IBM Analytics Forum

Transforming Industries and Professions 2015

How To Get Started on a Big Data Journey

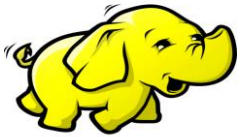
Mangesh Surve
Big Data and Analytics Technical Manager
Mangesh.surve@in.ibm.com

Topics for discussion:

- Business changes driving the need for Big Data & Analytics
- Evolving to a modernised Big Data & Analytics platform
- The transformation roadmap

So, what is this Big Data thing anyway?

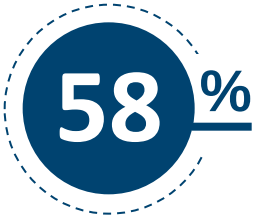
- Do you know this character?



It's all about data,
and about ALL the data

Big Data and Analytics:

The new business imperative



of organisations indicate that analytics creates a **competitive advantage** within their market segments or industries.[1]

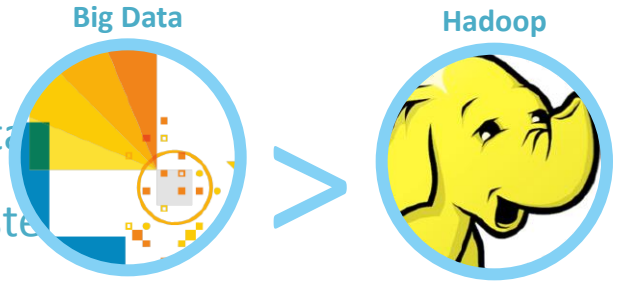
of line-of-business (LOB) and IT leaders are **planning big data implementations** or already leveraging them.[2]

of organisations with wide deployment of analytics and business intelligence found that the **benefits met or exceeded expectations.**[3]

1 MIT Sloan Management Review in collaboration with IBM Institute for Business Value, *Analytics: The Widening Divide*, David Kiron and others, Fall 2011
2 2013 version of an IBM annual survey of IT and LOB leaders
3 IDC and Computerworld, 2013 Business Analytics & Big Data Survey, June 2013

Big Data Myths

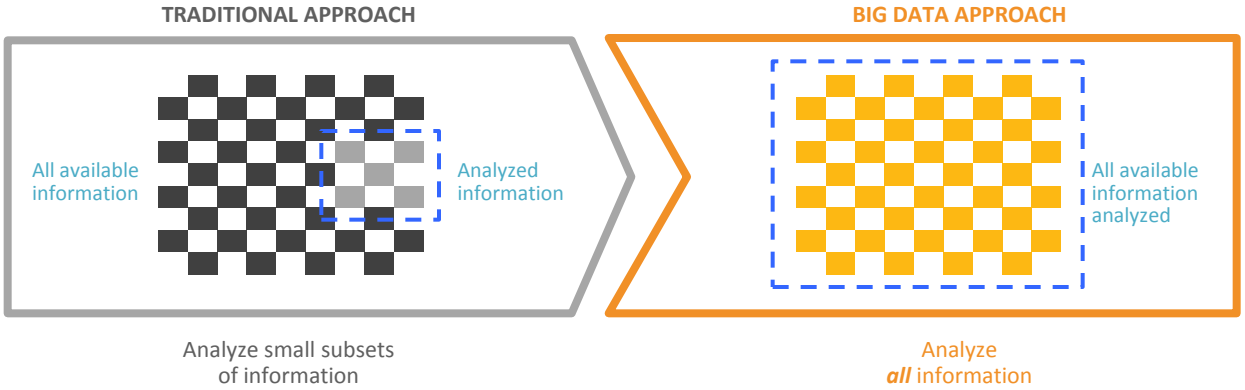
- Big Data is primarily about large data
- We will have to replace all older syste
- Older transactional data does not matter anymore
- Data warehouses are a thing of the past
- Big Data is only for internet savvy customers
- We do not have the need, budget or skills



"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."

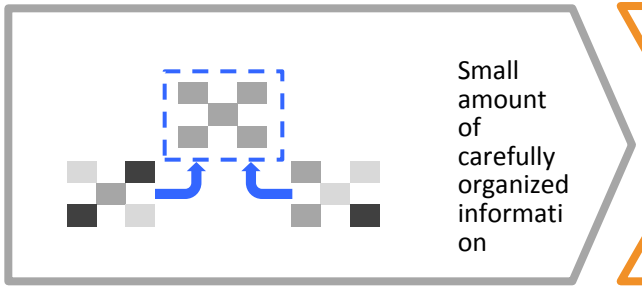
Ken Rudin
Head of Analytics at Facebook

Big Data Methodologies
Leverage more of the data being captured



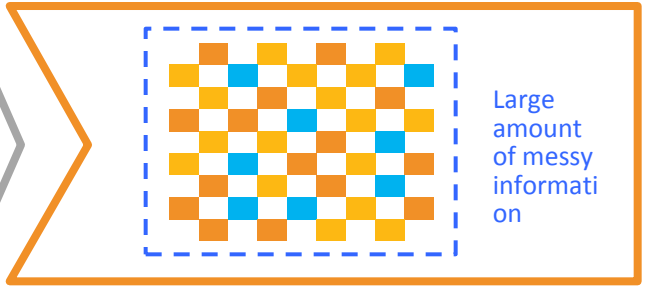
Big Data Methodologies
Reduce effort required to leverage data

