

## REQUEST # 67842

### Seeking Big Data Collection and Analysis System

**RESPONSE DUE DATE:** [January 16, 2012](#)

**MANAGER:** Joon H. Lee

#### SOLUTION PROVIDER HELP DESK

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#### Opportunity

Joint Development, Contract Research, Technology Licensing, Consulting Agreement, Employment, etc.

#### Timeline

- Phase 1 – Proof of Concept: 8 Months
- Phase 2 – Optimization & Pilot System Development: 1 Year
- Phase 3 – Enterprise-Wide System Development: by 2013

#### Financials

- All terms are negotiable based on readiness and performance of proposing solution / expertise

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#### REQUEST FOR PROPOSAL DESCRIPTION

NineSigma, representing a **Fortune 100 Company**, is seeking proposals for the development of an **innovative system to collect and analyze big data gathered from consumer behaviors**.

The goal of this solicitation is to identify organizations with enabling solutions that can (or can after further development):

- Divide potential consumers into specific segments and tailor in-house products and services to meet different needs of each segment
- Analyze and visualize big data to support in-house decision making
- Access and utilize data that enables in-house staff to communicate and collaborate across departments

The successfully developed system will:

- **Set up controlled experiments and a process for defining and validating targeted data, attracted from the web, digital devices, etc.**
- **Treat and analyze user data sparsity**
- Understand different linguistic expressions and bridge differences in meaning

- Assist users in multi-lingual ontology-guided searching and data extraction
- Extract and summarize structured information from unstructured documents in multimedia formats
- Export the structured information to existing commercial-off-the-shelf or research-based network visualization tools
- Export the resulting information and various summary statistics to future research-based product development models
- Assess extracted information with respect to credibility, likelihood and business impact
- Be customizable to multiple business application domains
- Be compatible with existing standard computing platforms

\*Methods that gather and analyze data without consumers' permission will **NOT** be considered.

A single organization or solution is not necessarily expected to be able to support this entire project. Please respond with a proposal describing what areas you are able to address.

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**BACKGROUND**

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Today, much of modern economic activity, innovation and growth heavily depend on data. Companies that successfully integrate data mining (also called business intelligence or predictive analytics) into their platforms and devices, can differentiate themselves from competitors.

Consumer data fuels better advertising systems and provides better insights into what consumers would like to buy next, thereby enabling companies to create new products and services, enhance existing ones, and invent entirely new business models.

The ultimate objective of this project is to develop an enterprise-wide system that can analyze current and historical facts, driven from consumer behavior on the web and digital devices, to make predictions about future events.

The client has issued this open request with a belief that research groups or entities with required systems and experience already exist or require additional funding for optimization / customization / performance enhancement.

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**POSSIBLE CANDIDATES**

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Possible candidates might include, but are not limited to:

- Web and digital device based predictive analytics experts
- Software developers with data mining experience in health care, public sector, retail, and manufacturing.
- IT consultants in business intelligence, data integration and information management
- Academic researchers who can prove their knowledge and experiences in related field

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**CANDIDATES NOT OF INTEREST**

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Purchasing a pre-existing solution is not of interest unless it can 100% match the client's requirements.

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**ANTICIPATED PROJECT PHASES OR PROJECT PLAN**

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All proposals will be delivered to the client for preliminary evaluation. There may be additional questions or requests for references, as necessary.

Responding individual or organizations that advance to secondary evaluation will be contacted by the client directly and move to Phase 1.

Phase 1 – Discuss detailed terms for collaborations under NDA

Phase 2 – Proof of concept

Phase 3 – Optimization & pilot system development

Phase 4 – Enterprise-wide system development

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**ITEMS TO BE INCLUDED IN THE PROPOSAL**

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The respondents' proposals should include the following items:

- Overall scientific and technical merit of the proposed approach
- Strategy and plan for the new project
- Approach to proof of concept
- Current performance levels and level of readiness in regards to the client's pre-described requirements
- Respondent's capabilities and related experience
- Realism of the proposed plan and cost estimates
- Descriptions on intellectual properties that are related to the proposal
- Plan to manage the system transition period
- Overview of the organization and prior results

Please use the response template for proposal submissions.

[https://www.myninesigma.com/sites/public/layout/ProposalTemplates/Response\\_Template\\_67842.doc](https://www.myninesigma.com/sites/public/layout/ProposalTemplates/Response_Template_67842.doc)

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**RESPONDING TO THIS REQUEST**

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**NON-CONFIDENTIAL DISCLOSURE**

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By submitting a Response you represent that the Response does not and will not be deemed to contain any confidential information of any kind whatsoever.

Your Response should be an executive summary (about 3 pages). The Response should briefly describe the technical approach and provide information on technology performance, background, and description of the responding team and their related experience. A Response Template is available from our website.

By submitting a Response, you acknowledge that NineSigma's client reserves the sole and absolute right and discretion to select for award all, some, or none of the Responses received for this announcement. NineSigma's client also may choose to select only specific tasks within a proposal for award. NineSigma's client has the sole and absolute discretion to determine all award amounts.

**RESPONSE EVALUATION**

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NineSigma's client will evaluate the **Response** using the following criteria:

- Overall scientific and technical merit of the proposed approach
  - Strategy and plan for the new project
  - Approach to proof of concept
  - Current performance levels and level of readiness in regards to the client's pre-described requirements
  - Respondent's capabilities and related experience
  - Realism of the proposed plan and cost estimates
  - Descriptions on intellectual properties that are related to the proposal
  - Plan to manage the system transition period
- Overview of the organization and prior results  
The client will contact respondents with highly responsive proposals for next steps.