



Informationen für bessere Geschäftsentscheidungen – vertrauenswürdig und richtig

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Information Management, IBM Österreich

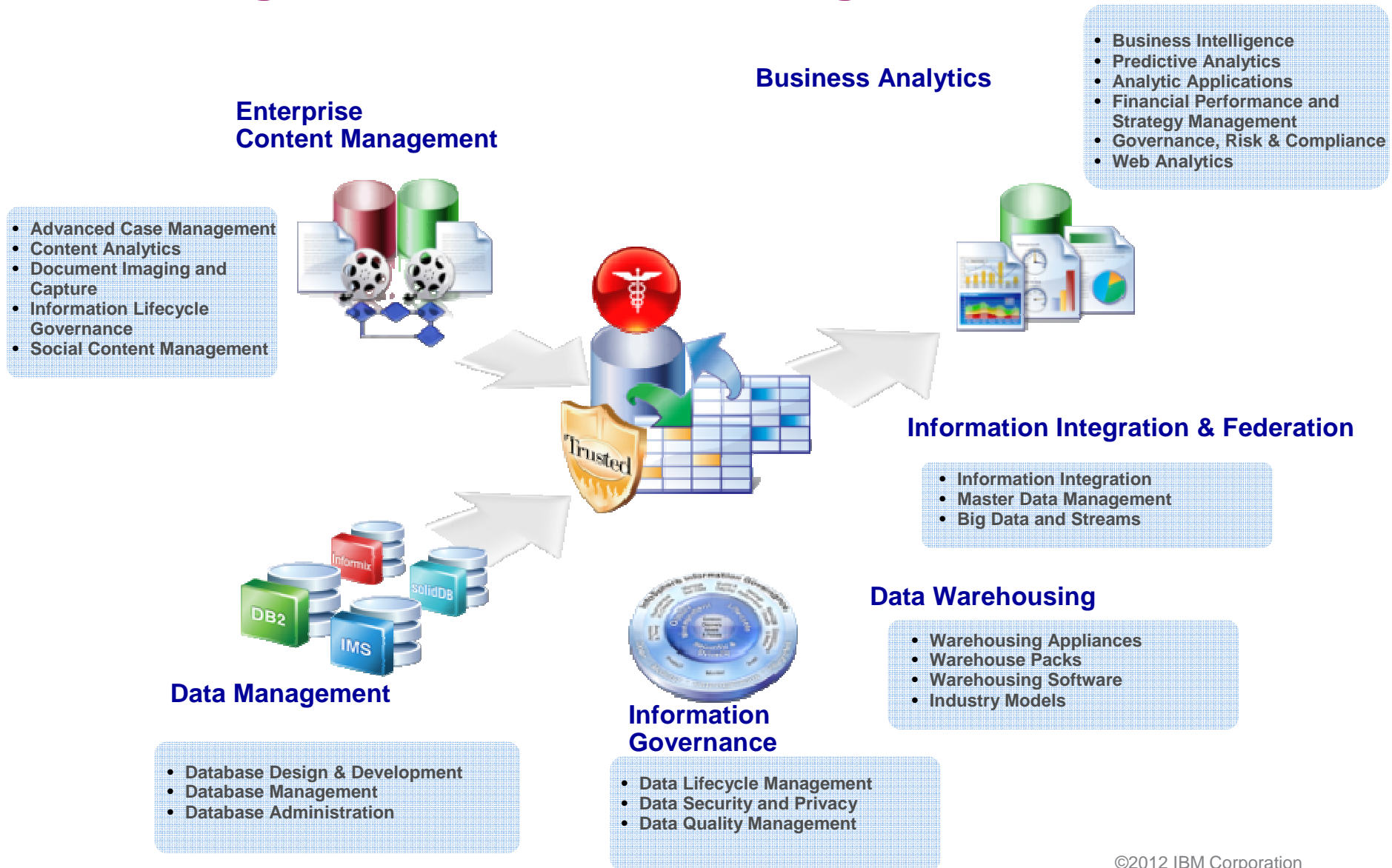


**IBM Software &
Innovation Day 2012**

Smarte Software für Ihr Business



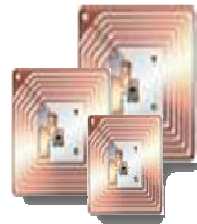
Turning information into insight



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There is an Explosion in Data and Real World Events