TRADITIONAL APPROACH



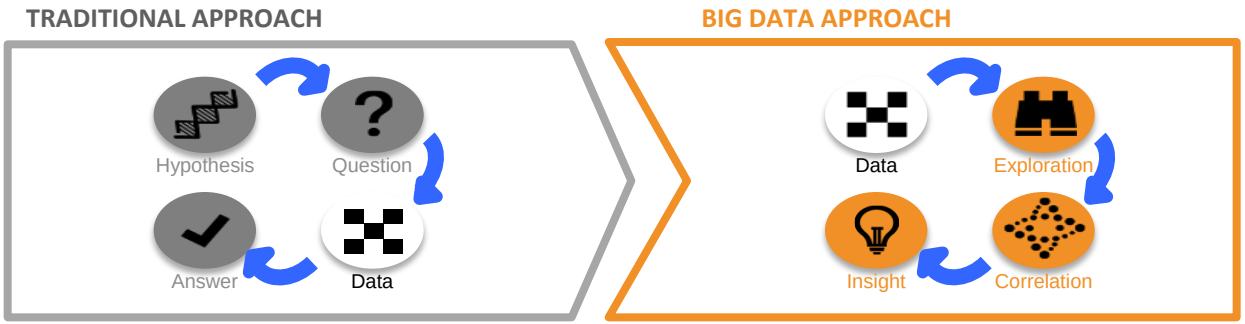
Carefully cleanse information ***before*** any analysis

BIG DATA APPROACH



Analyze information as is, cleanse as needed

Big Data Methodologies
Data leads the way

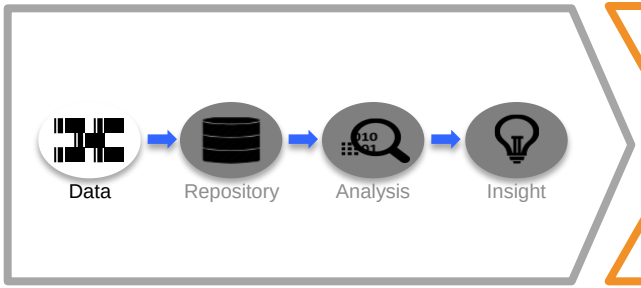


Start with hypothesis and test against selected data

Explore ***all*** data and identify correlations

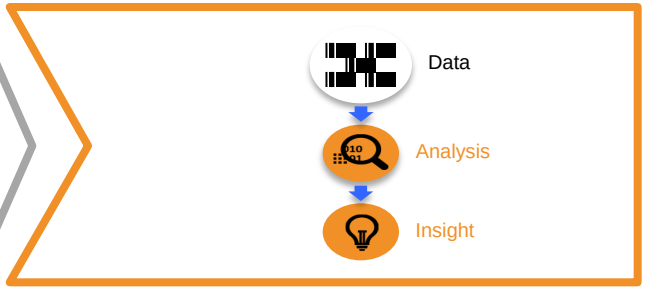
Big Data Methodologies
Leverage data as it is captured

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

The foundation of Big Data & Analytics, and the starting point for an organization, is the modernization of the information management landscape.

This is Big Data.

