



BusinessConnect and SolutionsConnect
It's time to make bold moves.

THE NEW INFORMATION LIFECYCLE

**The role of big data and analytics
in today's IT landscape**



A New Era of Smart

Big data and analytics, social, mobile, and cloud are driving fundamental change





Big data and analytics, social, mobile, and cloud are driving fundamental change

> 10%

growth in ICT jobs across Asia Pacific fuelled by Big Data & Analytics



20%

Organisations are typically making decisions from only 20% of the data available to them



30%

By 2016 30% of all consumer data will be stored in the cloud



Big data and analytics, social, mobile, and cloud are driving fundamental change

40%

of people
socialize more
online than they
do face-to-face



~ 50%

of Big Data
projects are focus
on customer
centricity



> 60%

of business are
not using
Big Data for
business
advantage



Big data and analytics, social, mobile, and cloud are driving fundamental change

70%

of data is created
by individuals



80%

of this data is
stored and
managed by
enterprises



90%

of Big Data is
noise

Driving Competitive Advantage



What is needed...



- Mine multiple data sets, apply range of analytics
- Capture time-value of data
- Embrace cognitive computing



A New Era of Smart

How is Big Data transforming the way organizations analyze information and generate actionable insights?

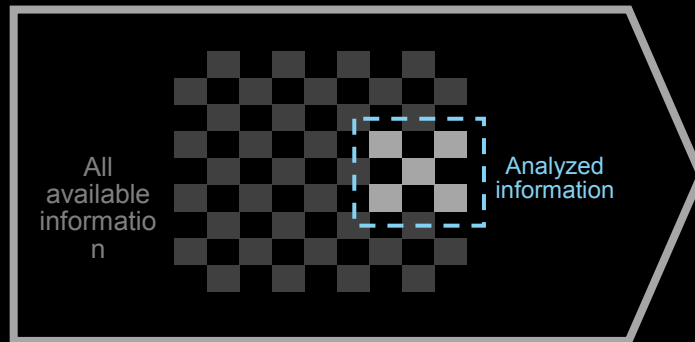


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Paradigm shifts enabled by big data

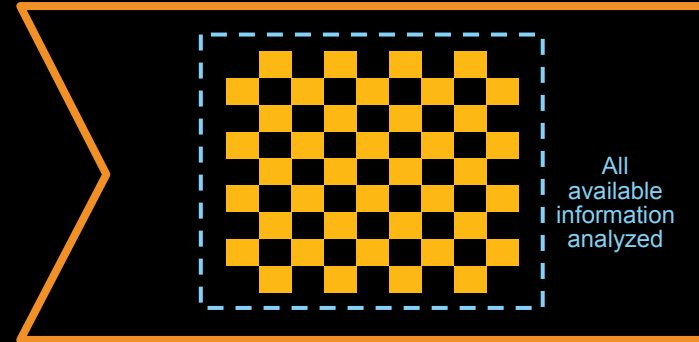
Leverage more of the data being captured

TRADITIONAL APPROACH



Analyze small subsets
of Information

BIG DATA APPROACH



Analyze
all information

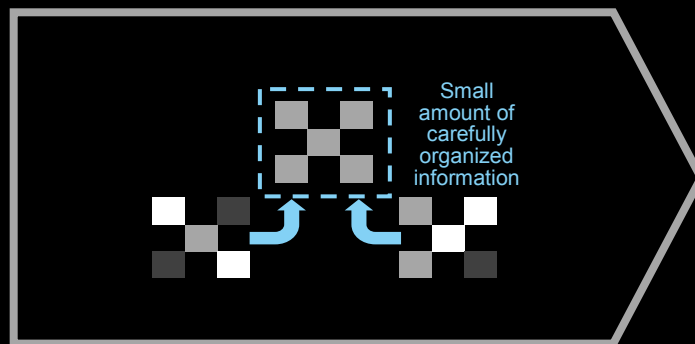


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Paradigm shifts enabled by big data