1.3 Billion RFID tags in 2005
30 Billion RFID tags by 2010



Capital market data volumes grew **1,750%**, 2003-06



World Data Centre for Climate
▪ **220 Terabytes** of Web data
▪ **9 Petabytes** of additional data



2 Billion Internet users by 2011



4.6 Billion Mobile Phones World Wide



Twitter process **7 terabytes** of data every day

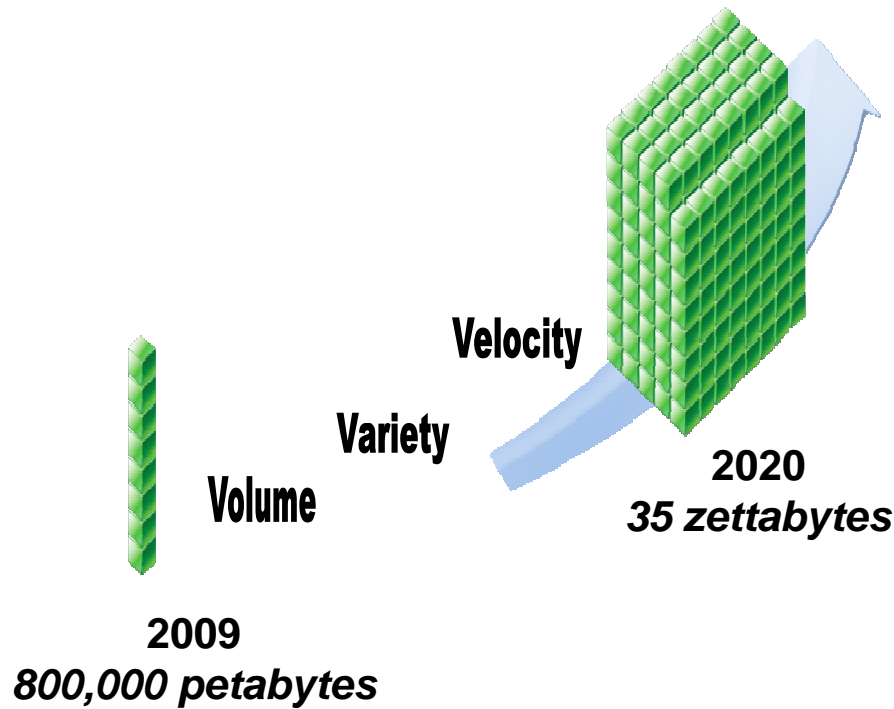


Facebook process **10 terabytes** of data every day

Information is Exploding...

