

**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



## 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

*Process and analyze any type of data*

## Accelerators

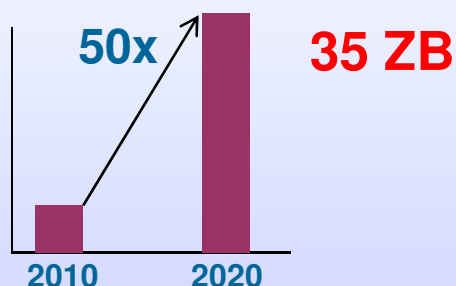


## Big Data Platform

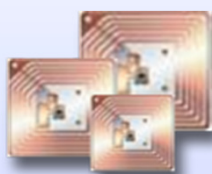
- Integrate and manage the full variety, velocity and volume of data
- Apply advanced analytics to information in its native form
- Development environment for building new analytic applications

# 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





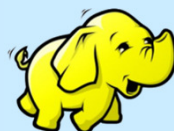
## Leveraging Big Data Requires Multiple Platform Capabilities

Understand and navigate federated big data sources



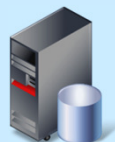
Federated Discovery and Navigation

Manage & store huge volume of any data



Hadoop File System  
MapReduce

Structure and control data



Data Warehousing

Manage streaming data



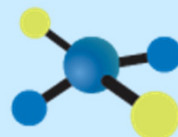
Stream Computing

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



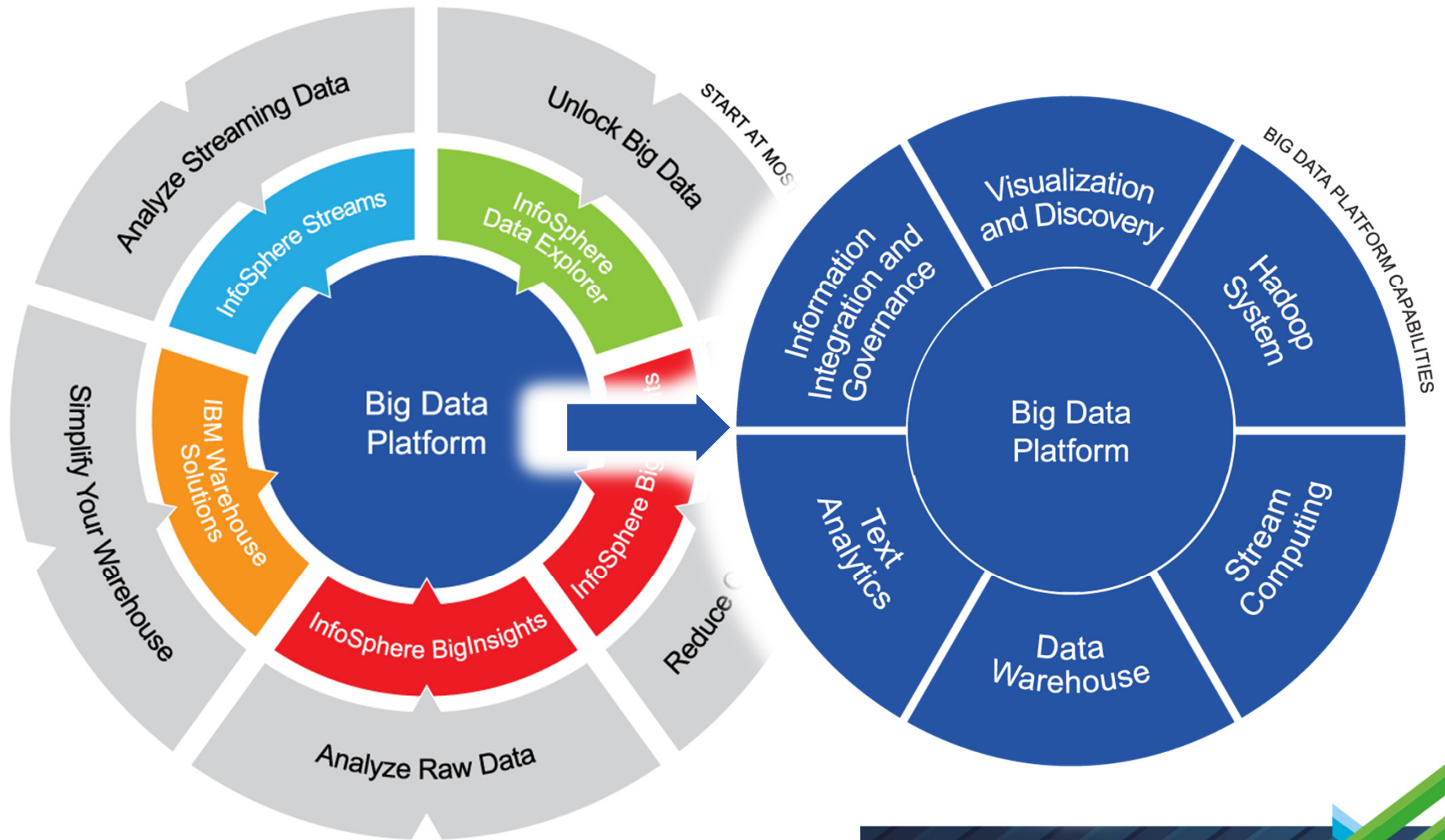
“Big data” isn’t just a technology—it’s a business strategy for capitalizing on information resources

