

IBM SolutionsConnect 2013

Turning Opportunity into Outcomes.



BigData: What is it and what will it do for your organisation.

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Leader Benelux





What?





Next wave of analytics harnesses the value of the new mix of information

Big Analytics

- Visualize and explore the variety, velocity and volume of big data
- Apply advanced analytics to uncover patterns previously hidden
- Blend traditional structured information with data previously unavailable

Big Data Platform

- Integrate and manage the full variety, velocity and volume of data
- Apply advanced analytics to information in its native form
- Development environment for building new analytic applications

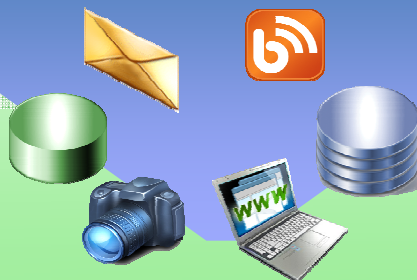
Big Analytics



Big Data Platform

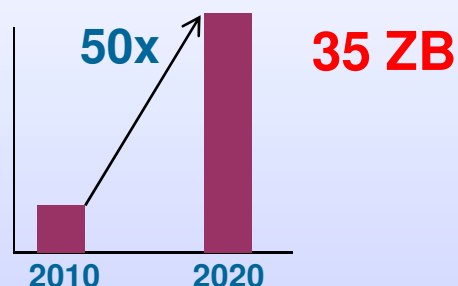
Process and analyze any type of data

Accelerators

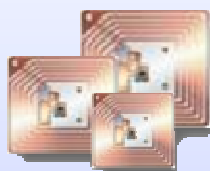


The Characteristics of Big Data

Cost efficiently processing the growing **Volume**

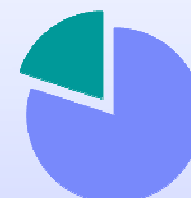


Responding to the increasing **Velocity**



30 Billion RFID sensors and counting

Collectively analyzing the broadening **Variety**



80% of the worlds data is unstructured



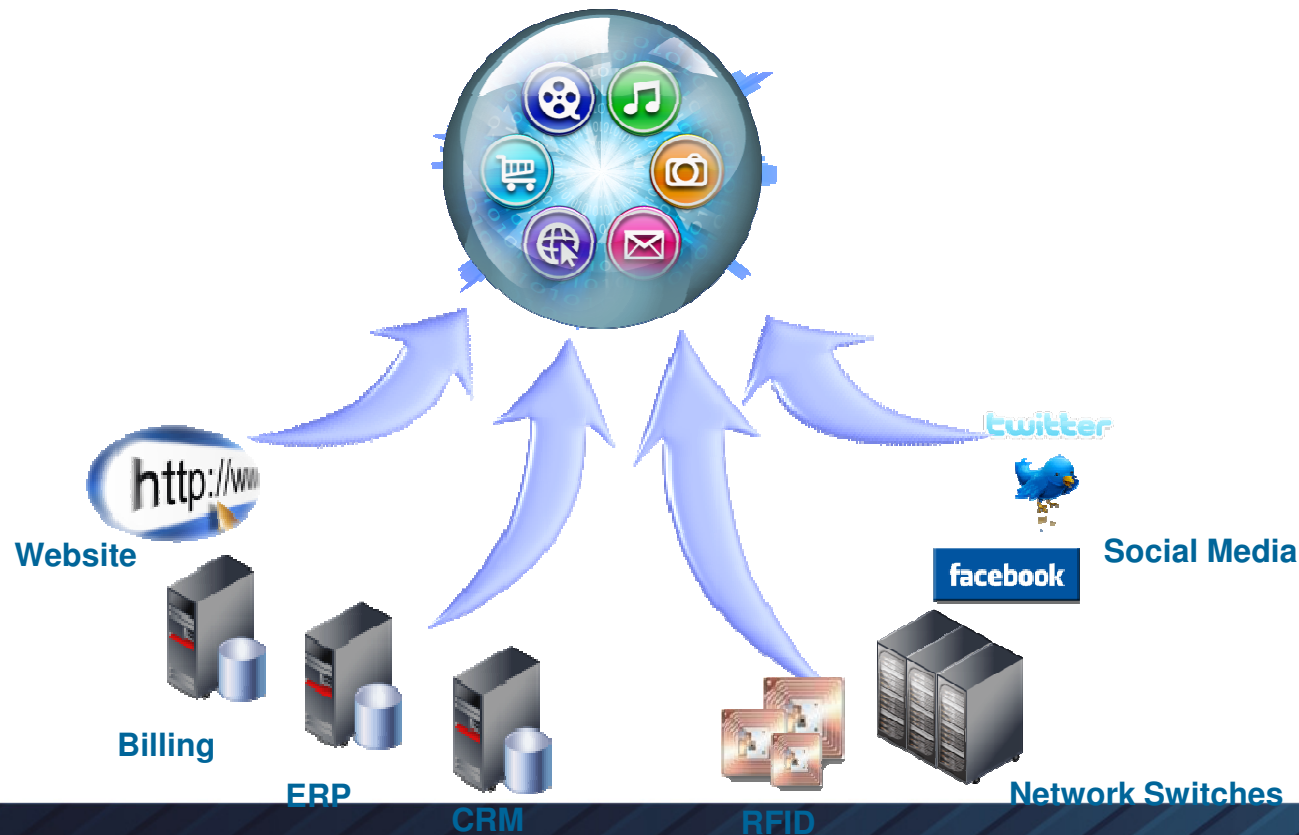
Establishing the **Veracity** of big data sources

