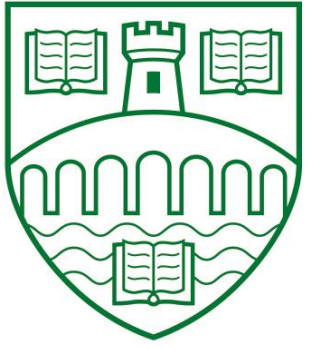# Big Data as a Service platform
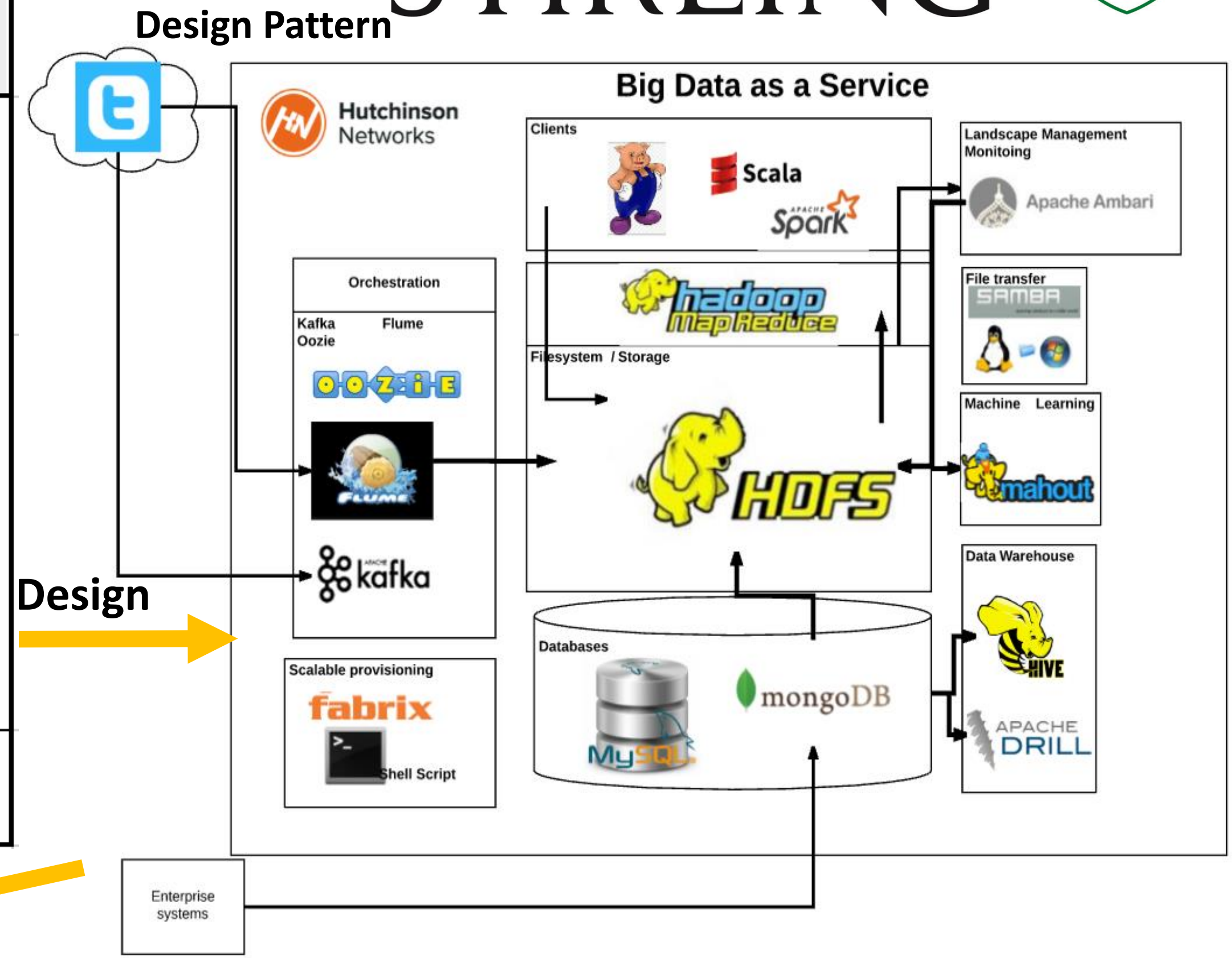
Matthew Gardiner
MSc in Big Data
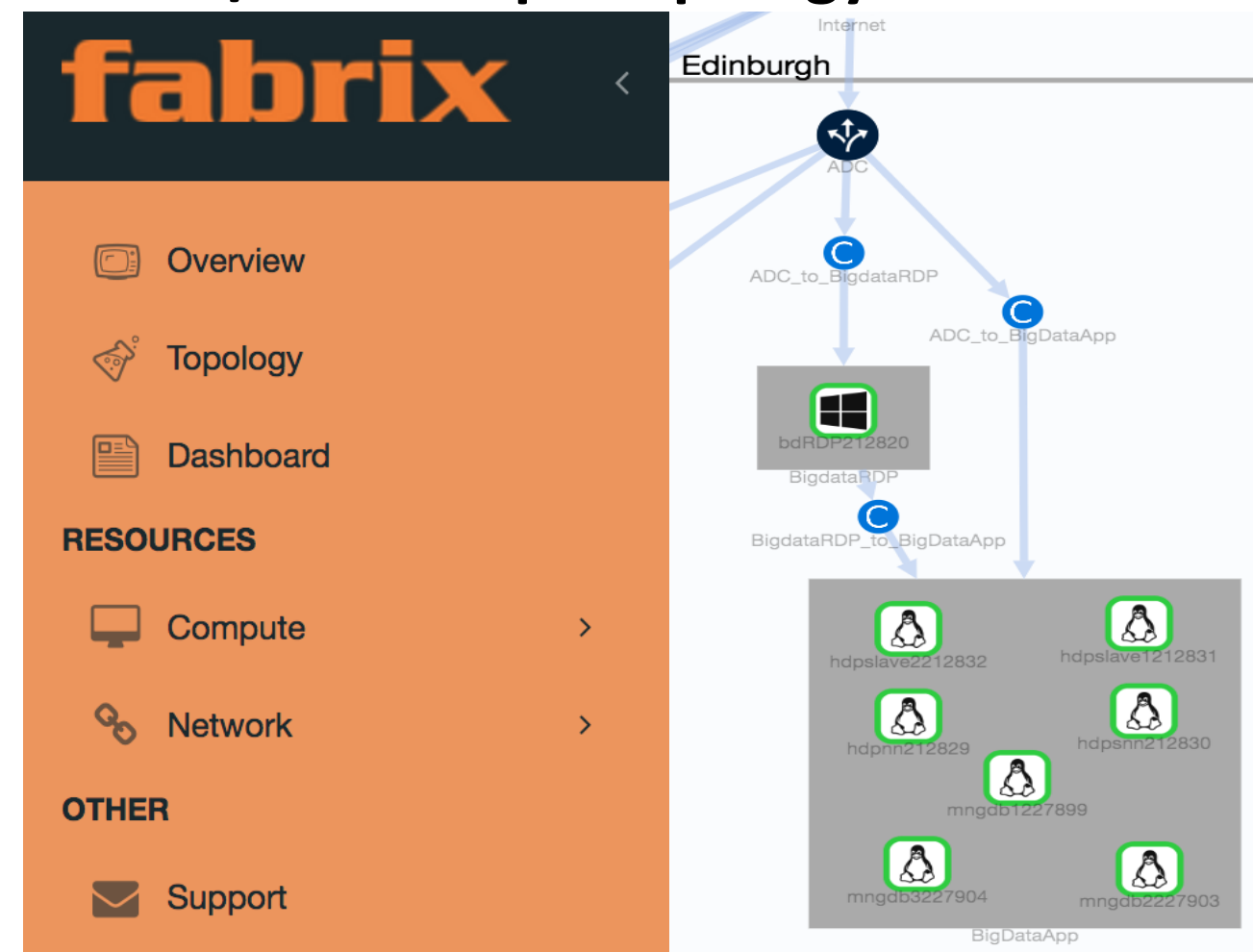
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The Business Model Canvas

