

Nuevora gains top honors in Big Data from CIO Magazine and Startup50

Big Data analytics provider Nuevora gains recognition for its results-oriented approach to solving real-world problems

SAN FRANCISCO, CA, USA, September 10, 2014 /EINPresswire.com/ -- [Nuevora](#), a leading big data analytics and apps firm, has gained top honors from two separate organizations, both citing Nuevora's purpose-built analytics solutions and predictive capability delivered via the cloud. [CIO](#) magazine named Nuevora as one of the top ten Hadoop startups that are unlocking value from large, distributed data sets. Nuevora garnered its

position in the publication's top ten list based on its competitive positioning in overcoming obstacles that traditional databases have in addressing large data sets, the track record of the Nuevora founders, and its practical, hands-on approach to solving the most complex, real-world analytics problems.

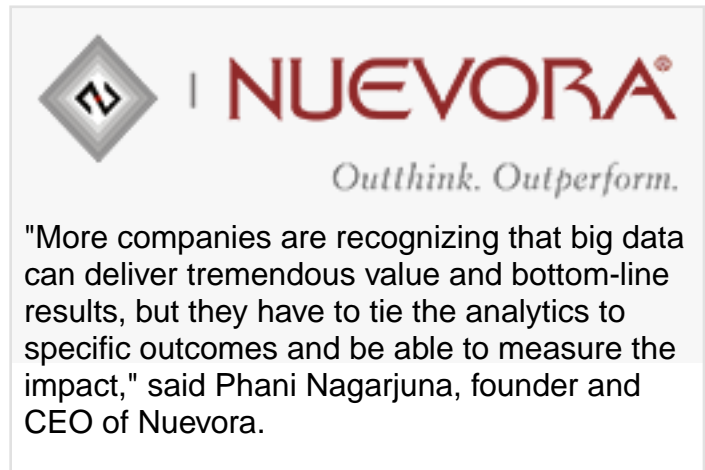
Additionally, Nuevora gained a spot on the Big Data 50, published by Startup50.com. The impressive list features some of the best big data players in the industry, all of which are pushing the economy towards data-driven decision making. The report praises Nuevora for setting its sights on Big Data's early growth area of marketing and customer engagement. The honor went to Nuevora's nBAAP™ (Big Data Analytics & Apps) Platform due to its best practices-driven predictive algorithms that work on disparate sources of data, quickly identifying patterns and predictors to tie specific goals to individual marketing tactics.

Nuevora is focused on early growth areas such as marketing and customer engagement. A key factor in landing the top ten spot on CIO was Nuevora's ability to continually recalibrate predictions using a closed-loop recalibration engine, which gives companies the unique ability to gain insights based on the latest available data.

"More companies are recognizing that big data can deliver tremendous value and bottom-line results, but they have to tie the analytics to specific outcomes and be able to measure the impact," said Phani Nagarjuna, founder and CEO of Nuevora. "Our top spot on the CIO.com comes from our approach to quickly connecting the dots in multiple data sources, unlocking value from big data, and presenting users with actionable and context-sensitive insights."

Nuevora's innovative and practical approach and tight focus on results also garnered attention in Techie.com's article, "Does your business have a God particle," which described Nuevora's approach to big data as tapping into the very essence of the corporate identity.

Nagarjuna also sat down with the editors of [Consulting Magazine](#) for a one-on-one interview earlier



this year, discussing how more companies are starting to realize the incredible value tied up in big data, and covering some of the common misconceptions about the difficulty involved in getting actionable insights out of a big data solution. "Having support from the company's leadership is an important step in gaining real value from big data," said Nagarjuna. "This level of support helps create more of an end-to-end view, and overcome a common obstacle of having analytics initiatives become isolated activities that don't get the big picture. By taking a top-level view and having a strategy for gaining specific insights, it is possible to easily deliver real, enhanced value to investors and stakeholders."

About Nuevora

Nuevora is a unique Big Data analytics solutions provider that helps leading organizations achieve positive, high-impact business outcomes through the delivery of continuous and context-sensitive predictive insights. Nuevora's analytics platform enables faster, scalable, and intuitive development and application of predictive insights by business users. Nuevora's solutions are built as dynamic predictive apps targeted to optimize specific business problems across the entire customer life cycle. Leveraging a combination of data science, predictive algorithms, and big data technologies, Nuevora's strong team of data scientists and consultants help organizations implement smarter decisions across entire customer life cycle. The company works with some of the leading corporations in retail, financial services, insurance, high-technology, travel services, and other industries. Nuevora is headquartered in the Bay Area, CA. Visit our website at <http://www.nuevora.com>.

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