1 in 3 business leaders don't trust the information they use to make decisions



Big Data is a Hot Topic Because Technology Makes it Possible to Analyze ALL Available Data

*Cost effectively manage and analyze
all available data in its native form
unstructured, structured, streaming*



In Order to Realize New Opportunities, You Need to Think Beyond Traditional Sources of Data

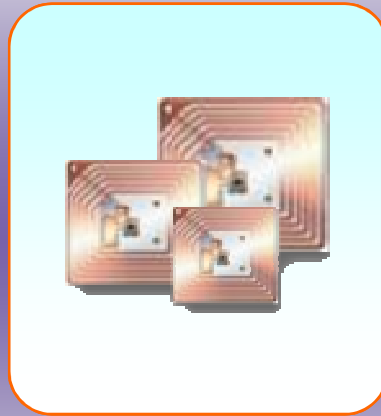


Transactional and Application Data



- Volume
- Structured
- Throughput

Machine Data



- Velocity
- Semi-structured
- Ingestion

Social Data



- Variety
- Highly unstructured
- Veracity

Enterprise Content



- Variety
- Highly unstructured
- Volume

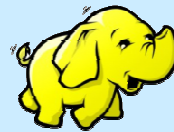
Leveraging Big Data Requires Multiple Platform Capabilities

Understand and navigate federated big data sources



Federated Discovery and Navigation

Manage & store huge volume of any data



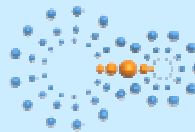
Hadoop File System
MapReduce

Structure and control data



Data Warehousing

Manage streaming data



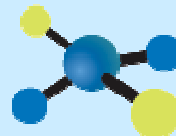
Stream Computing

Analyze unstructured data



Text Analytics Engine

Integrate and govern all data sources



Integration, Data Quality, Security,
Lifecycle Management, MDM

Business-centric Big Data: start with a critical business pain and expand the foundation for future requirements