Getting started is crucial

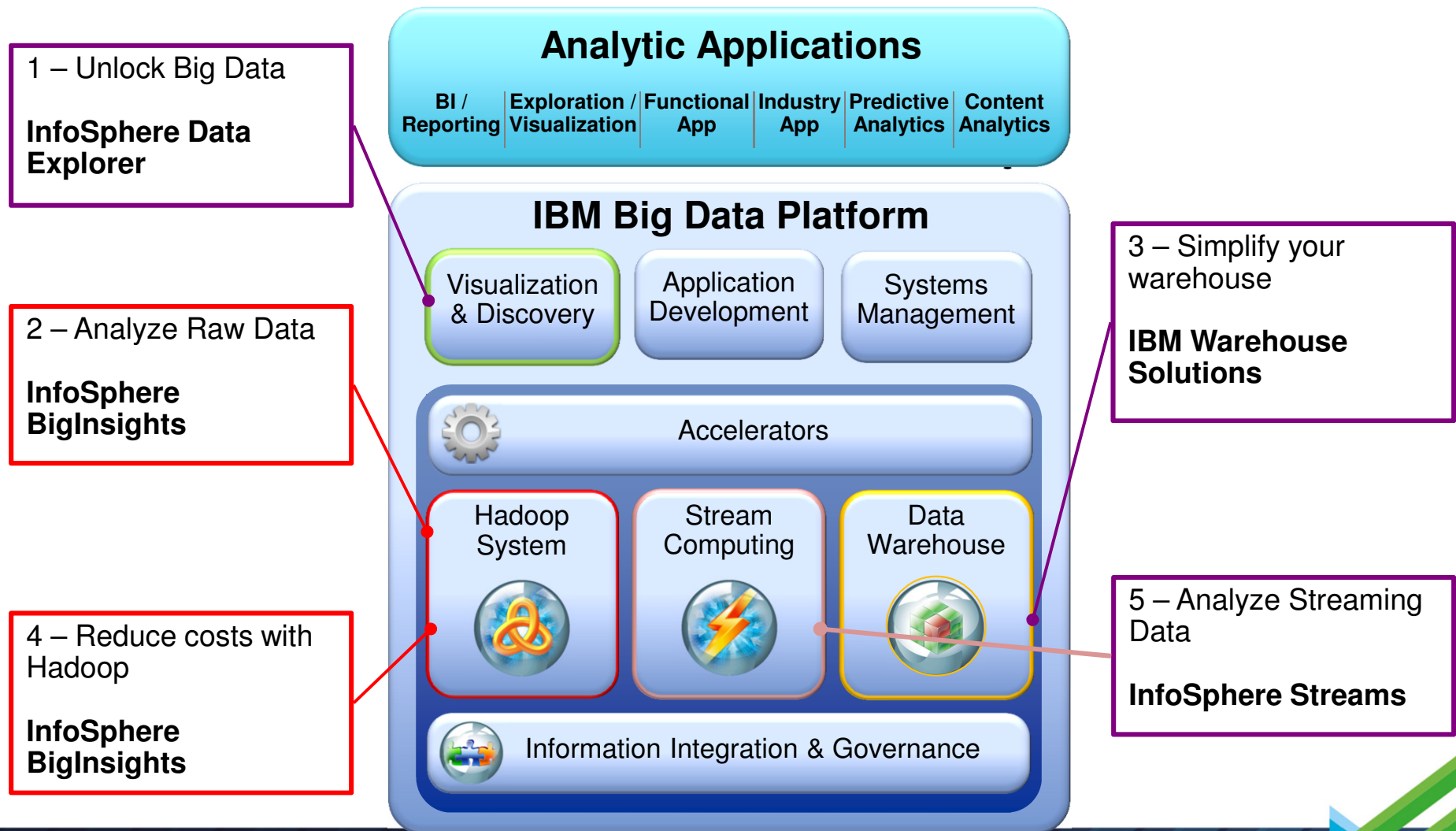
Success at each entry point is accelerated by products within the Big Data platform

