

# IBM Big Data Strategy:

Move the Analytics closer to the Data

## Analytic Applications

BI / Reporting | Exploration / Visualization | Functional App | Industry App | Predictive Analytics | Content Analytics

## IBM Big Data Platform

Visualization & Discovery

Application Development

Systems Management

Accelerators

Hadoop System

Stream Computing

Data Warehouse

Information Integration & Governance

New Analytic applications drive the requirements for a big data platform

- Integrate and manage the full variety, velocity and volume of data
- Apply advanced analytics to information in its native form
- Visualize all available data for adhoc analysis
- Development environment for building new analytic applications
- Workload optimization and scheduling  
Security and Governance