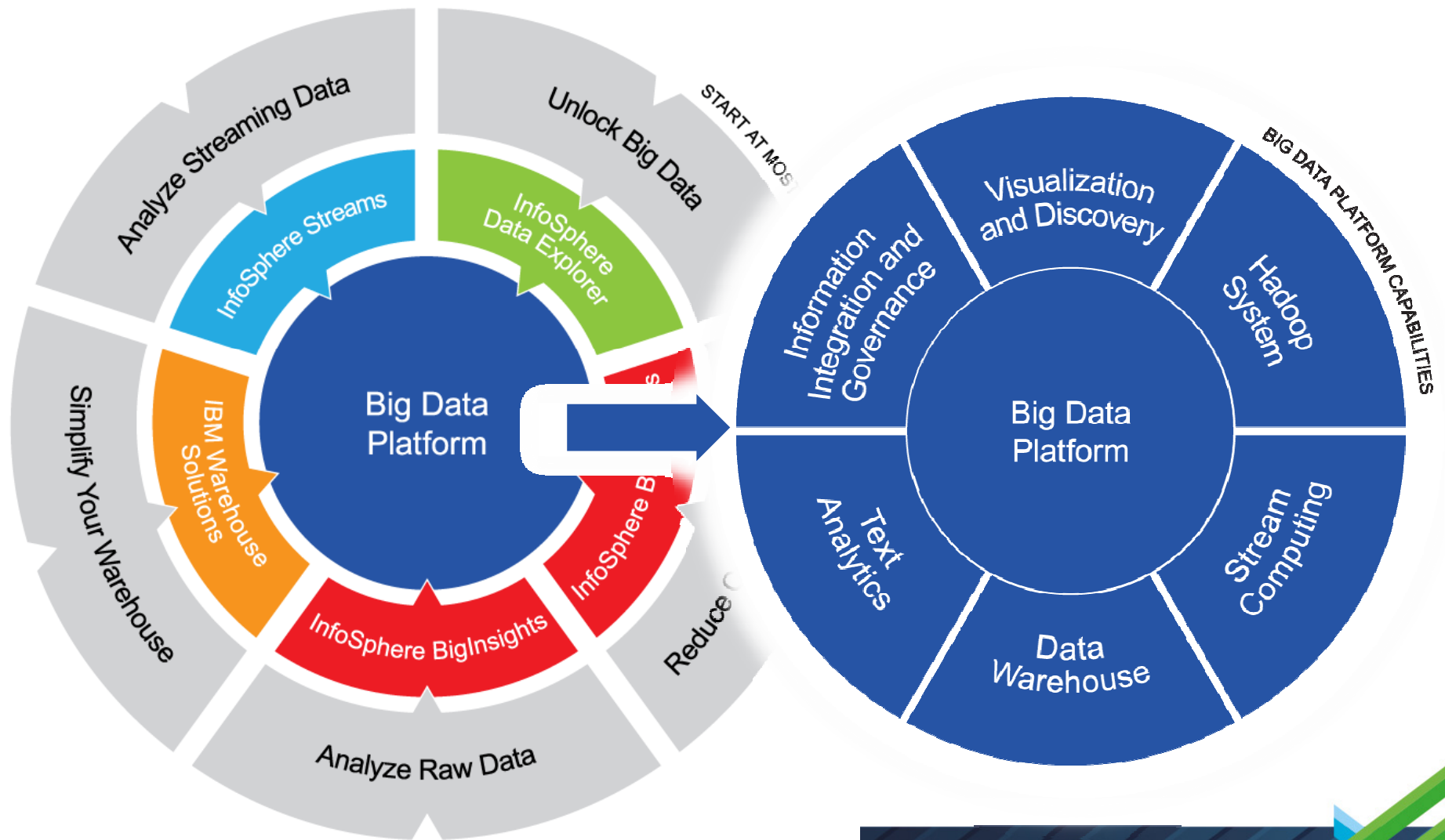
**“Big data” isn’t just a technology—
it’s a business strategy for
capitalizing on information
resources**

