

# Art of the Possible with IBM Netezza Analytics

for the IBM Netezza  
Event Series

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*Managing Director*  
*November 2011*



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# Providing ICT advice, assurance and second opinion to blue chip organisations across broad industries

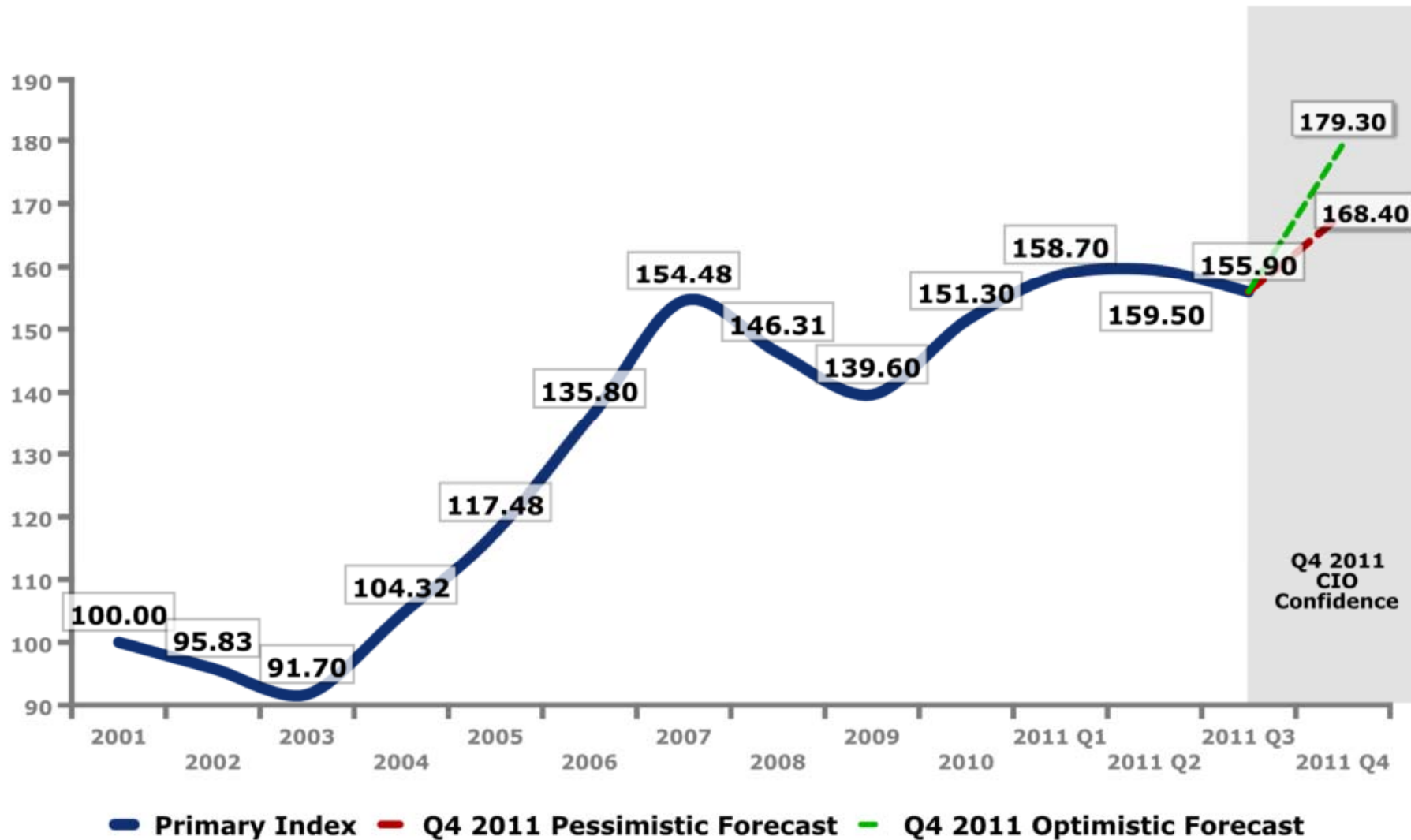
Global Vendors	Government	Services	Financial Services	Australian Vendors	Education & Association	Telcos & Hosts	Mining & Transport

