The Next Frontier: Big Data

IBM Information Management Cloud Computing Center of Competence
IBM Canada Labs
The world is changing and becoming more...

INSTRUMENTED

INTERCONNECTED

INTELLIGENT

The resulting explosion of information creates a need for a new kind of intelligence

...to help build a Smarter Planet
Information is growing at a phenomenal rate...

44x as much data and content over coming decade

80% Of world’s data is unstructured

2009
800,000 petabytes

2020
35 zettabytes

Source: IDC, The Digital Universe Decade – Are You Ready?, May 2010
The challenge: Bring together a large volume and variety of data to find new insight.

- Identify criminals and threats from disparate video, audio, and data feeds.
- Make risk decisions based on real-time transactional data.
- Predict weather patterns to plan optimal wind turbine usage, and optimize capital expenditure on asset placement.
- Detect life-threatening conditions at hospitals in time to intervene.
- Multi-channel customer sentiment and experience analysis.
- Identify criminals and threats from disparate video, audio, and data feeds.
Big Data Shouldn’t Be a Silo
Must be an integrated part of your enterprise information architecture
The Solution – IBM’s Big Data Platform

Bring together any data source, at any velocity, to generate insight

- Analyzing a variety of data at enormous volumes
- Insights on streaming data
- Large volume structured data analysis

IBM Big Data Platform
- Variety
- Velocity
- Volume
IBM’s Big Data Platform Vision

*Bringing Big Data to the Enterprise*

- **IBM Big Data Solutions**
- **Client and Partner Solutions**

**Big Data User Environments**
- Developers
- End Users
- Administrator

**Big Data Enterprise Engines**
- Streaming Analytics
- Internet Scale Analytics

**Open Source Foundational Components**
- Hadoop
- HBase
- Pig
- Lucene
- Jaql

- **Data Warehouse**
  - InfoSphere Warehouse

- **Warehouse Appliances**
  - Netezza

- **Master Data Management**
  - InfoSphere MDM

- **Database**
  - DB2

- **Content Analytics**
  - ECM

- **Business Analytics**
  - Cognos & SPSS

- **Marketing**
  - Unica

- **Data Growth Management**
  - InfoSphere Optim

IBM Corporation
How can you learn more about Big Data, including Hadoop?

Learn more about IBM’s Big Data Platform and Technology: http://www-01.ibm.com/software/data/bigdata/

Thank you!