Getting started is crucial

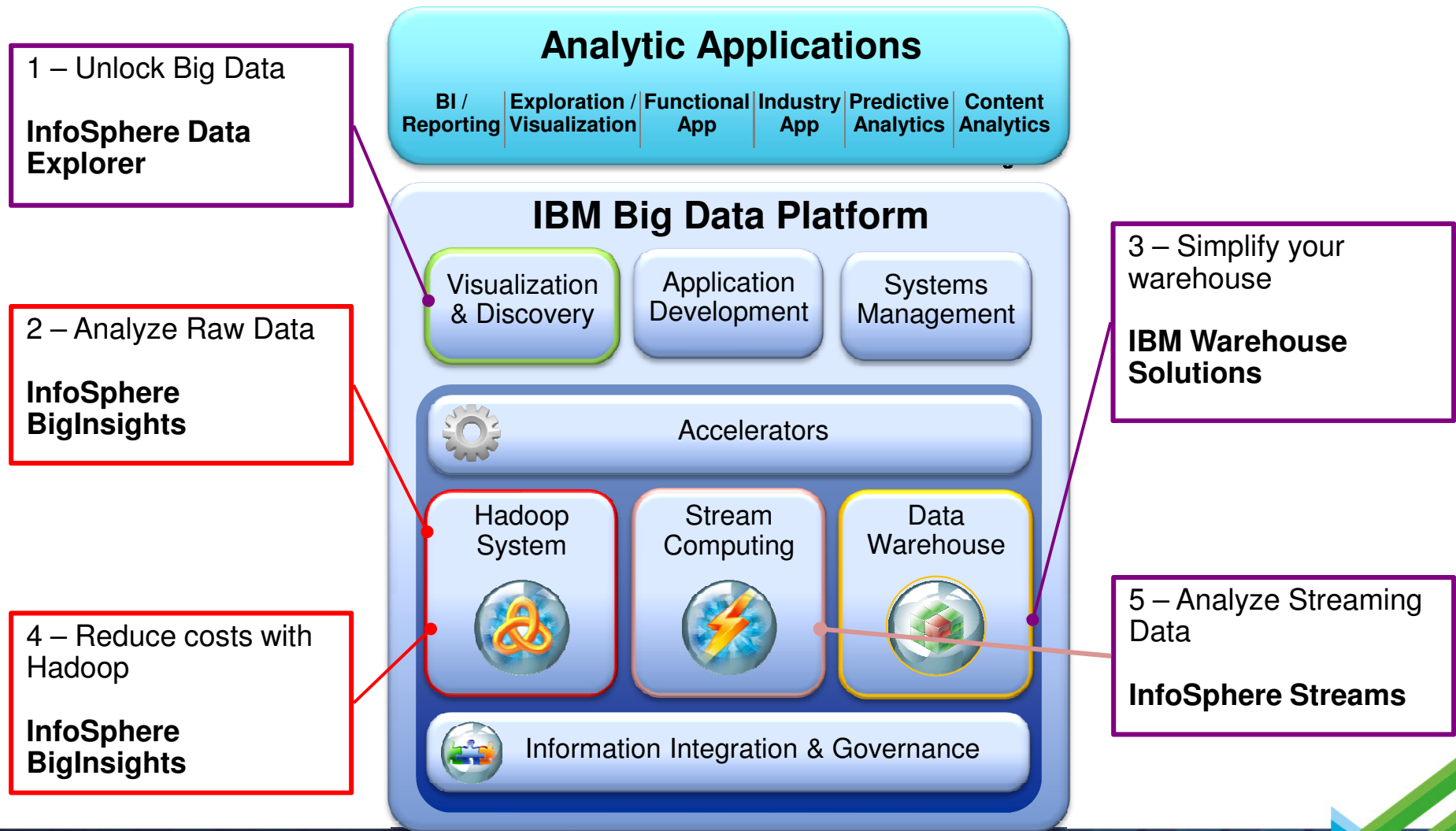
**Success at each entry point is
accelerated by products within the
Big Data platform**