***In this presentation we will look to provide answers to some challenging questions:***

- ▶ *Where is the economy headed between now and 2015?*
- ▶ *What role will Big Data play in our strategic agendas?*
- ▶ *So what is big data:*
  - ▶ *Size*
  - ▶ *Data in motion*
  - ▶ *Data at rest*
- ▶ *High Performance and Analytics*
- ▶ *What are the emerging models evolving in the market?*

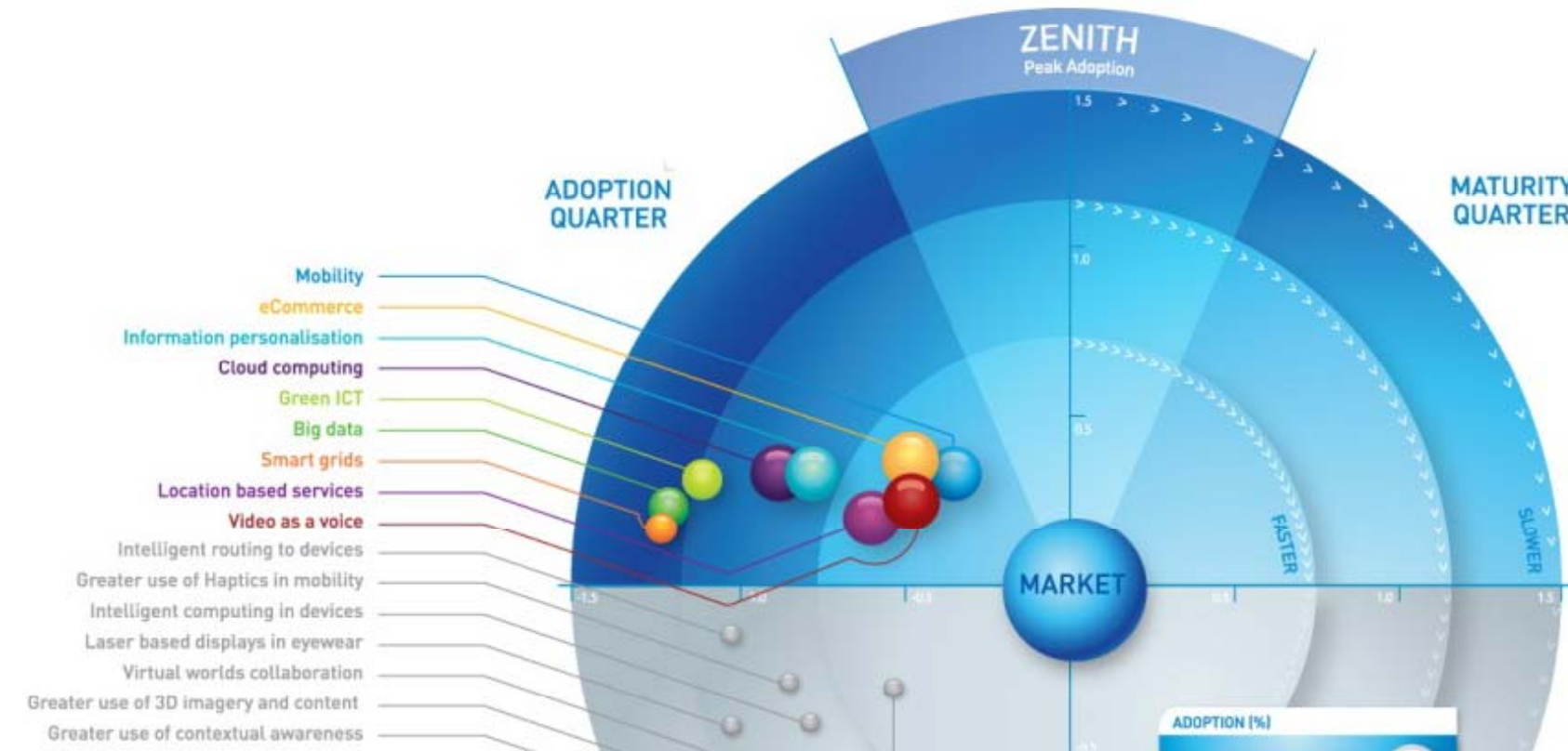


# The Australian Tech Index tells us that the industry has cooled between Q3 and Q4 2011 but optimism remains



Source: Longhaus Australian Tech Index and Longhaus 2011 CIO Confidence Poll

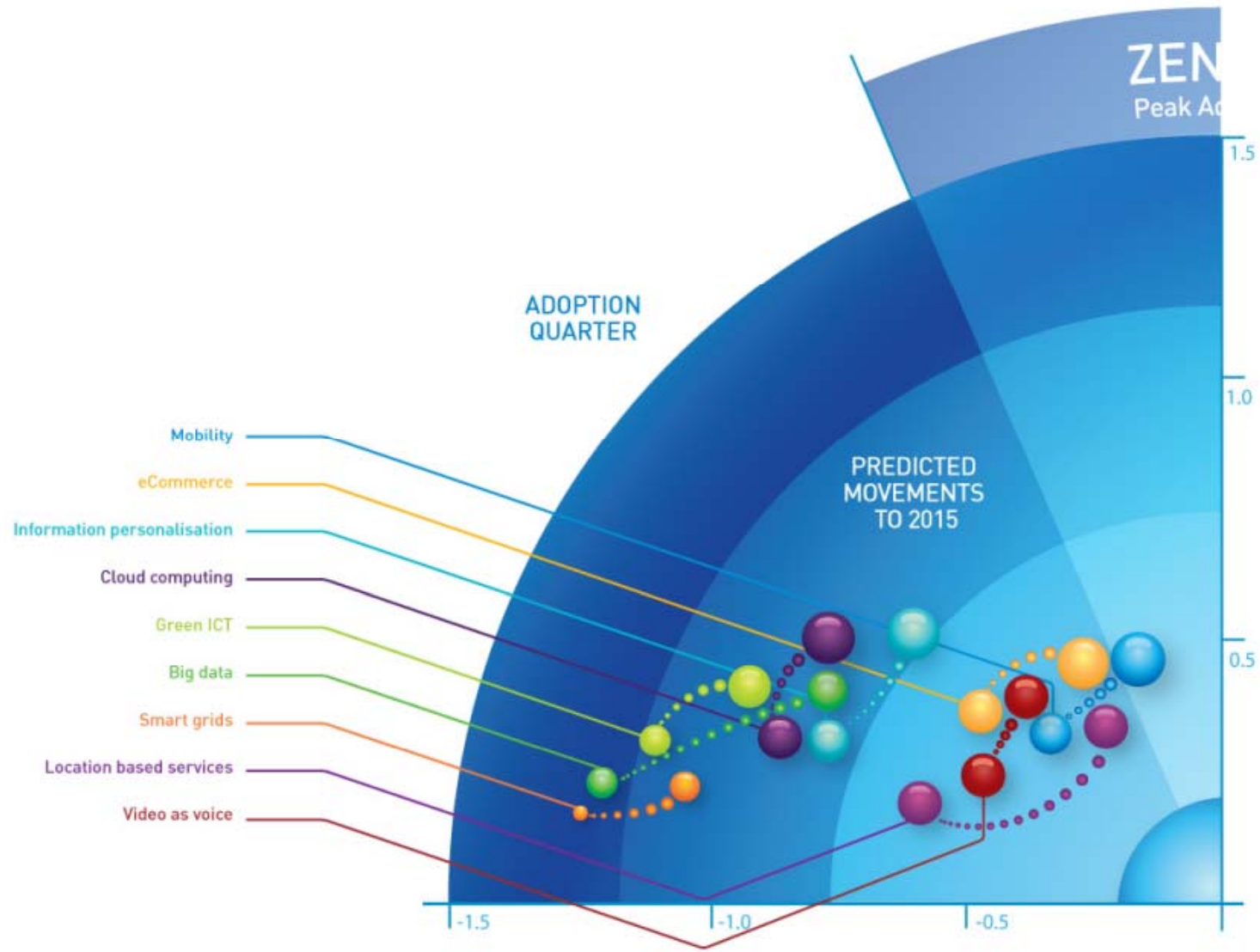
# Adoption of Big Data related technologies are just beginning



