SAMSUNG SDS

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Samsung SDS
Brightics Cloud

Is your business prepared to adapt to today's ever-changing business environment?

As digital transformation is becoming more imperative for businesses, the scope of data analytics has expanded to not only include manufacturing and operation, but also customer touchpoints.

Business intelligence (BI) is also evolving from an analysis tool that organizes data analysis results for reporting into an intelligent AI-based analysis platform that supports business decision-making.

With such changes in the business environment, as well as the data analysis paradigm due to advancements in BI technology, businesses are faced with the difficult task of managing costs, analysis services customized to customer tasks, and analysis results.

Leveraging an integrated data analytics service that can both enhance business value and manage services with stability is now more important than ever.

Samsung SDS
Brightics Cloud

Samsung SDS Brightics Cloud is a cloud-based self service analytics platform that provides model development environment with quick and easy data processing and analytics modeling.

Realize data-driven business innovation with Samsung SDS trustworthy data analytics service

Along with the analytics platform, Samsung SDS provides consulting and professional service. A team comprised of Samsung SDS industry experts not only provides data analytics consulting services, but also maintain trusted analytics quality in the best interest of your company.

Advanced analytics consulting

Diagnose business challenges and resolve problems using data with industry-leading Samsung SDS data science professionals

AI-based analysis modeling

Take advantage of analysis modeling optimized for your business with powerful data analytics based on AI and machine learning.

Cloud-based environment

Quickly leverage analytics services with our cloud-based analytics platform that does not require infrastructure to be built.

Key Functions

User-centric self-service analysis interface

Big Data Visualization
Visualize up to 100 million pieces of big data using charts functions

Data analytics process flow in a single view
View the entire analysis process at a glance from data loading to analysis results

Built-in function palette
Support 130 built-in functions including statistical functions, prescriptive, real-stream processing, and deep learning functions etc.

Visual charts
Support 30 different types of charts and automatically transform input data into visualzations

Powerful analysis modeling and reporting

Data preparation
Capable of importing from various data source such as RDB, HDFS and other functions such as automatic sampling

Analysis modeling
Take advantage of our drag & drop modeling functionality utilizing advanced functions from the function palette

Model evaluation
Select the appropriate model with pre-built analysis model evaluation functions

Report editing & share
Create analysis reports, share via web/mobile and utilize the scheduled report distribution functionality.
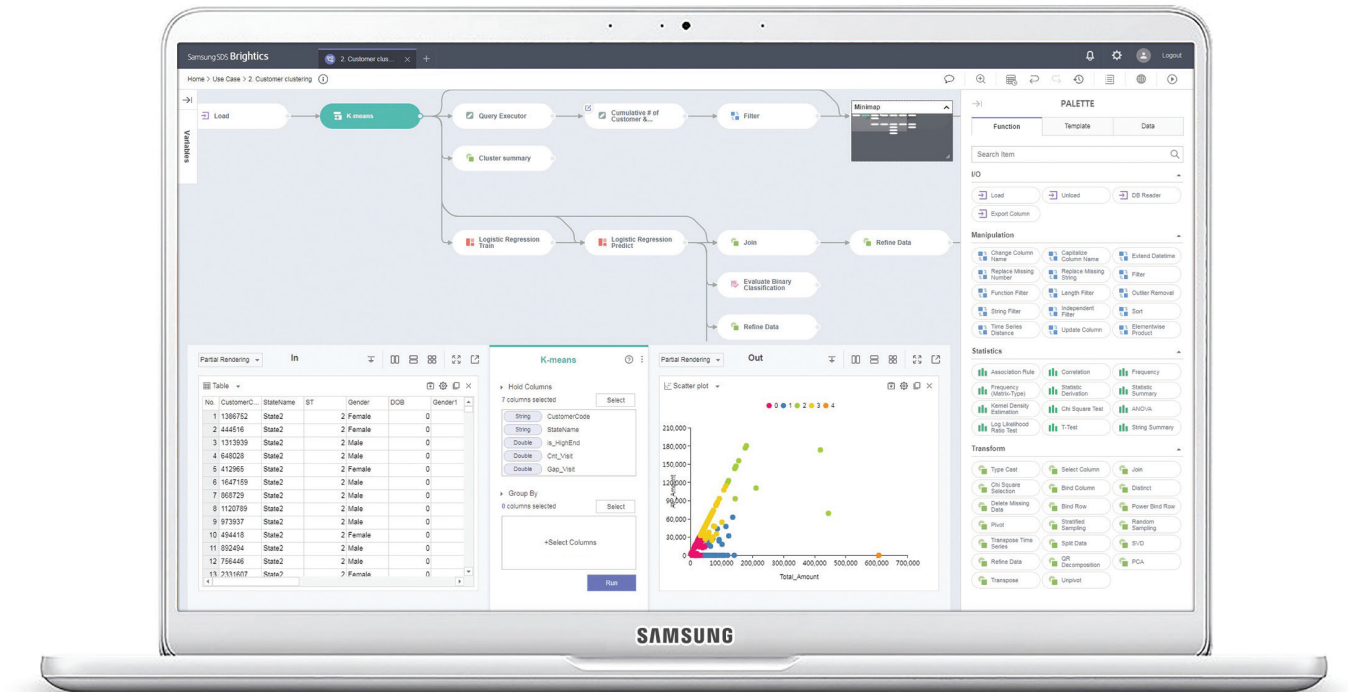
High compatibility in any environment

Interoperability with 3rd Party solution
Create user-defined functions using other statistical programming languages such as R, SQL, Phyton

Self-service analysis
Freely exercise new model development, model customizing, reporting and sharing services provided in a cloud-based web environment.

Leverage data into business growth with profitable insights through the enablement of data-driven business innovation.

Gain business agility with timely decision-making

Quickly identify market trends with accurate data analytics in order to make the right decision at the right time.

Strengthen the power of analytics capability within the organization

Allow your managers to gain data insight with data visualization and reporting, and apply the analytics results throughout your business processes.

Operate flexibly with scalable infrastructure

Effectively respond to the changing business environment with our cloud-based analytics platform. Flexibly determine whether to invest in infrastructure and ensure operational flexibility.

Unleash the potentials of Brightics Cloud

Sales forecasting for timely decision making

Ensure predictive simulation of key sales indexes based on accumulated data including sales performance, product life cycle, and promotions

Customer segment modeling for effective marketing

Maximize the effectiveness of marketing investments with customer segmentation based on customer information such as purchase patterns and demographics for differentiated services and targeted marketing.

Social analysis modeling for prompt detection of market response

Manage business risks with real time analysis of issues on social media, and detection of market response to new products or brand as well as trends.