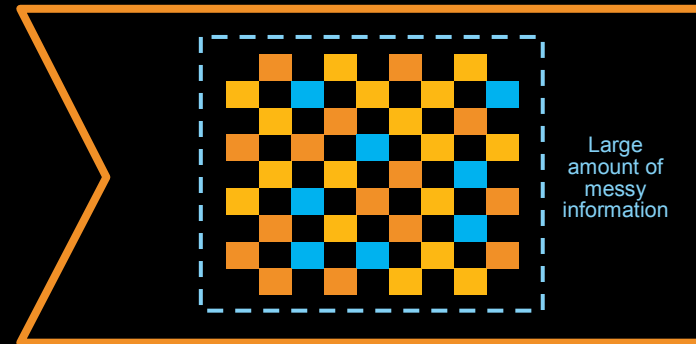
Reduce effort required to leverage data

TRADITIONAL APPROACH



Carefully cleanse information
before any analysis

BIG DATA APPROACH

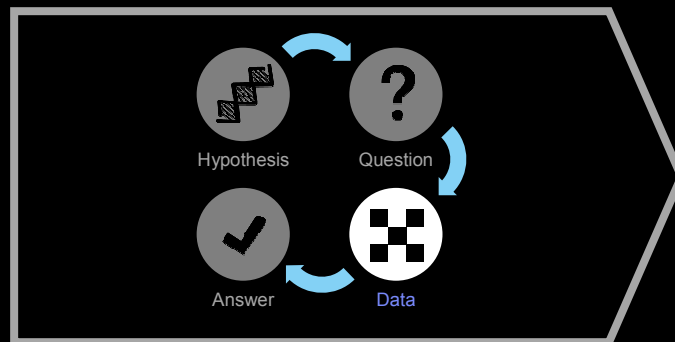


Analyze information as is,
cleanse as needed

Paradigm shifts enabled by big data

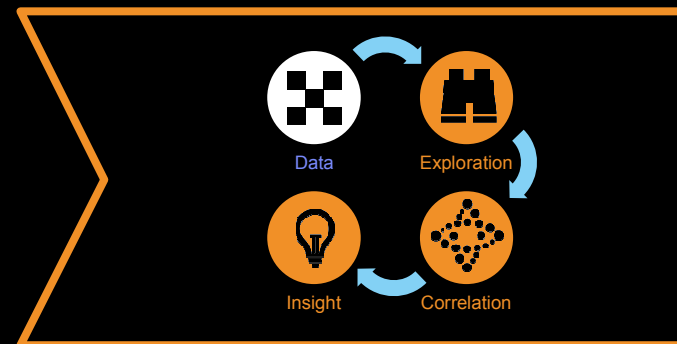
Data leads the way—and sometimes correlations are good enough

TRADITIONAL APPROACH



Start with hypothesis and test against selected data

BIG DATA APPROACH

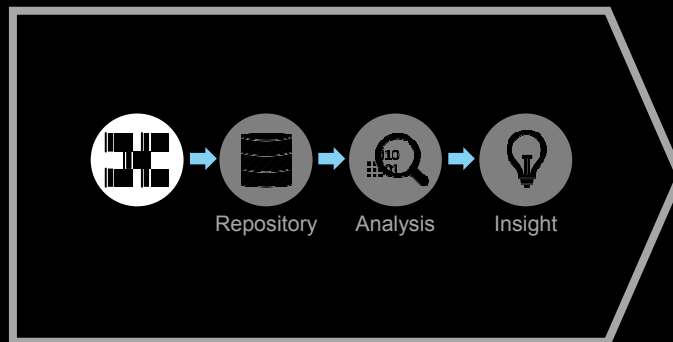


Explore all data and identify correlations

Paradigm shifts enabled by big data

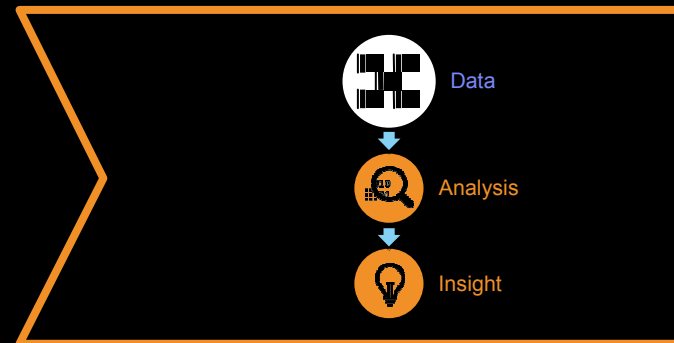
Leverage data as it is captured

TRADITIONAL APPROACH



Analyze data *after* it's been processed and landed in a warehouse or mart

BIG DATA APPROACH



Analyze data *in motion* as it's generated, in real-time

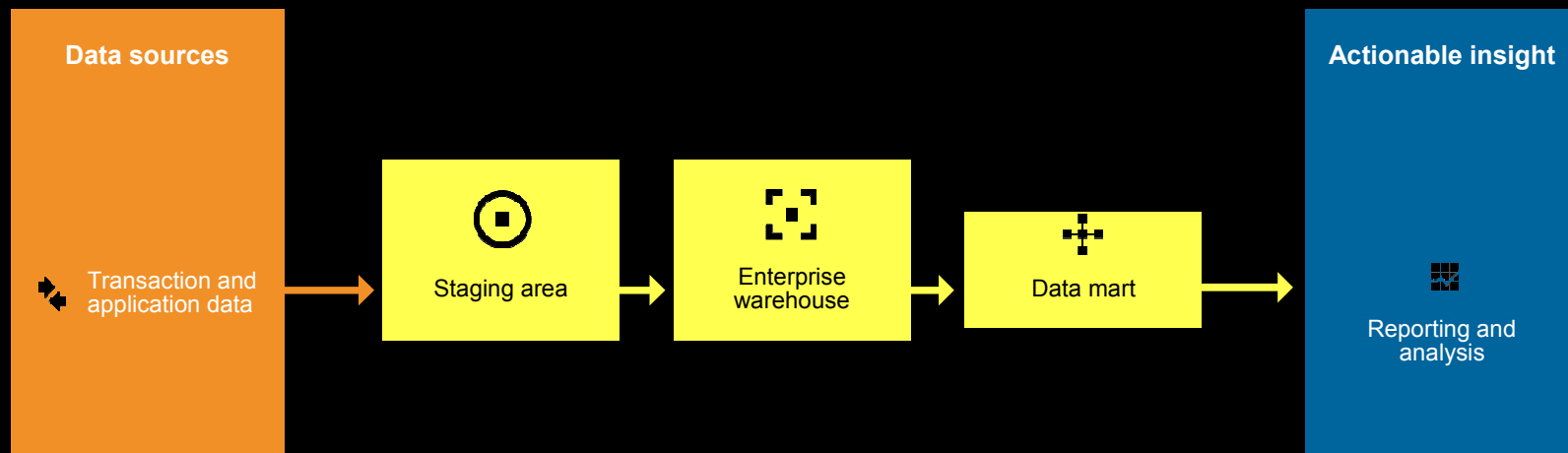


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How have most companies made information available for decision making across the enterprise?