44x as much Data and Content
Over Coming Decade

80% Of world's data
is unstructured



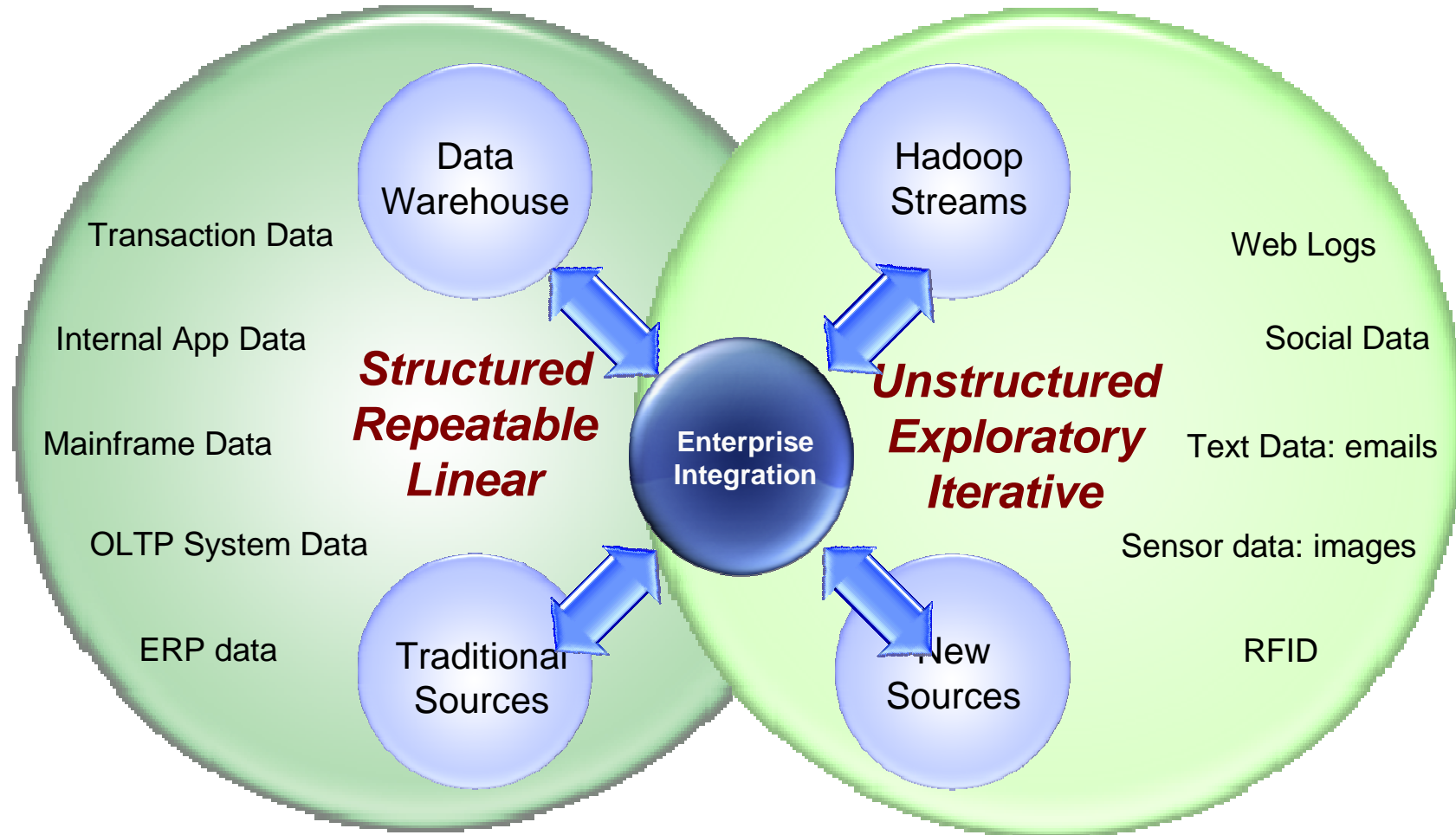
Source: The Guardian, May 2010

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Data approaches

