

IBM Inter-University Programming Contest 2012 Training

Chapter 7 : Big Insight



IBM Inter-University **Programming Contest** **2012**

February 11, 2012 (Saturday)
Cliftons, Hong Kong

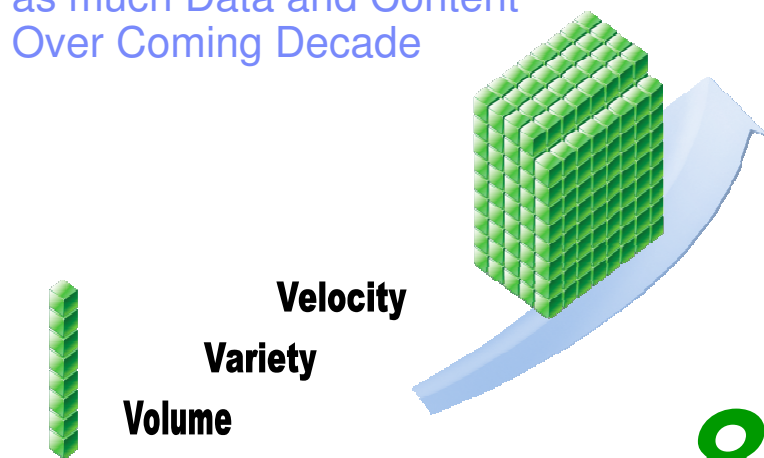


Information is at the Center Of a New Wave of Opportunity...

44x

as much Data and Content
Over Coming Decade

2020
35 zettabytes



2009
800,000 petabytes

80%

Of world's data
is unstructured



... And Organizations Need Deeper Insights

1 in 3

Business leaders frequently
make decisions based on
information they don't trust, or
don't have

1 in 2

Business leaders say they don't
have access to the information
they need to do their jobs

83%

of CIOs cited "Business
intelligence and analytics" as
part of their visionary plans
to enhance competitiveness

60%

of CEOs need to do a better job
capturing and understanding
information rapidly in order to
make swift business decisions

The Challenge: Bring together a large volume and variety of data to find new insights



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Multi-channel customer sentiment and experience analysis
- 

Detect life-threatening conditions at hospitals in time to intervene
- 

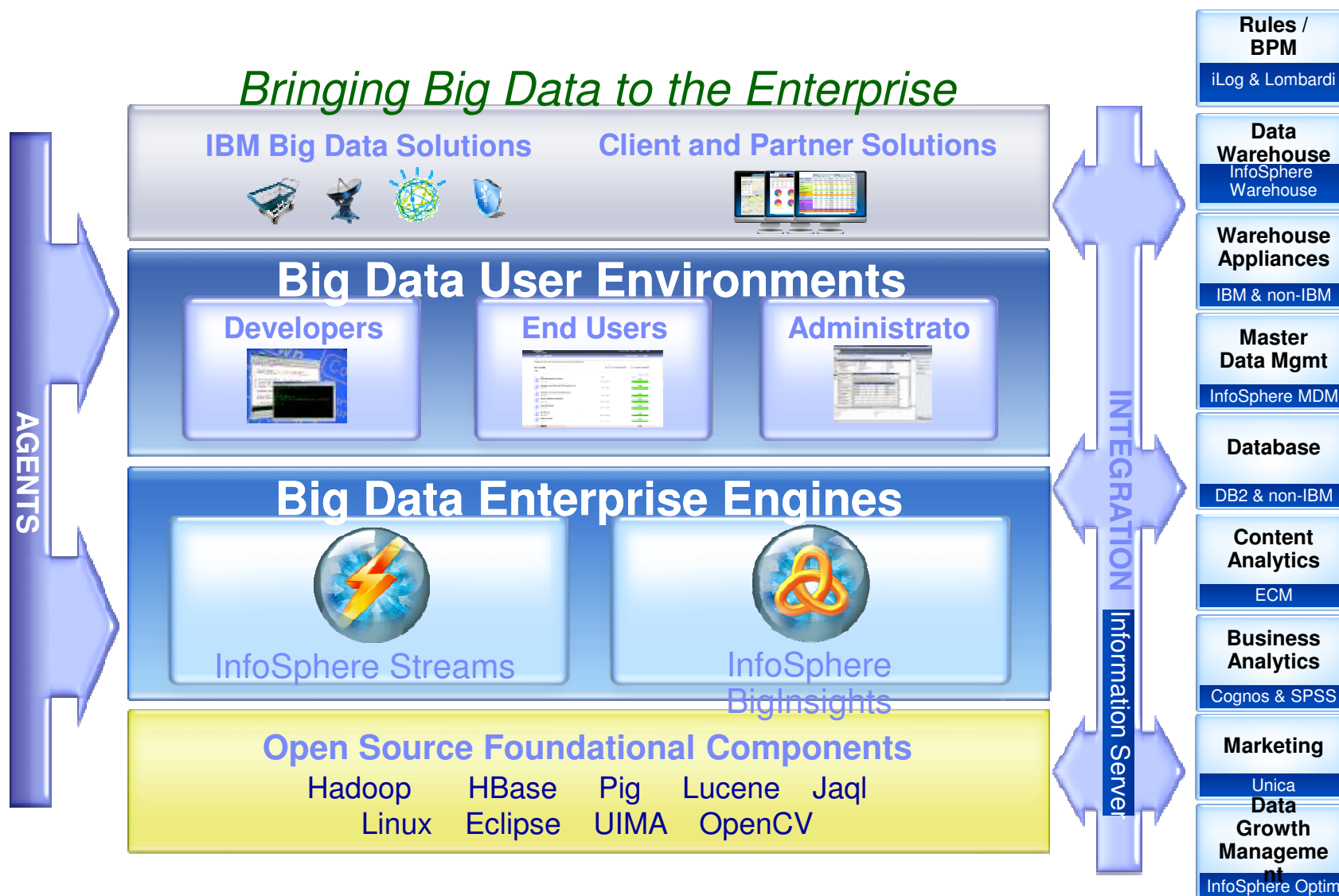
Predict weather patterns to plan optimal wind turbine usage, and optimize capital expenditure on asset placement
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Make risk decisions based on real-time transactional data
- 