Traditional enterprise data and analytics environments

Extract, normalize and provide guided, interactive access to operational data

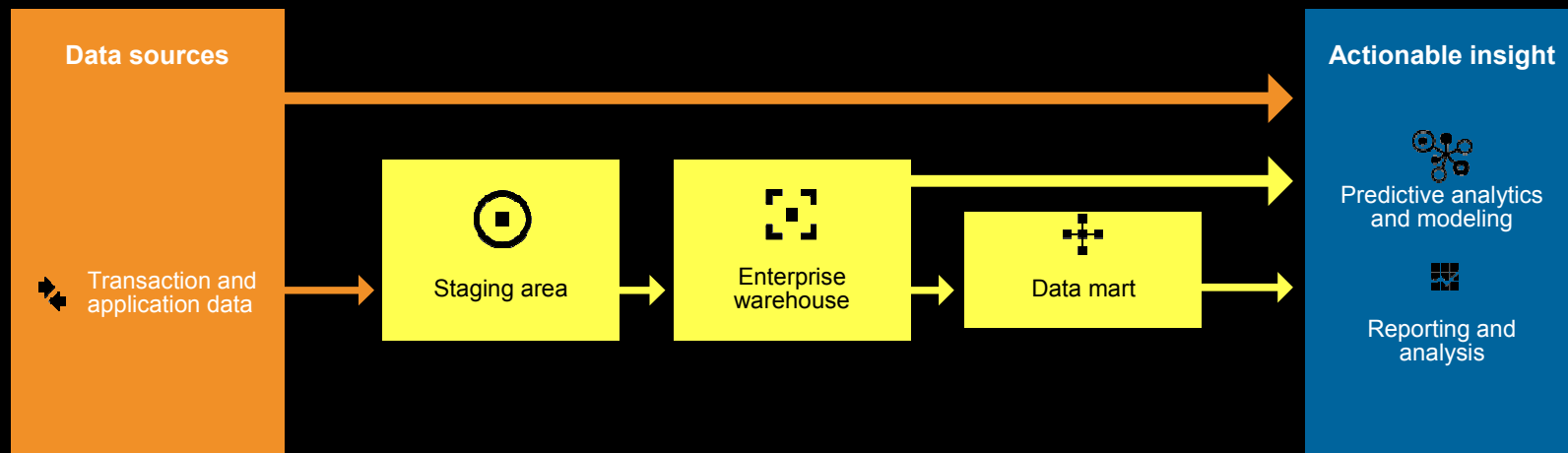




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Traditional enterprise data and analytics environments

Deliver data for deeper analysis and modeling

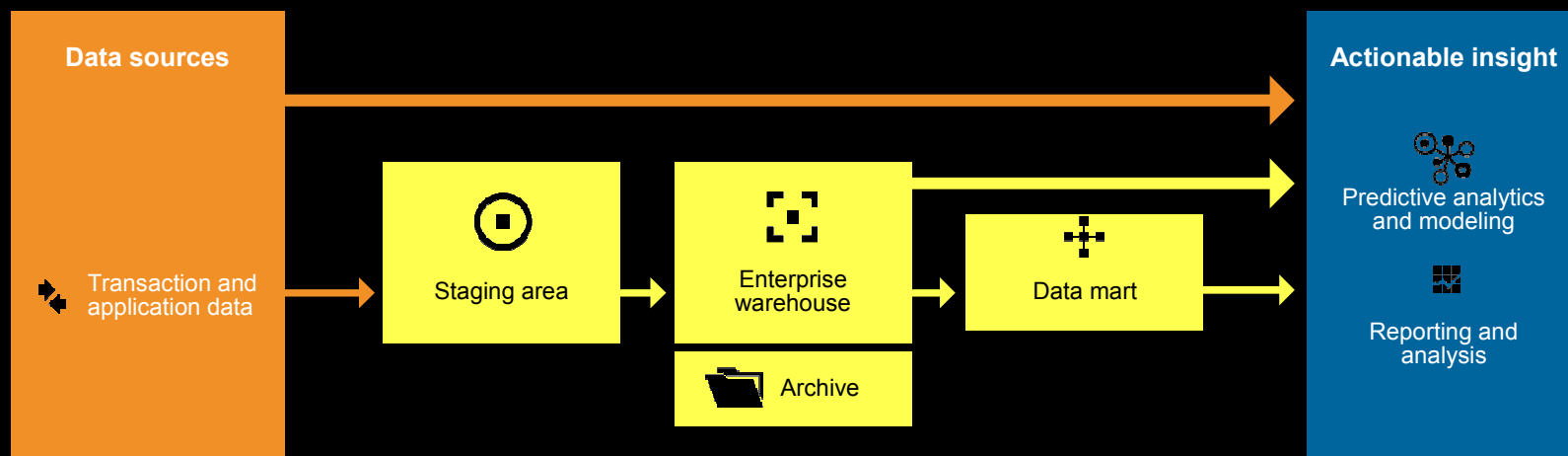




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Traditional enterprise data and analytics environments

Typical enterprise data management environment





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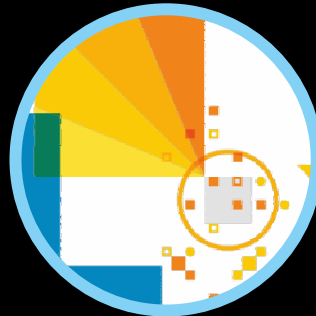
How are leading companies transforming their data and analytics environment to provide faster, better insights at reduced costs?