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





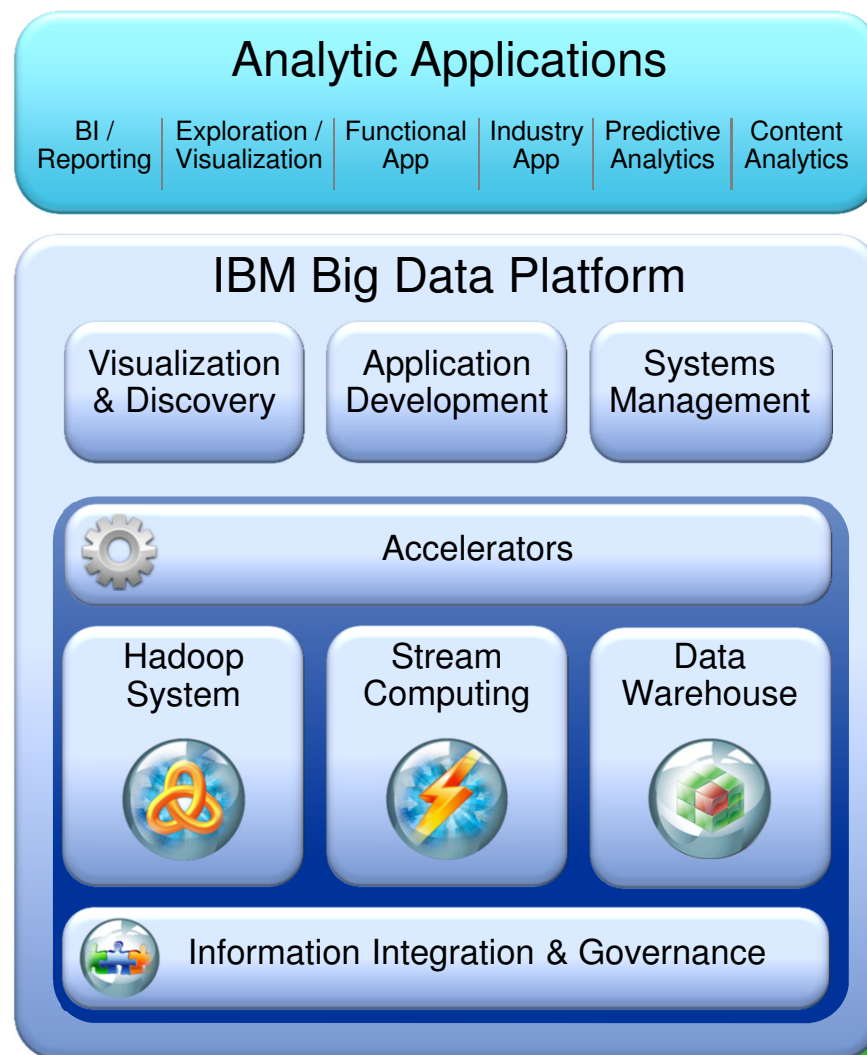
# The Platform Advantage