Traditional Approach
Structured, analytical, logical

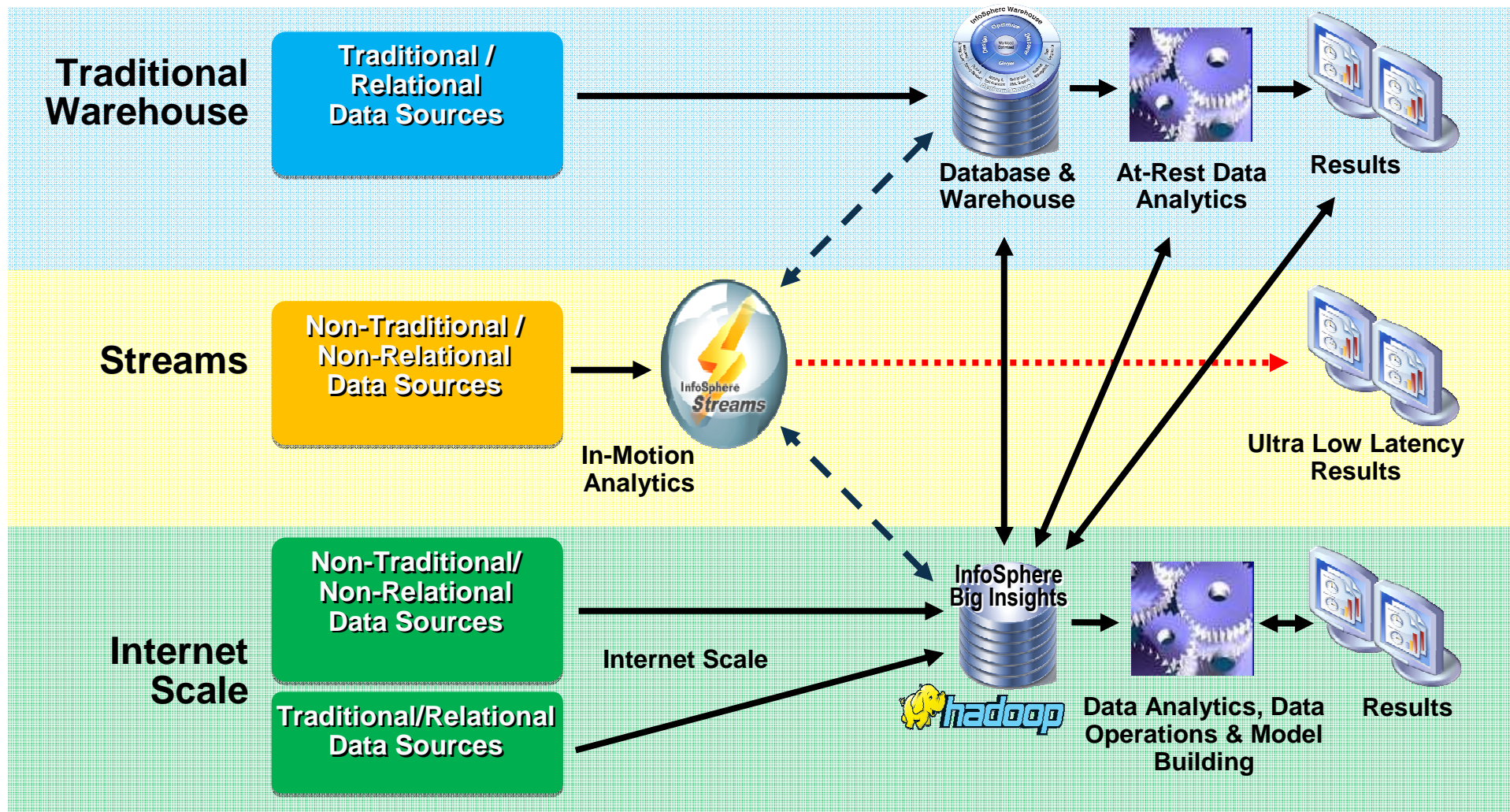
New Approach
Creative, holistic thought, intuition



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IBM is Taking an Holistic Approach

