

Optimity Advisors Named One of the 100 Most Promising Big Data Solution Providers in 2015 by CIO Review

Worldwide Firm Honored for Delivering Top-Notch Big Data Solutions

WASHINGTON, DC (November 5, 2015) – CIO Review has named Optimity Advisors (Optimity) as one of the 100 Most Promising Big Data Solution Providers in 2015. Announced today as part of CIO Review's annual list, Optimity was selected for its operational expertise in transforming business models through mobile and digital technologies. Optimity is a strategy, operations and technology advisory firm that helps clients in complex industries navigate rapid market and technological change.

An innovative leader in technology advisory, Optimity helps clients implement cutting edge data programs, which includes defining effective data and analytics requirements, designing structured data governance programs, and implementing well-organized metadata models and taxonomies. "Optimity provides advanced data approaches that bring together organizations' existing transactional, data warehousing, and reporting systems along with newer Big Data platforms," said Robert Moss, Technology Partner at Optimity Advisors. "And, we help our clients put in place key components like metadata models, ontologies, and data governance to ensure their Big Data initiatives are successful."

Bringing together a wide array of platforms including traditional relational database management systems, advanced Online Analytical Processing (OLAP), NoSQL and other distributed processing platforms, Optimity's data strategy team keeps continuously abreast of new advances leading the Big Data revolution. And, they help their clients apply those technical capabilities to real-world business situations. "In the current environment, marketing hype often makes it impossible to understand exactly what all these new technologies can be used for," Moss says. "We help our clients define innovative but achievable strategies that align their technological infrastructure with their larger business objectives so they can make the most of their data assets."

"Optimity Advisors has been on our radar for some time for stirring a revolution in the Big Data space, and we are happy to showcase them this year due to their continuing excellence in delivering top-notch Big Data solutions," said Jeevan George, Managing Editor at CIO Review.

About Optimity Advisors

Optimity Advisors is a specialized management advisory firm that combines deep industry expertise and integrated solutions to help companies enhance stakeholder value, improve operations, and address performance and risk related challenges. Optimity Advisors is comprised of professional advisors with deep domain expertise related to strategy, operational transformation, business intelligence, technology and regulatory compliance. Visit us at www.OptimityAdvisors.com.

About CIO Review

CIO Review constantly endeavors to identify "The Best" in a variety of areas important to tech business. Through nominations and consultations with industry leaders, our editors choose the best in different domains. The Big Data Special Edition is an annual listing of 100 Most Promising Big Data Solution Providers in the U.S.



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