



**Big Data's Business Value**  
**Attain, LLC Joins with Industry Leaders to Release First-Ever Big Data**  
**Recommendations for Federal Agencies**

**Washington, DC** – The TechAmerica Foundation today released their much anticipated report “Demystifying Big Data: A Practical Guide To Transforming The Business of Government”, which gives the federal government a comprehensive roadmap to using “Big Data” to better serve Americans.

Attain senior leaders and other experts from both industry and academia joined with the TechAmerica Foundation to form the Big Data Commission, which collaborated to demystify the term “Big Data.” This comprehensive and first-of-its-kind report defines key terms; explains the underlying technology in simple terms; and identifies best practices and lessons learned from early efforts. The report also offers a set of policy recommendations and practical steps agencies can take to get started on Big Data initiatives.

Manish Agarwal, Attain president of Federal and Solutions Services served as a Commissioner and Attain Senior Manager Phil Agee served as a Deputy Commissioner.

“As the volume of data generated by the government continues to multiply, the ability to harness the power of ‘big data’ technologies is critical to bolstering society’s efforts to cure disease, ensure national security, and improve the quality of life for citizens,” said Agarwal. “The Commission’s report provides important steps for the government to harness the value of Big Data in achieving their mission.”

Complementing the Practical Roadmap and Key Policy Recommendations is the Business Value of Big Data, including:

- Improve decision-making and operational intelligence
- Eliminating waste, fraud, and abuse
- Innovating new business models and stakeholder services

“The Big Data commission is another example of the power to create change when the technology industry and government work hand-in-hand,” said Jennifer Kerber, president of the TechAmerica Foundation. “Big Data has the power to transform how government delivers services to citizens and it is one of the many new tools available to enhance our daily lives.”

- The full Commission report can be found here:  
<http://www.techamerica.org/Docs/fileManager.cfm?f=techamerica-bigdatareport-final.pdf>

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**About Attain**

Based in Vienna, Va., Attain is a professional services company comprised of innovative problem solvers who deliver tangible results to address today’s complex public sector, health, and higher education challenges. Attain’s transformative business and IT solutions and services deliver market-leading results to our customers in the Federal and Health markets, as well as the higher education and academic medical center community. For more information, please visit [www.attain.com](http://www.attain.com).