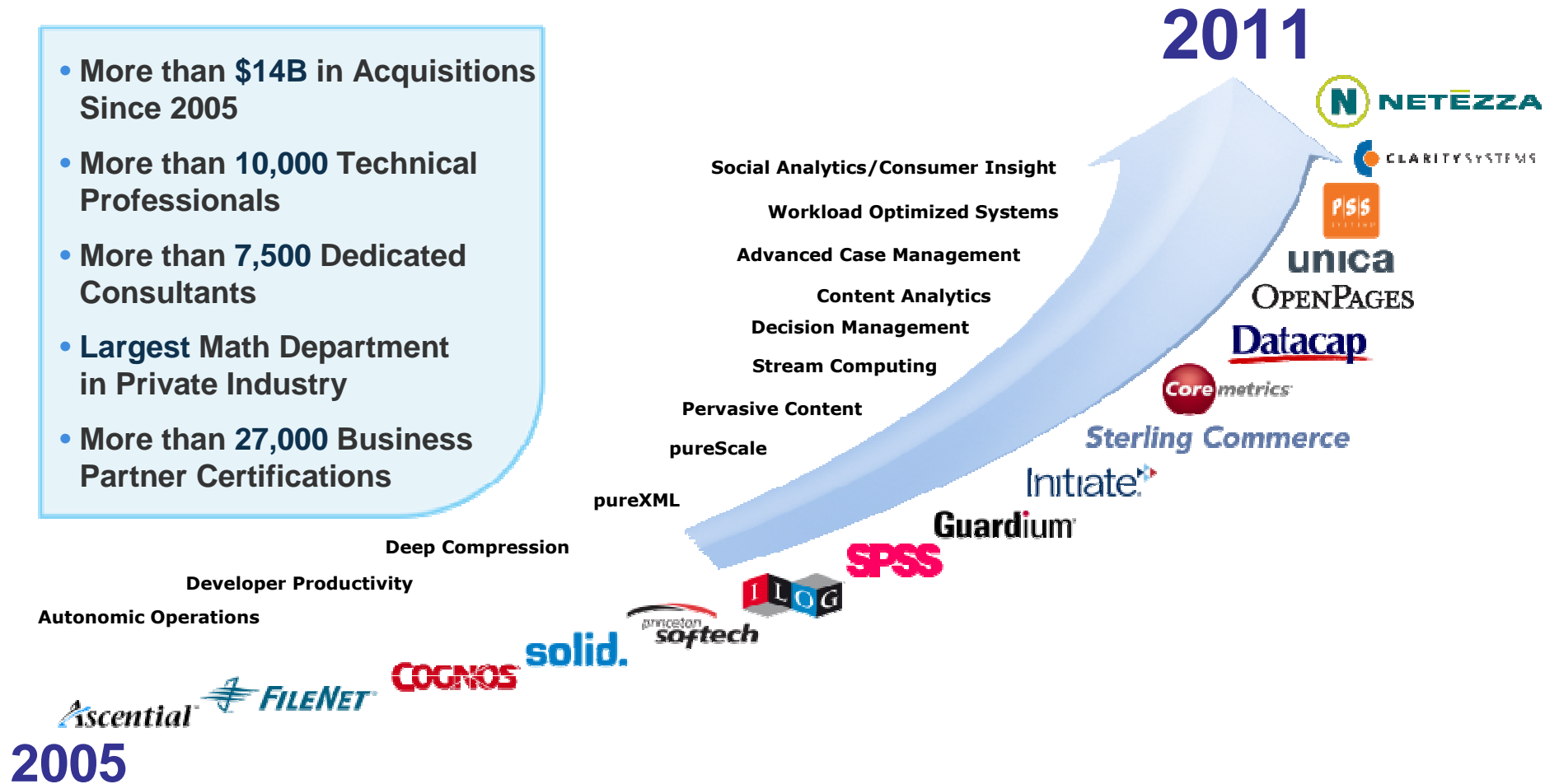
Moving Beyond the Traditional Warehouse



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- More than \$14B in Acquisitions Since 2005
- More than 10,000 Technical Professionals
- More than 7,500 Dedicated Consultants
- Largest Math Department in Private Industry
- More than 27,000 Business Partner Certifications



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IBM Big Data Platform for new challenges



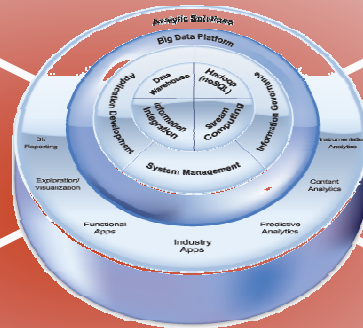
InfoSphere BigInsights
Hadoop-based low latency analytics for variety and volume