**Big Data Adoption is measurable: massively parallel processing (MPP) databases, data mining grids, Apache Hadoop Framework, HPCC/ECL, distributed file systems, distributed databases, MapReduce algorithms, geographic information systems, business intelligence, cloud computing platforms, high speed networks, fibre optic communications, the Internet, and scalable storage systems such as SONAS**



*But the next 3-years will see this adoption accelerate with a peak occurring beyond 2015*



***We have always had a sense that big is something that requires management...***

*“...Are you aware that you have destroyed MONTHS of intelligence and surveillance work? We're talking thousands of dollar, hundreds of man-hours.”*

*Captain Briggs,  
Sudden Impact, 1981*

*“...Gentlemen, my name is Dr Evil. In a little while you'll notice that the warhead has gone missing. If you want it back you're going to have to pay me \$1,000,000 ...”*

*Dr Evil  
Austin Powers, 1997*



*“...these connected people, all two billion of them are building a gigantic warehouse of information for future generations...it will take only another 2 years to replicate what has happened in the last ten...”*

*Longhaus  
The Connected Generation 2011*



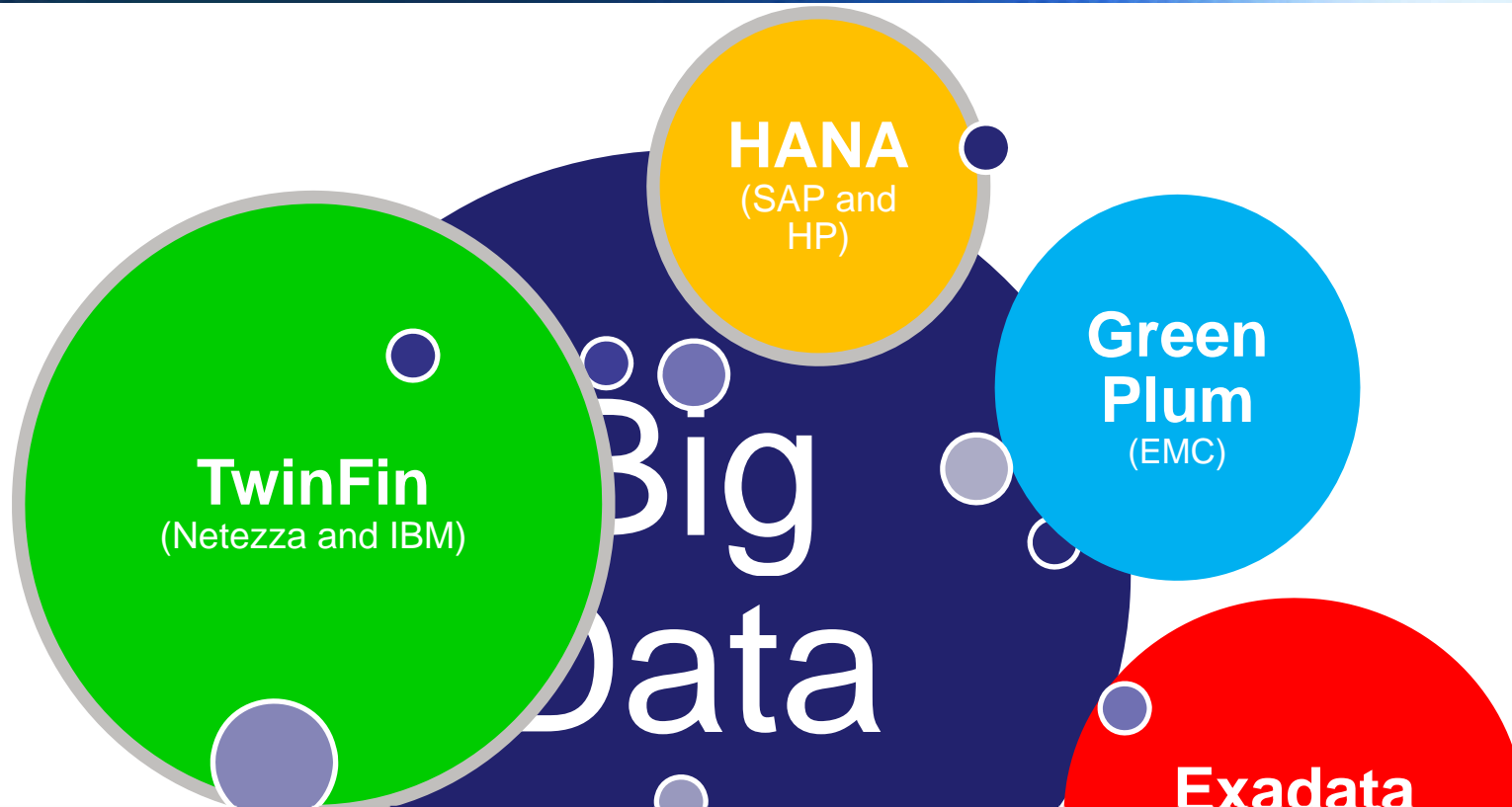
**Information Management remains both a key driver and an elusive nirvana within most organisations today**