**Build the foundation for future
requirements by expanding further
into the big data platform**

Expand with the Big Data Platform for future needs



Entry Points are Accelerated by Products Within the Big Data Platform





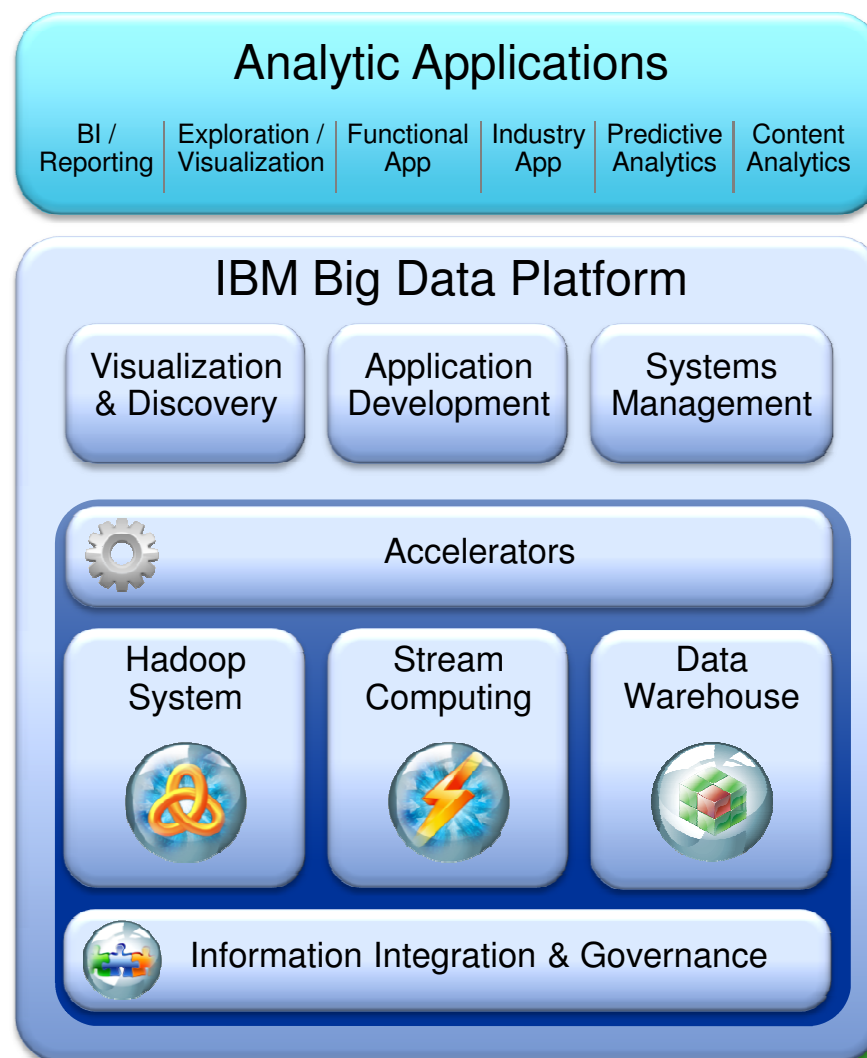
The Platform Advantage

Benefit as you move from an entry point to a second and third project

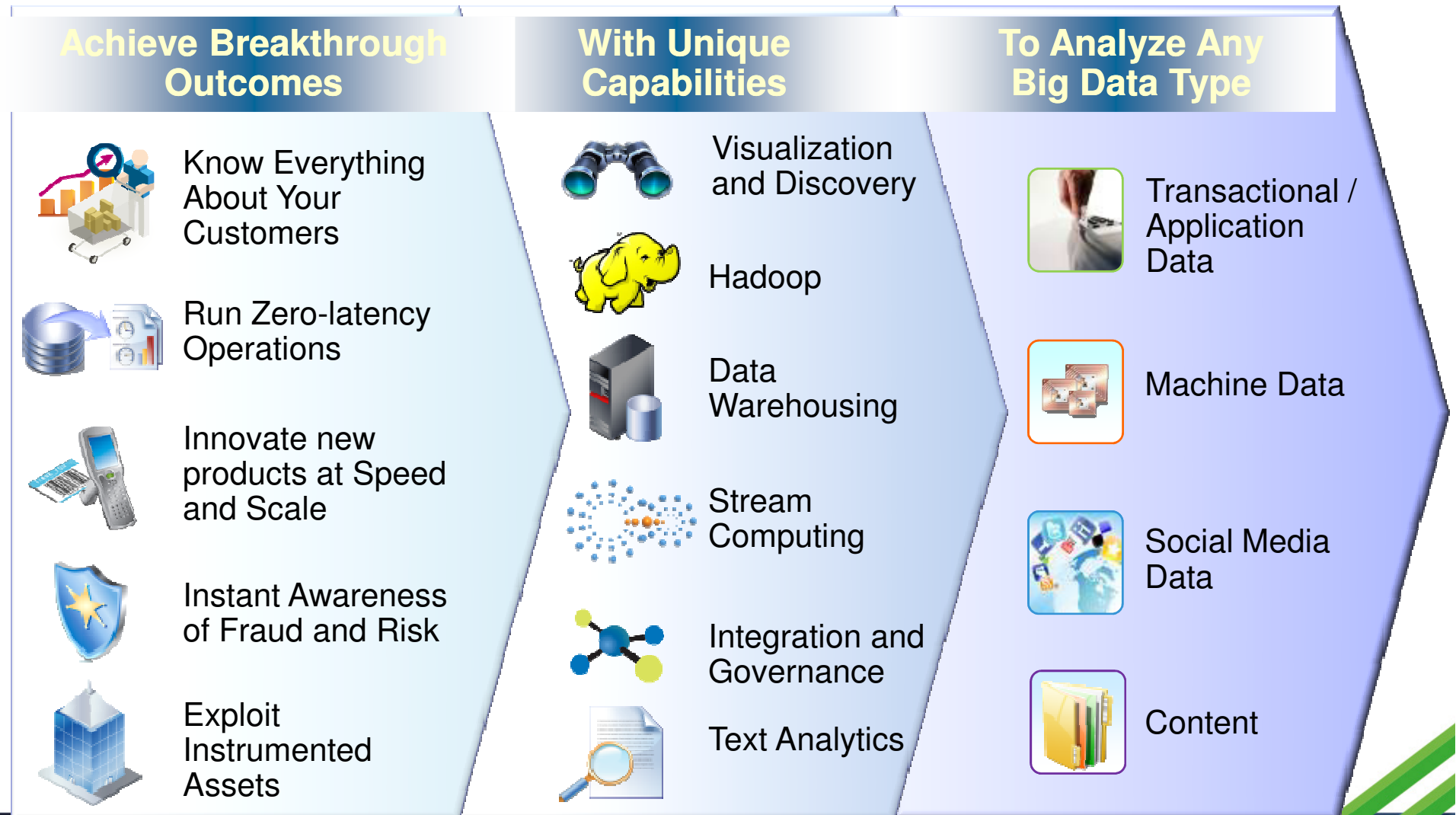
Shared components and integration between systems lowers deployment costs

Key points of leverage

- Reuse text analytics across Streams and Hadoop
- HDFS connectors between Streams and Information Integration
- Common integration, meta data and governance across all engines
- Accelerators built across multiple engines – common analytics, models, and visualization



