



Don't let data RIP

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Companies need to beware that they're not creating a data tomb, warns Jeff Kaplan, principal, client services at Apollo Data Technologies. "Companies are collecting vast amounts of data, but our ability to make business use of that data is not keeping up," he says. "The result is a data tomb." Kaplan suggests that predictive analytics can help put data to better use, but that companies need to understand both database technologies and data mining, as well as have business expertise, to do predictive analytics right. "When you're helping businesses make decisions, you have to make sure there's integrity in the [analytics] results."

-- *Ginger Conlon*