- Companies have numerous workers and projects discreetly moving data and information around the business
- If the business needs on-demand granular information (immediacy and detail) how many staff and resources are focussed on delivering this?

	<p><b>Above the line</b></p> <ul style="list-style-type: none"> <li>• Information Innovation</li> <li>• Granular insights</li> <li>• Information charged processes</li> <li>• Information supply chain</li> <li>• Competitive differentiation</li> <li>• Preparing for business growth</li> </ul>	<p># of staff</p> <input type="text"/>	<p># of Projects</p> <input type="text"/>
	<p><b>Below the line</b></p> <ul style="list-style-type: none"> <li>• Maintaining infrastructure</li> <li>• Database administration</li> <li>• Moving data point to point</li> <li>• Transforming data</li> <li>• Re-keying data</li> </ul>	<p># of staff</p> <input type="text"/>	<p># of Projects</p> <input type="text"/>

Or are they just moving data?

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**The way we have approached BI is take all data out of old buckets and put it into new buckets. Whether its in-database analytics or in-memory functionality the approach is to move the data. Size and scope of data sources will make this a dying practice.**

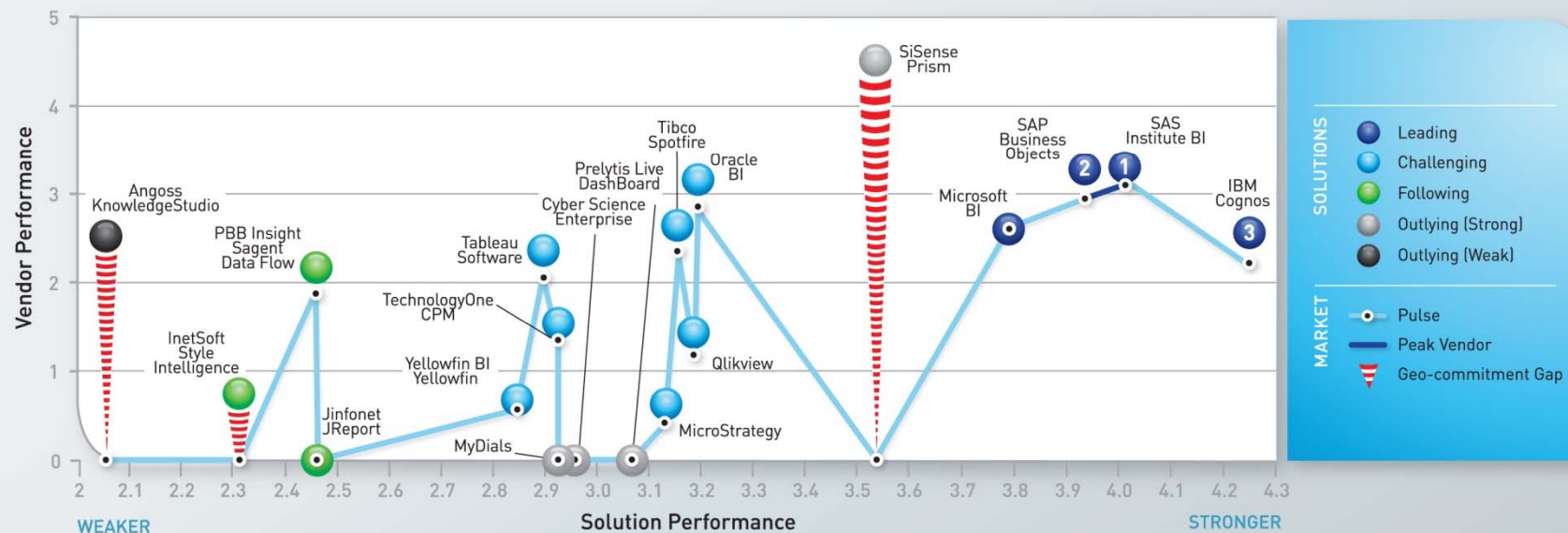
# And the Business Intelligence and Analytics market also reflects a changing global landscape to address Big Data

