



Is BIG DATA a Big Bust?



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Meet the Author:

An IEEE Fellow, electricity industry visionary, and leader, Dr. Mani Vadari delivers strategic services to a global set of utilities, vendors, and service providers seeking deep subject matter expertise in setting the business and technical direction to develop the next-generation electric/energy system. As a Business Architect, Dr. Vadari has been delivering solutions focusing on Transmission/ Distribution/ generation operations, Energy markets, and Smart Grid for over 35 years. In addition, he is an Adjunct Professor at Washington State University and an Affiliate Professor at the University of Washington. He has published two popular books, "[Smart Grid Redefined: Transformation of the Electric Utility](#)" and "[Electric System Operations – Evolving to the Modern Grid, 2nd Edition](#)", in addition to over a hundred industry papers, articles, and blogs. His books are serving as textbooks at several universities in the US and around the world

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What is in this article? Is BIG DATA a Big Bust?

Utilities have invested billions in smart meters and devices that are generating massive quantities of data. How can the industry insure a return from this data investment?

BIG DATA is attracting big interest. A recent [Forbes](#) article said that “87% of enterprises believe BIG DATA analytics will redefine the competitive landscape of their industries within the next three years. 89% believe that companies that do not adopt a BIG DATA analytics strategy in the next year risk losing market share and momentum.”

With the growing deployment of smart meters and other smart devices, utilities are certainly generating their share of BIG DATA.

Given the significance of BIG DATA, we posed this question to our IdeaXchange Xperts: “Is BIG DATA a big bust?” Here is what our Xperts have to say:

Dr. Mani Vadari Excerpt:

I agree with Stewart Ramsay and John McDonald: BIG DATA by itself has no value. It only takes up space, and everyone is just afraid to do anything with it. The key to this is in the insights that it can deliver and what the utility (or a different entity) does with these insights. I believe the following steps need to be taken by the entity

- 1. Figure out what insights (outcomes) are important to you – no need to dredge the entire ocean here*
- 2. Use these outcomes to decide how to store the data in the most optimum mechanism*
- 3. As and when the business case is justified, implement the specific analytics to drive the specific set of outcomes. The outcomes are there in the utility industry in droves:*
 - Customer insights*
 - Operational insights*
 - Asset management/maintenance insights*
 - Corporate insights.*

Lastly, this is not a technology-only solution. This includes people and processes, because if people and processes do not change, then real transformation and real delivery of business benefits will not take place.

Read the whole article here:

<https://www.tdworld.com/smart-utility/article/20964852/is-big-data-a-big-bust>