Hadoop



InfoSphere Information Server
High volume data integration and transformation

Information Integration



Stream Computing



InfoSphere Streams
Low Latency Analytics for streaming data

MPP Data Warehouse



IBM InfoSphere Warehouse
Large volume structured data analytics



IBM Netezza High Capacity Appliance
Queryable Archive Structured Data



IBM Netezza 1000
BI+Ad Hoc Analytics on Structured Data



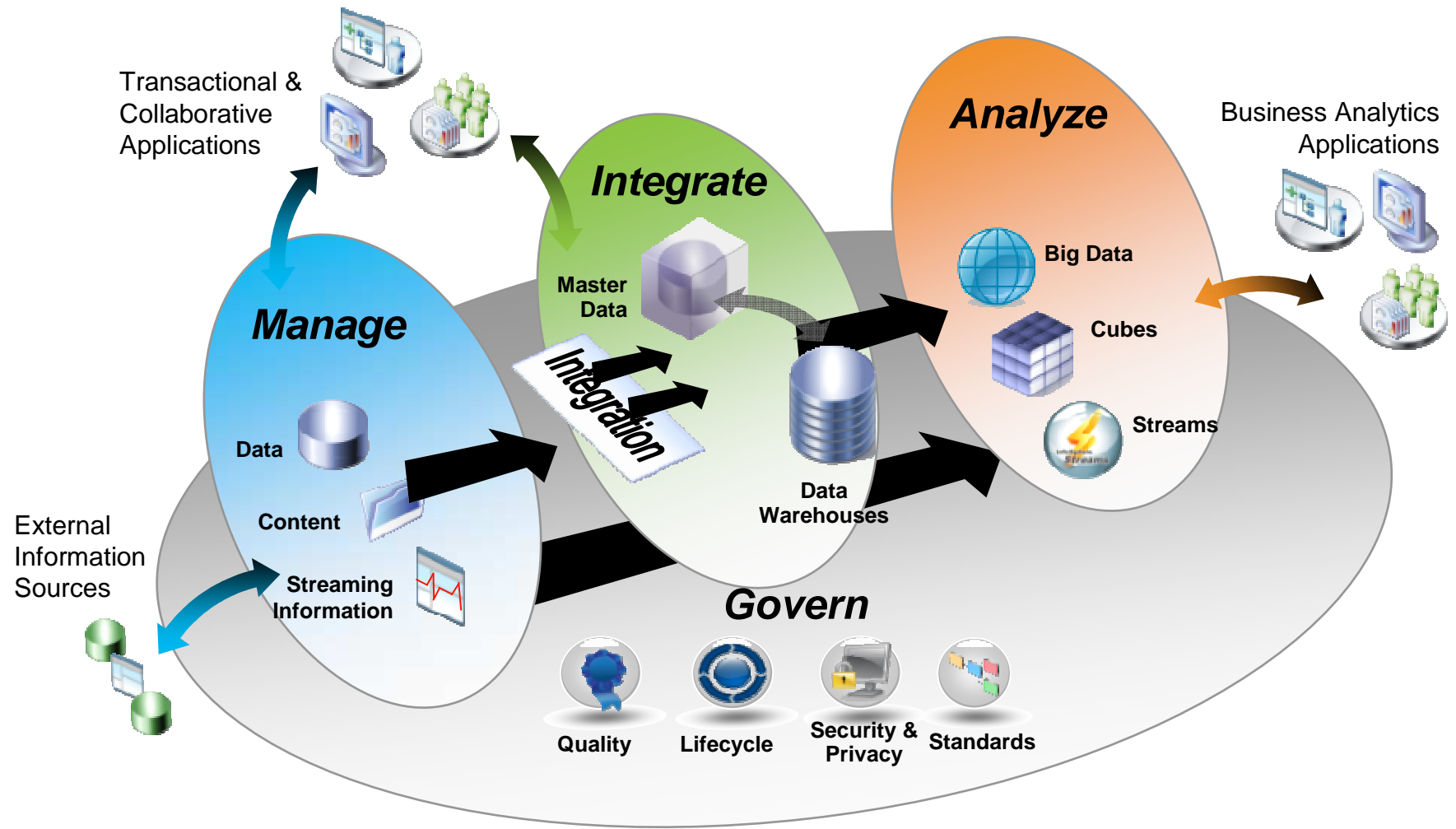
IBM Smart Analytics System
Operational Analytics on Structured Data



IBM Informix Timeseries
Time-structured analytics

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Foundation for Business Analytics and Optimization



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