Achieve Breakthrough Outcomes With Big Data Capabilities

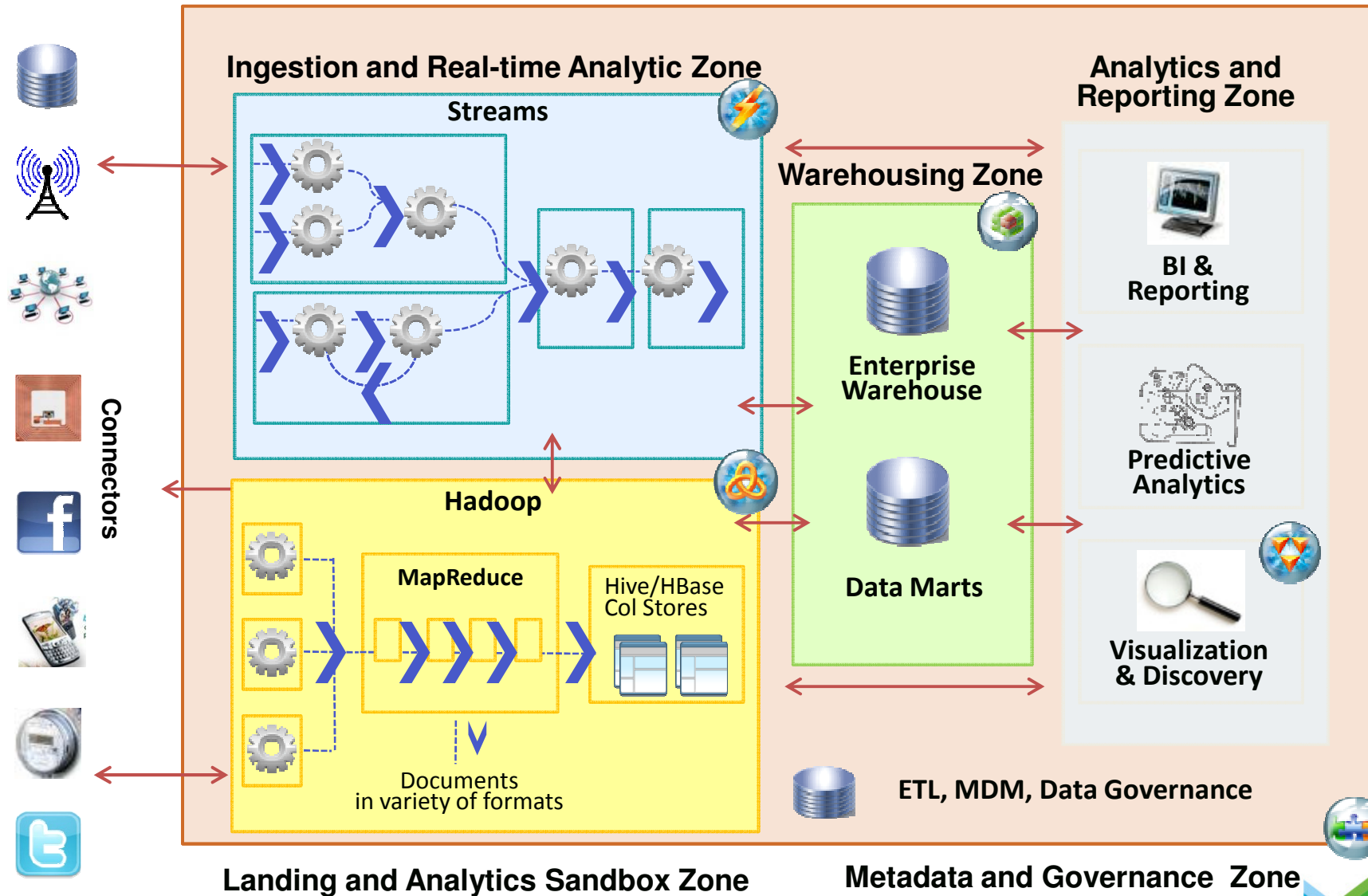


Clients Achieve Breakthrough Outcomes With IBM's Big Data Platform



	Imperative	Primary Capability	Business Value
	Run Zero Latency Operations	InfoSphere Data Explorer	Streamlined support and operations by providing visibility to over 30 data repositories
	Run Zero Latency Operations	InfoSphere BigInsights	Reduce maintenance costs and differentiate by optimal turbine placement
	Know Everything about your Customers	InfoSphere Streams	Analyzed call records to drive real-time promotions & reduce churn
	Exploit Instrumented Assets	IBM Netezza	Increased network availability by identifying and fixing holes
	Instant Awareness of Risk and Fraud	IBM Netezza	Analysis time on 2 PB of data cut from 26 hours to 2 minutes

a big data architecture



Start on Your Big Data Journey Today

Know more:

- IBM Big Data: ibm.com/bigdata
- IBMBigDataHub.com
- BigDataUniversity.com
- IBM Institute of Business Value study
- Books / analyst papers

Schedule an IBM Big Data Workshop

1. Best practices
2. Use cases
3. Business Value Assessment



THINK

BIG

Start Small