Identify criminals and threats from disparate video, audio, and data feeds

IBM's Big Data Platform Vision

Bringing Big Data to the Enterprise



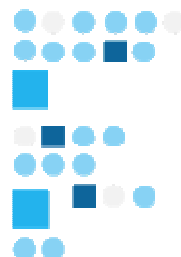
Hadoop architecture

- Please watch the video

IT and Business Benefits of Cloud Computing

Virtualized

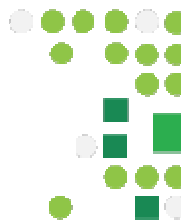
Higher utilization
 Economy of scale benefits
 Lower capital expense
 Lower operating expense



Doing more with less

Standardized

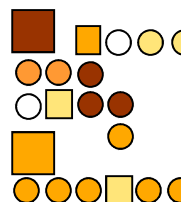
Easier access
 Flexible pricing
 Reuse and share
 Easier to integrate



Higher quality services

Automated

Faster cycle times
 Lower support costs
 Optimized utilization
 Improved compliance
 Optimized security
 End user experience

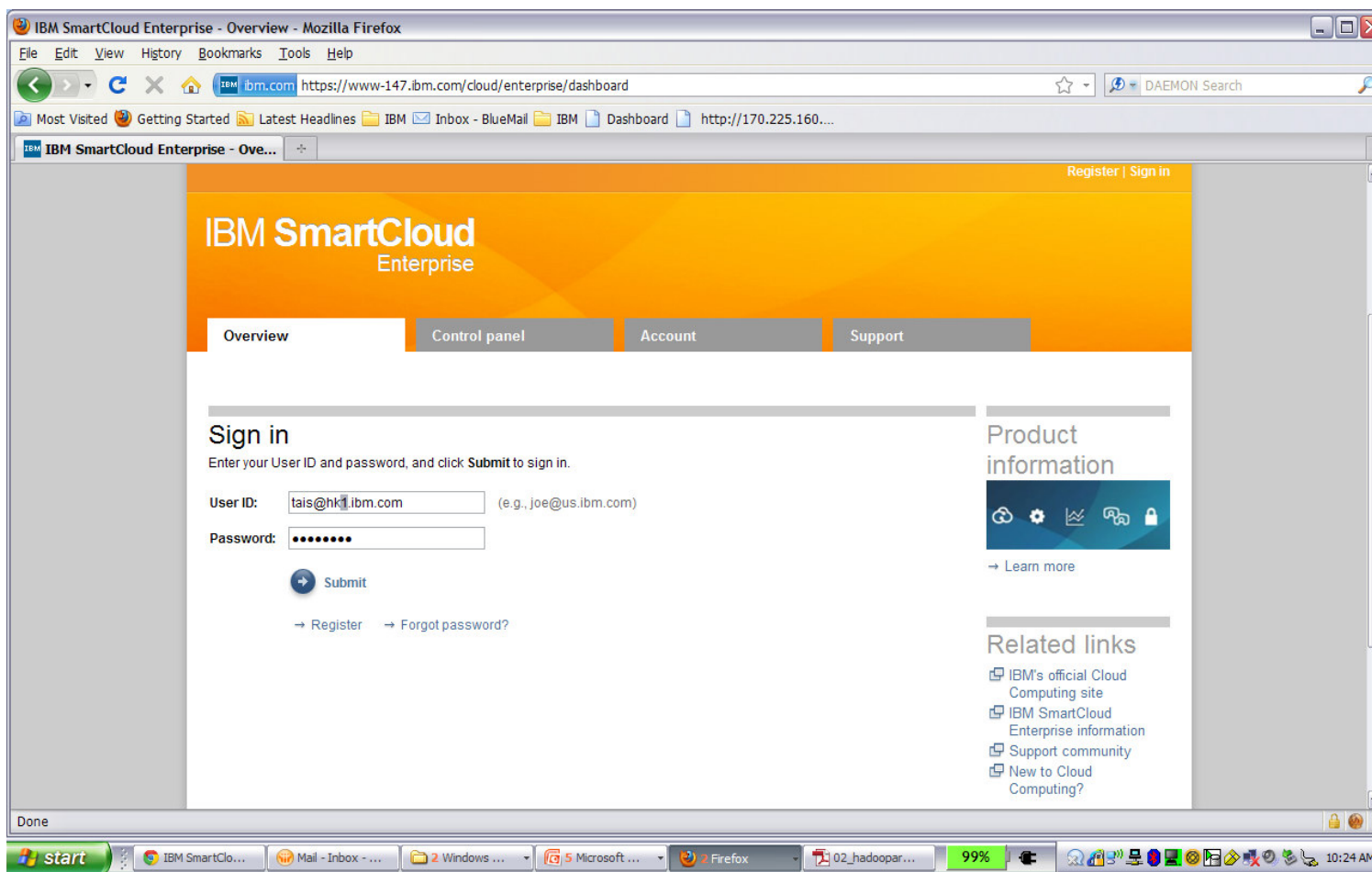


Breakthrough agility and reducing risk

Big Data and Cloud

- Big Data Solutions and Cloud are perfect fit
- The Cloud allows you to set up a cluster of systems in minutes and it is relatively inexpensive

IBM SmartCloud Demo



Exercises on Big Insight on Cloud



Questions
&
Answers