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

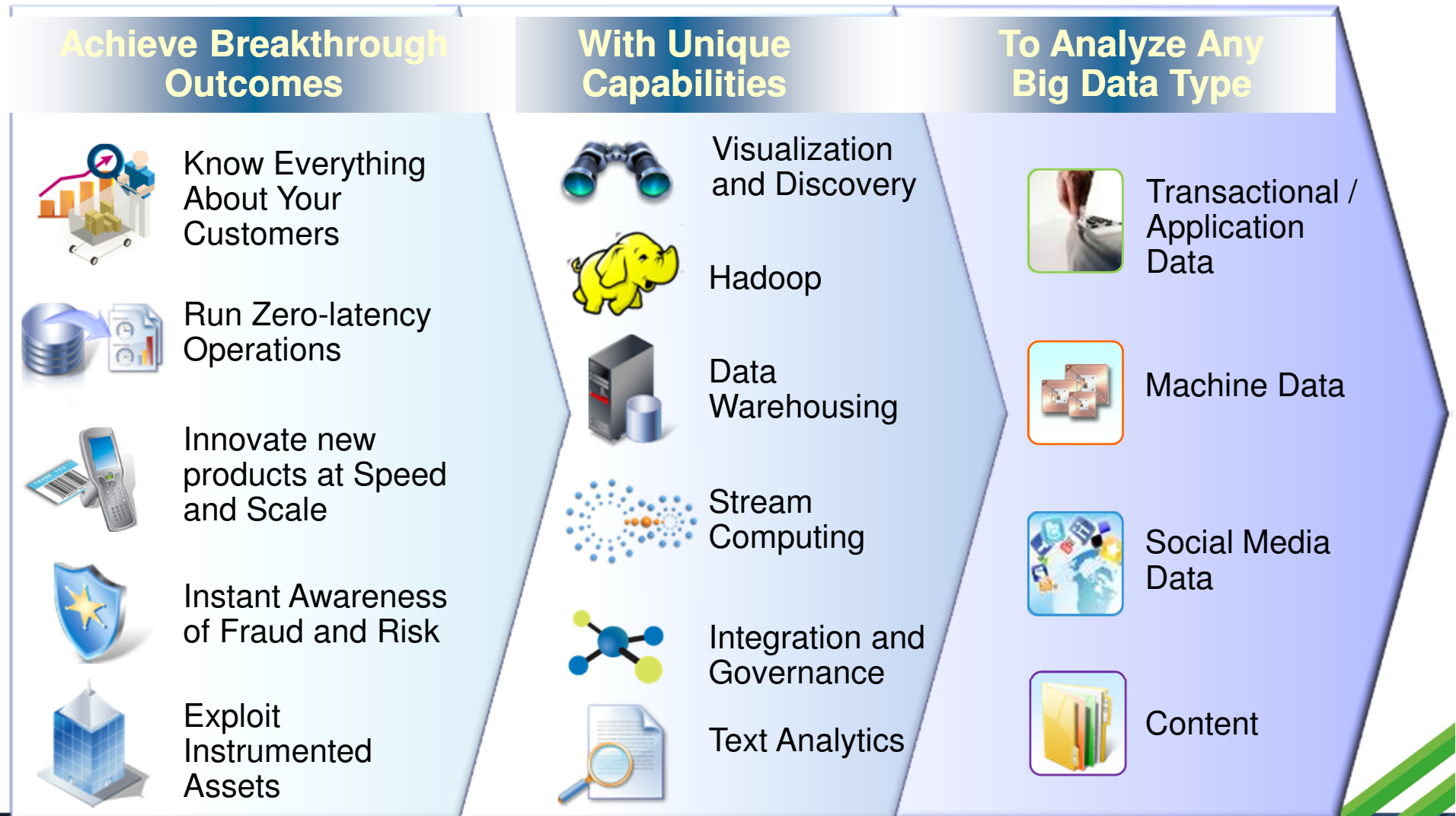
**Shared components and integration between systems lowers deployment costs**