Big Data Myths

- Big Data is primarily about **large datasets**
- We will have to **replace all older systems**
- Older transactional **data does not matter** anymore
- Data warehouses are **a thing of the past**
- Big Data is only for **internet savvy customers**
- We do not have the **need, budget or skills**

Big Data



Hadoop



“There’s a belief that if you want big data, you need to go out and buy Hadoop and then you’re pretty much set. People shouldn’t get ideas about turning off their relational systems and replacing them with Hadoop.”



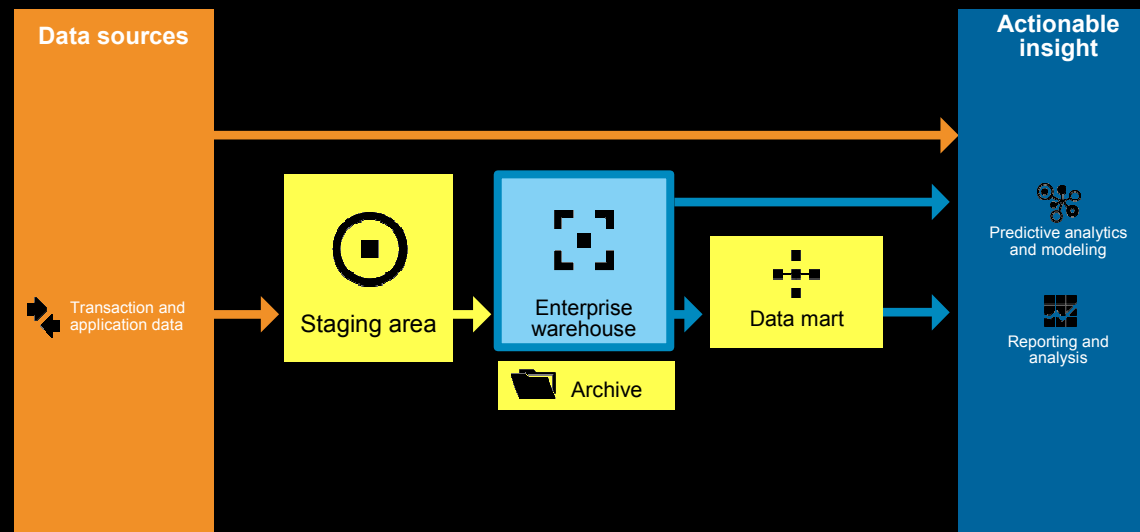
Ken Rudin
Head of Analytics at Facebook



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Better information through transformation

Deliver faster, deeper insights while reducing costs

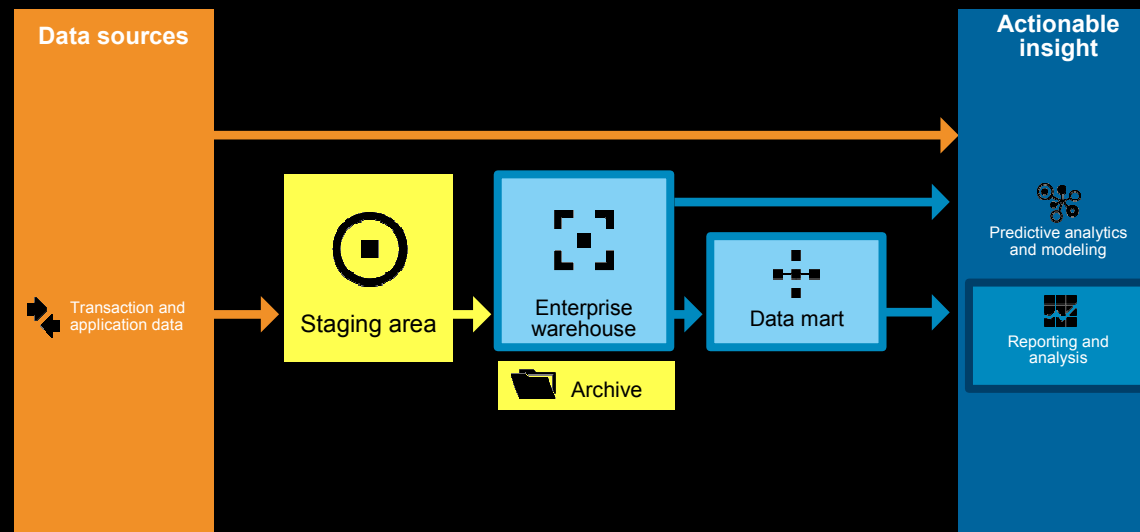




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Better information through transformation

Leverage column-store and in-memory capabilities to improve data mart performance