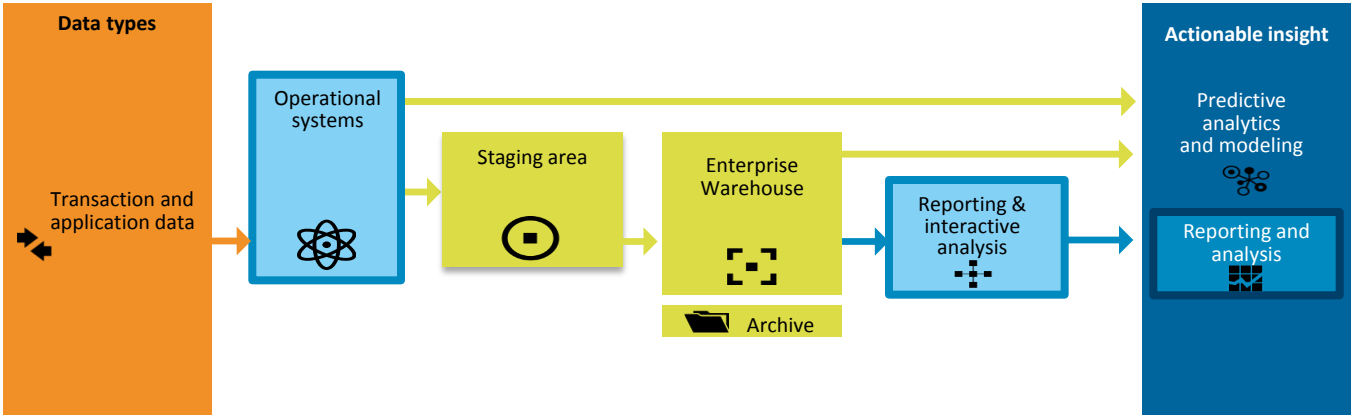
Data at Scale

Data in Many Forms

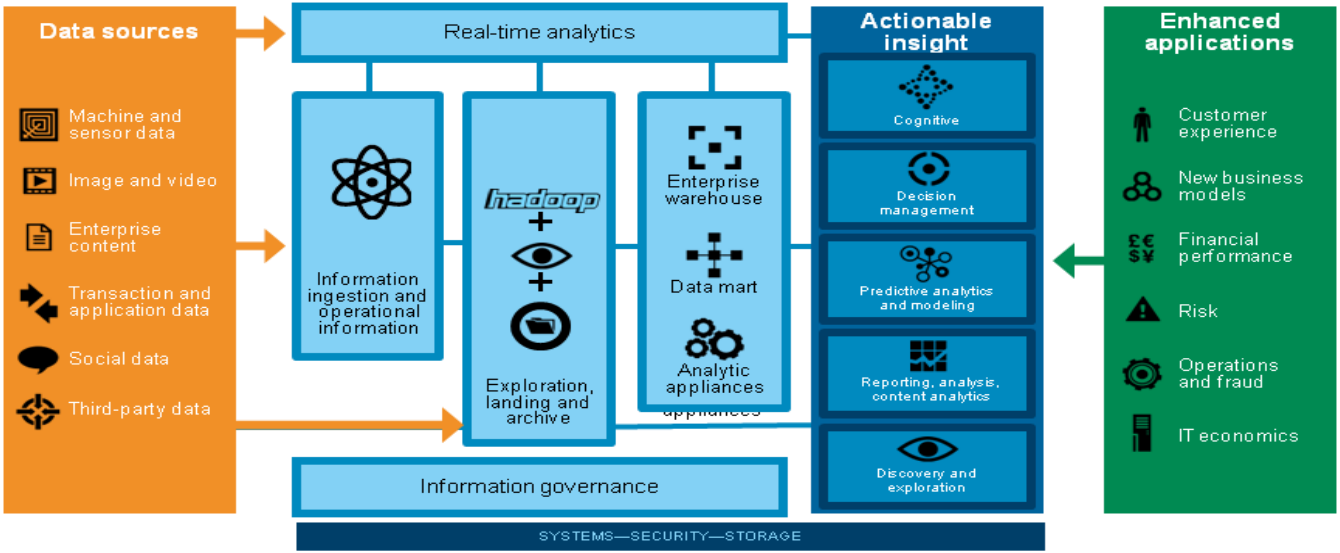
Data in Motion

Data Uncertainty

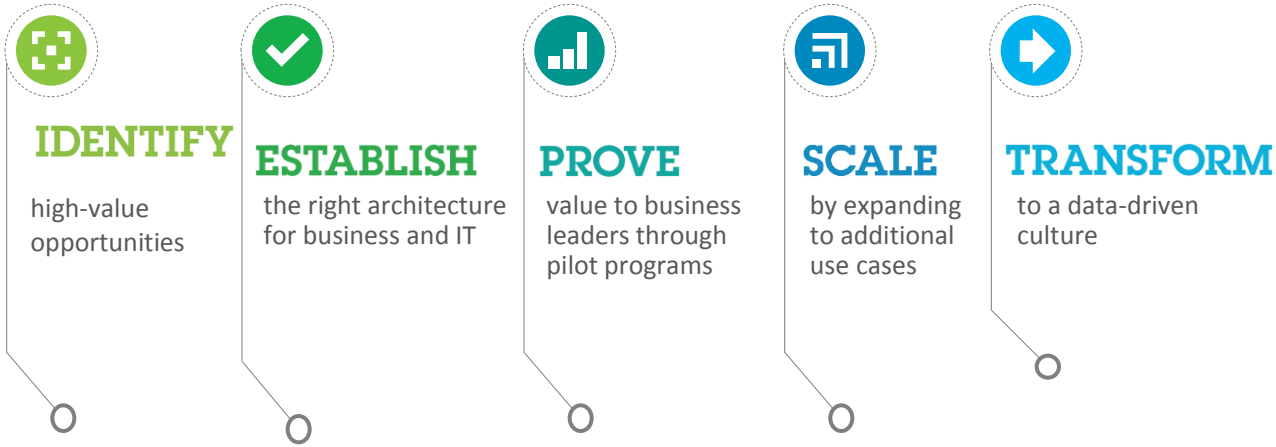
The Information Supply Chain



The Modernized Environment



Building the business transformation



IBM helps leaders innovate

Acquire, grow and retain customers

642%

return on investment (ROI) in two months

Optimise operations and reduce fraud

30%

cut in serious crime

Improve IT economics

97%

reduction in response time

Transform financial and management processes

95%

reduction in loan delinquency in one year

Manage risk

USD493 million

in cost savings

Create new business models

300%

increase in potential licensing partners

Be the transformation

IBM Big Data & Analytics
A transformation that can change everything

IBM Big Data: ibm.com/bigdata
IBMBigDataHub.com
BigDataUniversity.com

Tweet using #IBMAF15, NOW!