| | Designed for: Hutchison Networks | Designed by: Olga Melnyk /Matthew Gardiner | Date:15th June | Version:1.0 |

7. Key Partners
Software providers

8. Key Activities
Design tool set
Build
Test

6. Key Resources
Capability
Application software
Support - multi level

1.Value Proposition
Enable BD service providers to go to market in a more efficient and cost effective manner, whilst ensuring relevance of tools and services.

3. Customer Relationships
Feedback from testing
Ongoing feedback from key users
Regular surveys on service

4. Channels
Fabrix website
Social Media
Inhouse Tools lead generator
Paid Advertising
Phone promotions
Industry events
Academia
Datalab

2. Customer Segments
Medium sized UK based BD consultancies with an established customer base.

9. Cost Structure
Per user per month (first month free)

5. Revenue Streams
Monthly transactions

Design Pattern

Big Data as a Service

Design

Server / Landscape Topology

Build/Prototype

Integration Testing

- Mapreduce
- DB system logging
- Flume to HDFS using Twitter feeds
- Mongdb to Hadoop
- Pig , Hive and Spark with HDFS

Testing

Service Management Catalogue

Solution

Replicated Servers

Application Server
- Hadoop/Hdfs
- Hive
- Pig
- Spark
......
...

Database Server
- Mongodb
- Mysql

Orchestration Server
- Kafka
- Flume
......
...