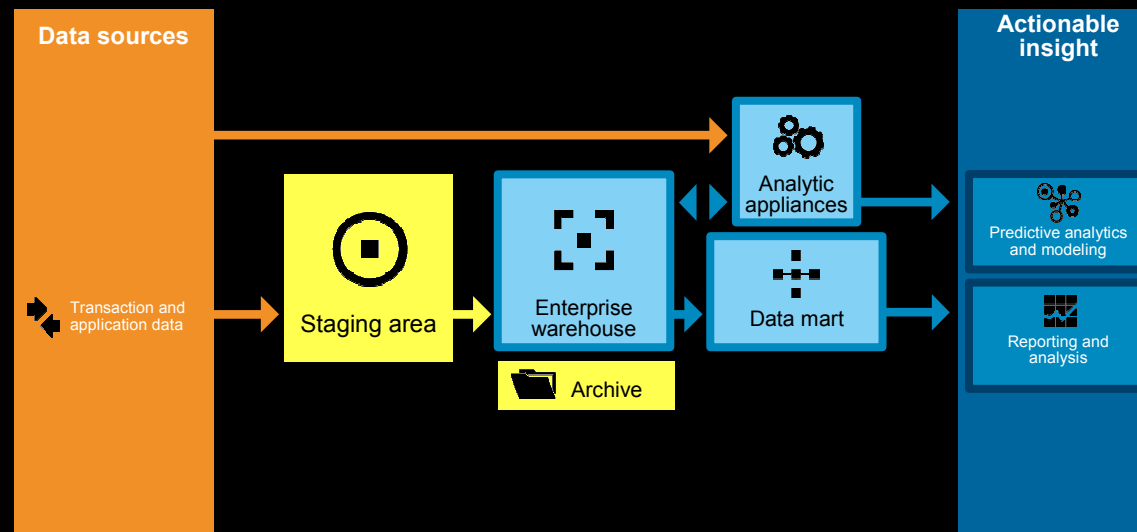




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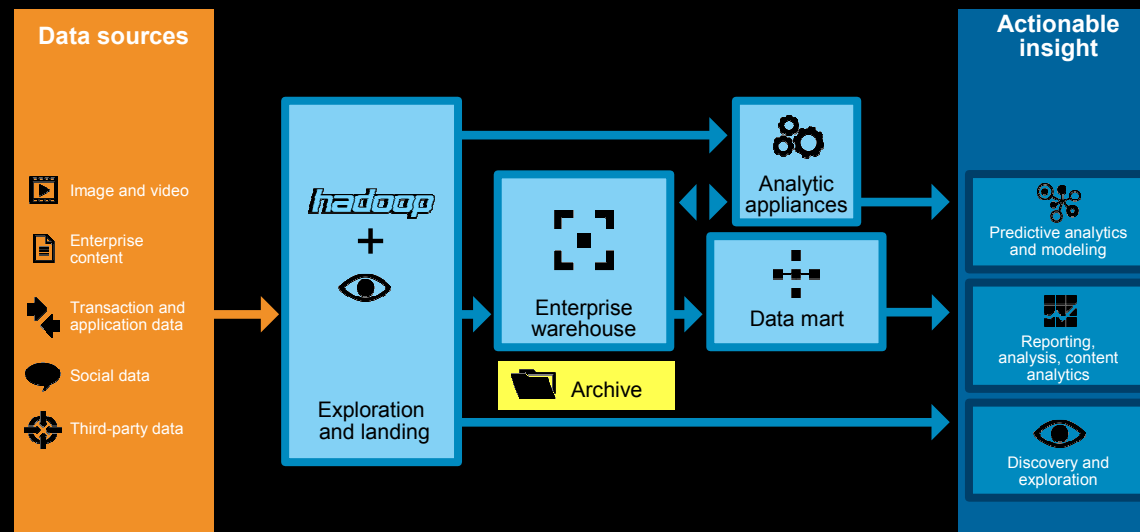
Better information through transformation

Provide dedicated analytics processing for faster, deeper analysis and modeling



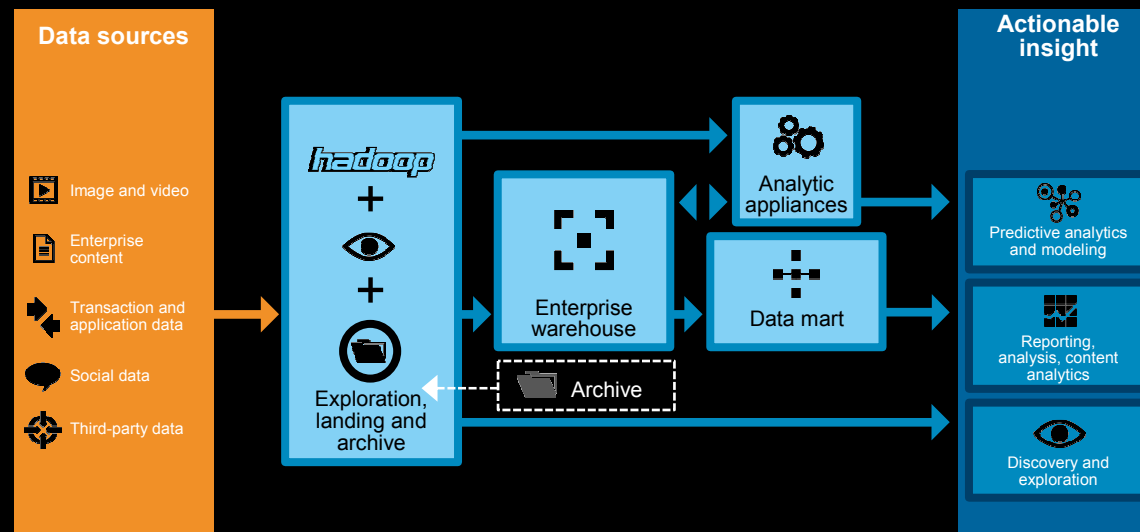
Better information through transformation