## 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

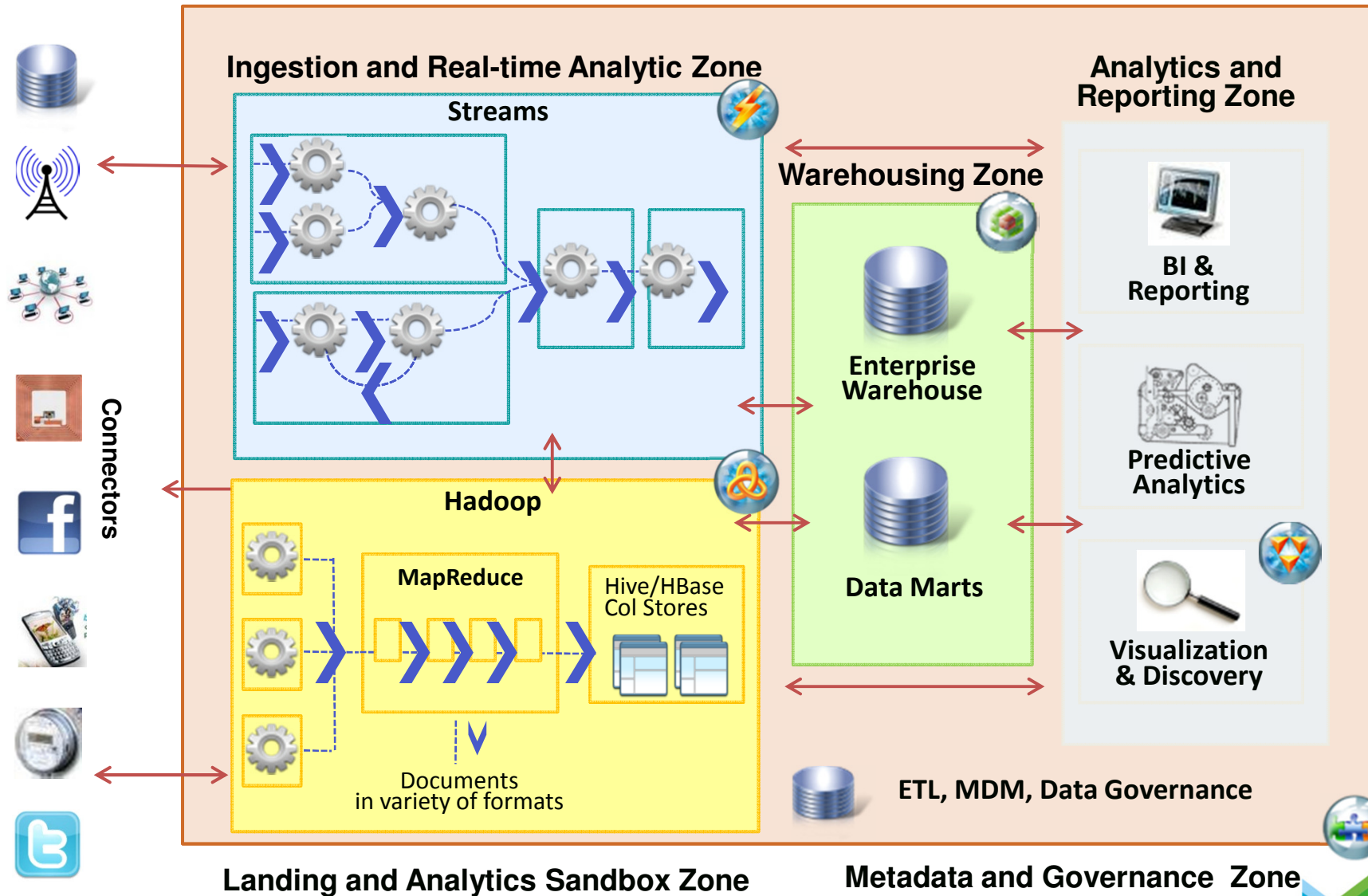


# Clients Achieve Breakthrough Outcomes With IBM's Big Data Platform



	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](http://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**