isn’t presented so a person can act on it, threats will surely be missed. That’s why poor data design can be just as bad — if not worse — than poor data analytics. Visualizing your data can help automate, condense and elaborate the preparation process from incoherent numbers into comprehensive insights. And here’s where our Data Visualization experts come in.

**Optiv Solutions**

Optiv’s Data Visualization service combines business intelligence with cutting-edge ML and design to help organizations discern important nuggets from all the noise. Our phased approach transforms the way you see and present your data, making it understandable, actionable and seamlessly routable to the right person at the right time.

We regularly deploy data visualizations in support of our Cyber Digital Transformation engagements, advancing capabilities from descriptive (what’s currently happening) to predictive (what’s likely to happen). Data visibility in turn powers enhanced threat detection, better business insights and faster problem solving across your enterprise.

**Why Clients Choose Optiv**

- We’re **certified** and on all major standards and frameworks
- Our data technology **partnerships** span the entire stack
- We form custom and holistic data solutions, focusing on our clients’ “who’s,” “why’s” and “how’s”
- Our visualization solutions accelerate **time to insight** for reliable and current data, improving business efficiency and security posture

“In cybersecurity, a well-designed model, output and interface can be the difference between detecting a threat or missing one. The modern security operations center processes terabytes of data each day. The combination of machine learning and business intelligence provides insights that can reveal hidden patterns in massive datasets, allowing real-time categorization and prioritization of alerts for security analysts.”

—Optiv CEO Kevin Lynch

How We Do It

**Step 1: Data Visioning**
Optiv gathers stakeholders for a data visioning workshop to identify the best capabilities based on current tools, processes and people. After defining your organization’s shared goals, we can determine which data sources are needed to accomplish them. Our Data team then reviews specific use cases and metrics to create a prioritized backlog that clearly and strategically maps an ideal sequence of actions.

**Step 1.5:**
Meanwhile, we’ll implement a framework around the solution that drives value (why it’s important and what it’s worth) while considering cost and complexity (technology, data and/or people requirements).

**Step 2: Assessment**
Here’s where we dig in. Optiv interviews individual data producers and consumers and captures their day-to-day requirements against the goals and use cases delineated by leadership in the visioning workshop phase. This helps us further refine what success looks like for the whole organization. We help clients identify the supply and demand of their own data capabilities. We also work to connect previously disjointed departments and people.

**Step 3: Blueprint**
Measure twice, cut once. We’ll develop a customized blueprint, designed to make the earlier discovery phases actionable and provide everything needed to start on the path of transformation. This includes mock-ups, pseudo-code, data lineage and flows. Recommendations for processes to follow and roles to fill are included with the technical details. This discusses important topics such as certifying sources of truth, data cataloging, metric standardization and standardized execution. The blueprint also guides on building data visualizations, interactivity, notifications and automation.

**Step 4: Build**
With plans drawn and organizational siloes broken down, it’s time to deploy. Optiv deploys production-ready solutions that fit client requirements within their production environments. Success isn’t about publishing code, however. It’s measured by enabled use cases and actionable insights that teams can access from their raw, original data. When implementation is complete, Optiv hands over the framework and process so you can continue building use cases and improvements. Or…

**Step 5: Operate**
We can run it for you.
Our managed service options address time and talent burdens that come with managing data insights. Optiv operates a continuous improvement cycle where new use cases and data sources can be continually added and existing use cases improved upon. This feedback loop provides a reliable, scalable solution for unlocking additional useful capabilities and adding new insights.

Your data should tell a story.

<table>
<thead>
<tr>
<th>Data</th>
<th>Organized</th>
<th>Analyzed</th>
<th>Visualized</th>
<th>Used in a Story</th>
</tr>
</thead>
</table>

**Case Study**
**Oil and gas**

**Challenges**
- Too much data
- Poor data design
- Data isn’t used effectively

**Solution**
- Mapped stakeholder goals and daily department head requirements with the data sources needed to reach them
- Helped break data siloes and connect
- Created clean dashboards displaying relevant data insights with actionable steps for mitigation or remediation

**Results**
- Clear, understandable and actionable data intelligence
- Continual business insights
- Enhanced threat hunting

**Proof Points**
- 81% of Fortune 500 companies served
- 7,000 clients helped in 70 countries
- 16 years average experience of Optiv’s Cyber Digital Transformation team

*Secure greatness™*

Optiv Security is the cyber advisory and solutions leader, delivering strategic and technical expertise to more than 7,000 companies across every major industry. We partner with organizations to advise, deploy and operate complete cybersecurity programs from strategy and managed security services to risk, integration and technology solutions. With clients at the center of our unmatched ecosystem of people, products, partners and programs, we accelerate business progress like no other company can. At Optiv, we manage cyber risk so you can secure your full potential.

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