Leverage Hadoop and enable exploration of data prior to normalization



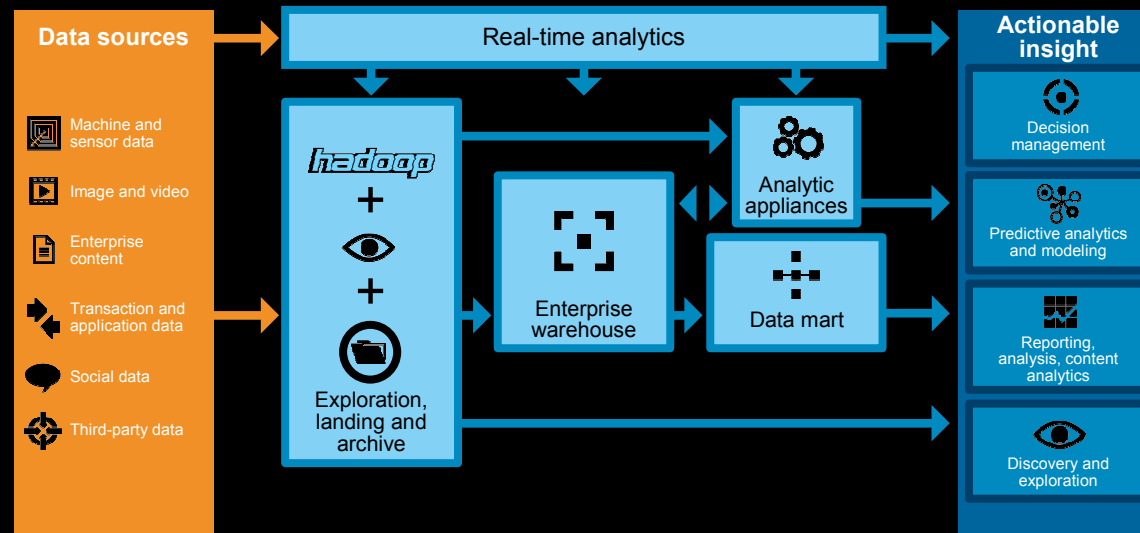
Better information through transformation

Leverage Hadoop for archive



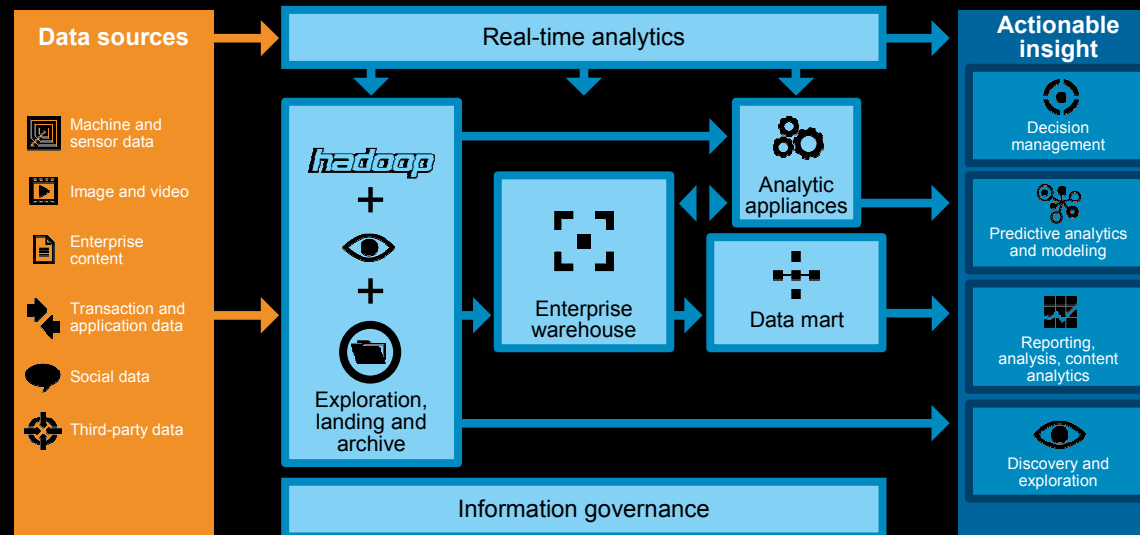
Better information through transformation