## LONGHAUS PULSE®

Global market analysis for local ICT decisions

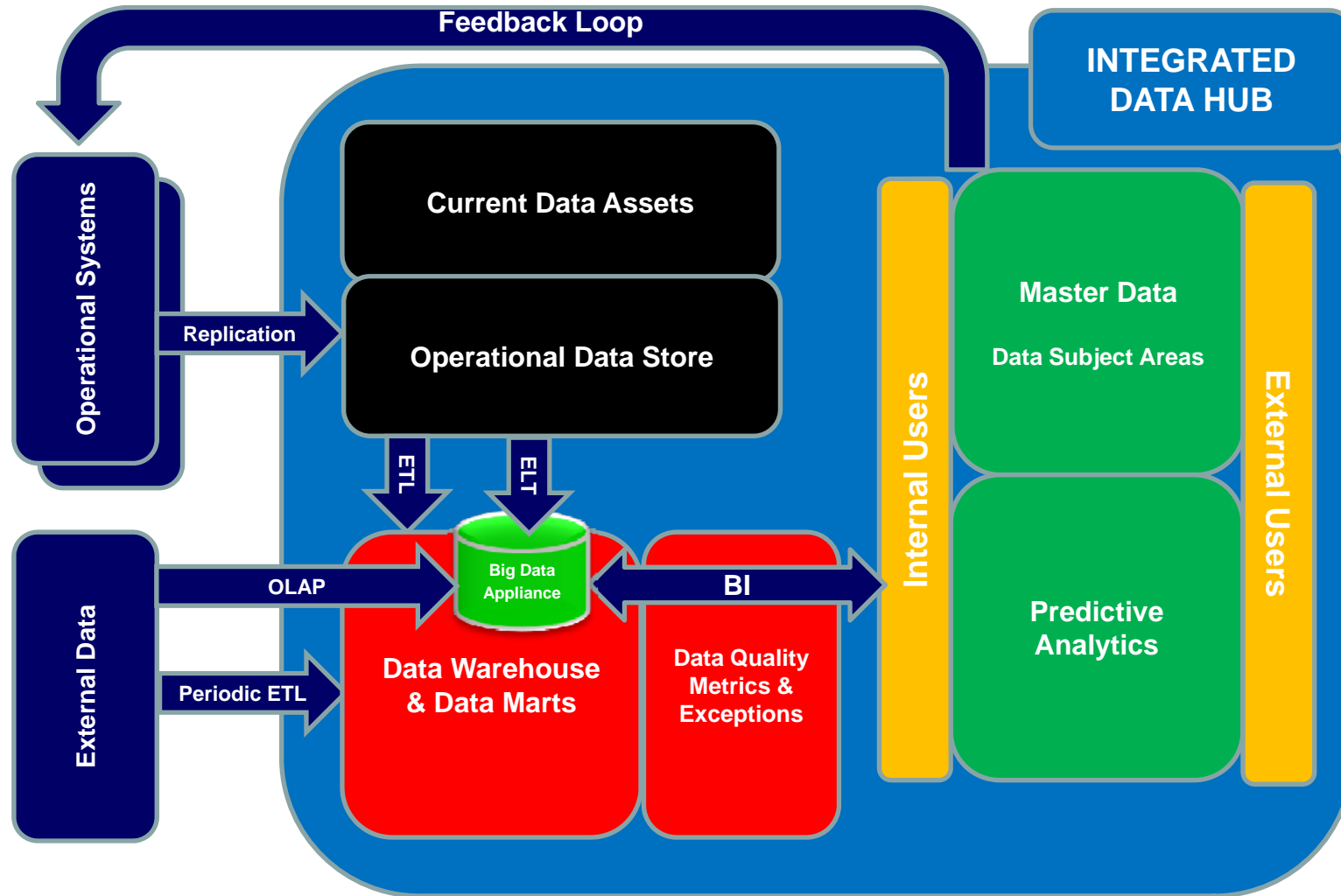


Australia's Business Intelligence and Analytics Market 2011

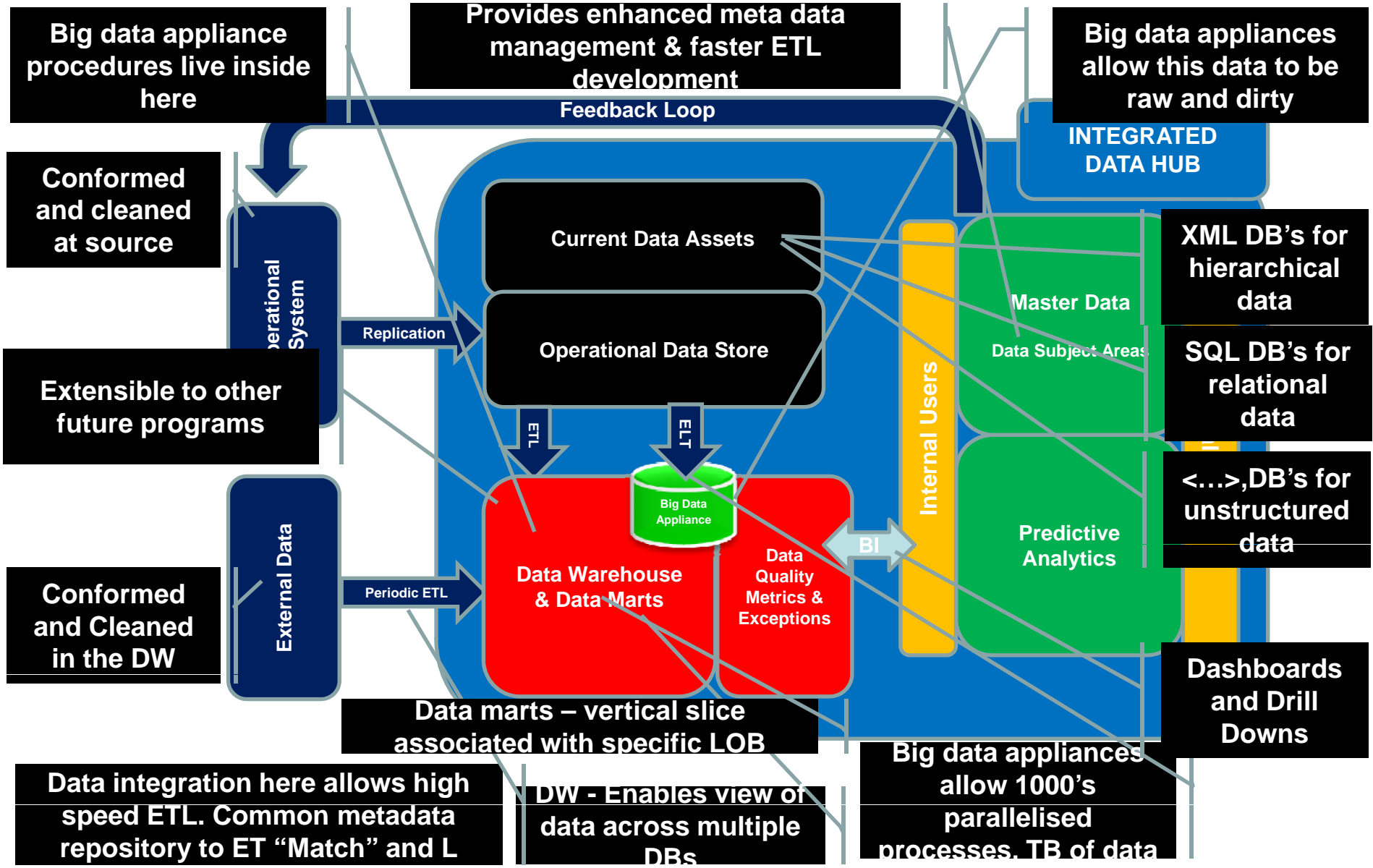


**But we could be distracted into thinking that BI is the core point of entry for Big Data related projects – it is not**

*So where have we seen Big Data and Netezza fit below the line in emerging data architectures?*



# And what are some of the benefits of this points of entry to feed back into business cases for adoption?





▶ *Key Take-Aways*



- **Unsupported Big Data efforts will struggle with both volume AND traditional enterprise road blocks**
  
- **Large organisations are evaluating big data projects against the return on investment for:**
  - **Data load effort**
  - **Data management effort**
  - **Service directory data remaining in-synch with originating databases**
  - **Support for return loop data capture**
  - **Support for data quality**
  - **Data aggregation**