Leverage data in motion



Better information through transformation

Extend transformation, matching and security capabilities to ALL data

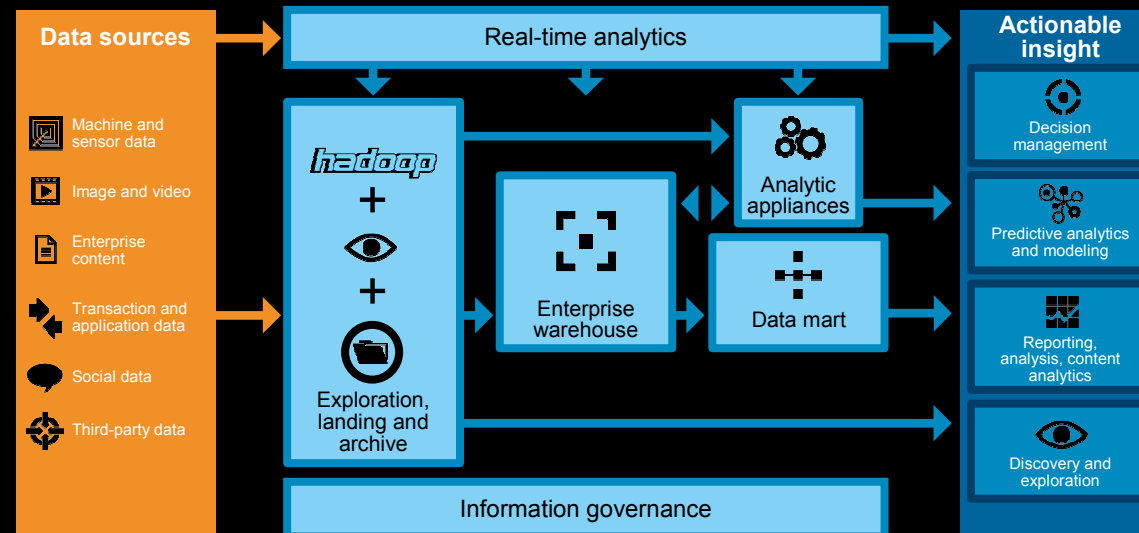




A New Era of Smart

Next generation architecture

For delivering information and insights





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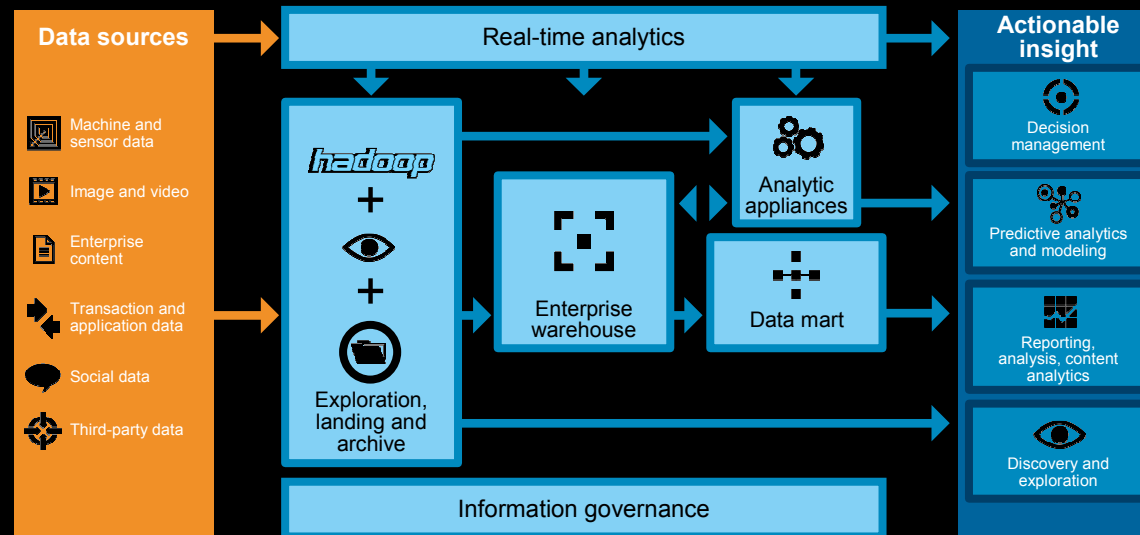
How do leading companies transform their analytics environment to outperform in their industry?



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Infuse analytics everywhere

People—Processes—Systems

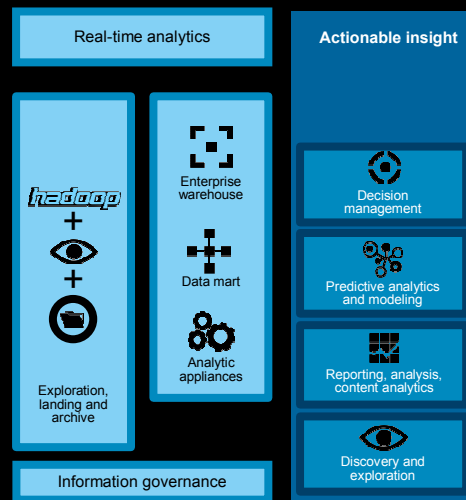




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Infuse analytics everywhere

People—Processes—Systems

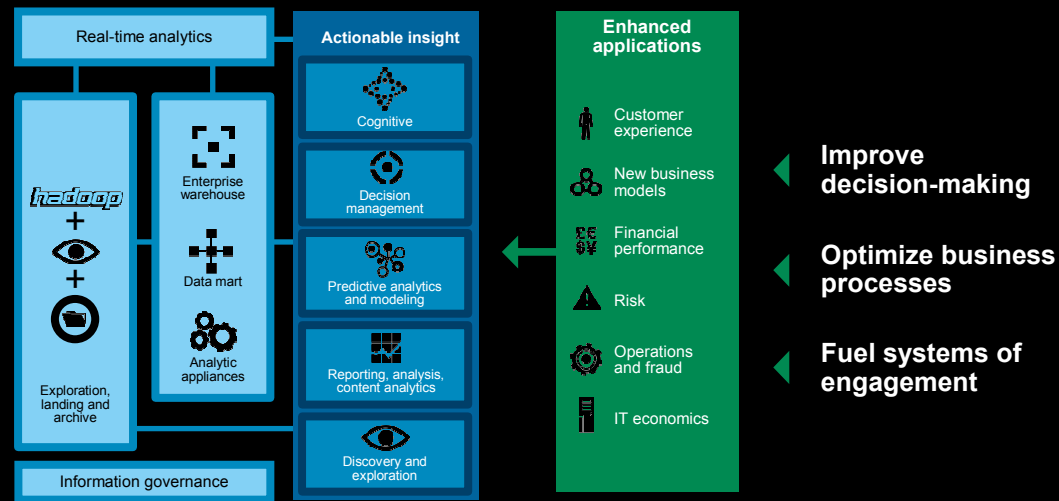




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Infuse analytics everywhere

People—Processes—Systems

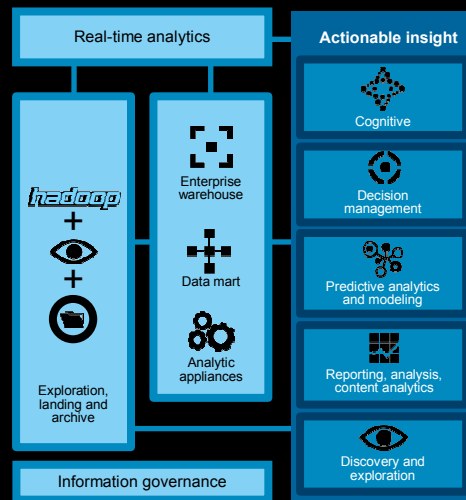




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Infuse analytics everywhere

Expand questions analytics can answer



What did I learn, what's best?

What action should I take?

What could happen?

Why did it happen?

What is happening?

Enhanced applications



Improve decision-making

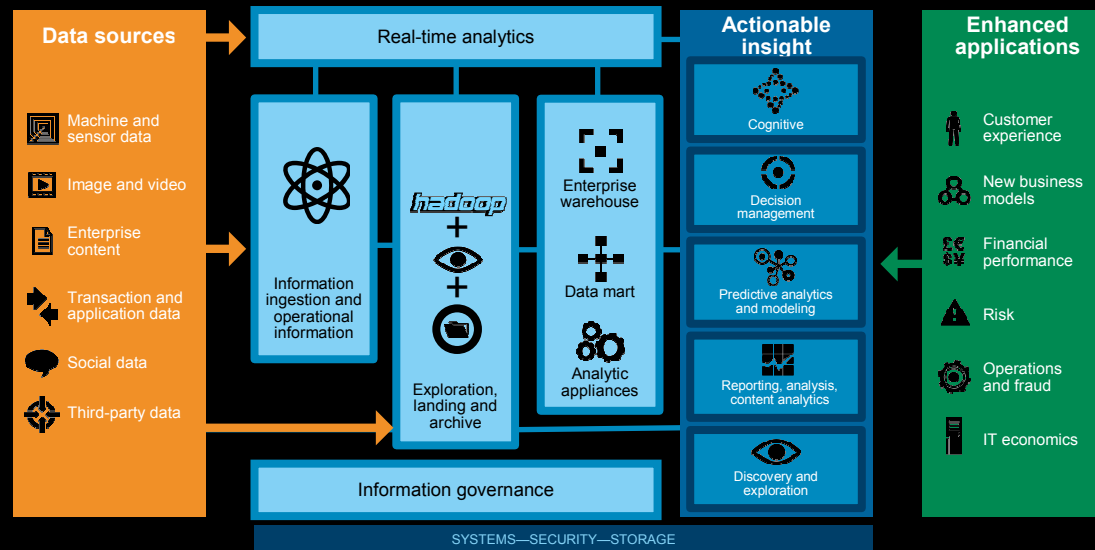
Optimize business processes

Fuel systems of engagement



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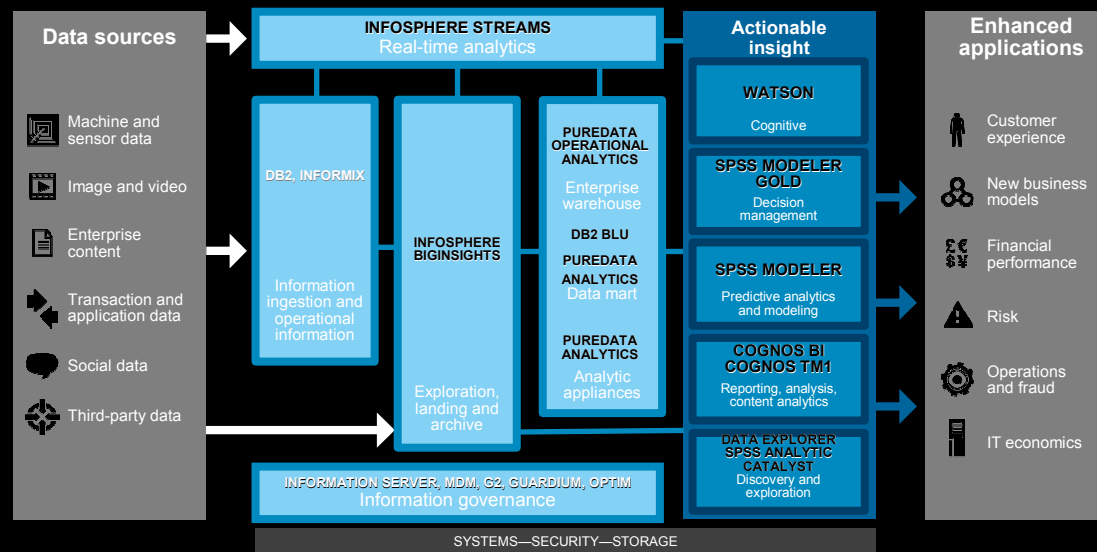
Next generation architecture and capabilities





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IBM Big Data & Analytics offerings





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Three Steps for Strategic Action

Imagine it.

Build a culture
that infuses
analytics
everywhere

Realize it.

Invest in a big
data & analytics
platform

Trust it.

Be proactive
about privacy,
security and
governance



BusinessConnect and SolutionsConnect
It's time to make bold moves.

THANK YOU