  - **Speed to add new data sources (internal or external)**
  - **Existing system integration support**
  - **Remediating legacy environments**
  - **Rationalising DBA headcounts**
  - **Addressing information management dependencies**

***The art of the possible for Big Data Appliances is not limited by technology ... or price***

1. **Highly scalable connection of both internal and external data sources**
2. **Maximised investments in business intelligence and analytic solutions**
3. **Leveraged existing system capabilities regardless of type of databases**
4. **Ability to “cleanse” and “match” data within the data warehouse**
5. **1,000’s of parallelised processes across terabytes of data in faster turn-around cycles**
6. **An improved view of data across multiple databases**
7. **Improved validation rules and ETL mechanisms**
8. **A high functioning data core extensible to other future programs**
9. **Enhanced metadata management opportunities within the platform**
10. **Housing all “call” procedures relating to the business processes of existing specific applications residing within a single environment**

**1. From a pure technology perspective:**

- Given the volume of information to manipulate and the frequency of transformation occurring within most enterprise data environments, Longhaus would absolutely recommend a mission-critical class system such as Netezza to support future state data architectures

**2. From a business perspective:**

- If you are in IT, the fundamental question for Big Data services is “What should the business service look like inside the services catalogue?”
  - Is customer analytics the service?
  - Is fraud analytics the service?
  - Is content analytics the service?
    - Grant assessment
    - Credit-loan assessment
    - Social monitoring brand assessment
  - Is advanced case management the service?
  - Is supply chain analytics the service?
- Fundamentally, what are you offering the business client?

*Thank you*

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