

Building Information Strategy for Big data

: Think B.I.G.



Agenda

1. **Big data is business opportunity**
2. **Essential technologies for new computing era**
 - **Big data** , **I**ntegration & **G**overnance
3. **IBM Big data platform for B.I.G as your information Strategy**
 - Think **BIG**



데이터가 천연자원이라면 100년 전 정유 기술이 그러했듯이 빅 데이터 기술은 비즈니스 혁신 및 변화를 리드합니다.

Forbes
.com

“Big Data has arrived at Seton Health Care Family, fortunately accompanied by an analytics tool that will help deal with the complexity of more than two million patient contacts a year...”

The New York Times

“At the World Economic Forum last month in Davos, Switzerland, Big Data was a marquee topic. A report by the forum, “Big Data, Big Impact,” declared data a new class of economic asset, like currency

FT FINANCIAL TIMES
World business newspaper

“Increasingly, businesses are applying analytics to social media such as Facebook and Twitter, as well as to product review websites, to try to “understand where customers are, what makes them tick and what they want”, says De... IBM’s pre

THE WALL STREET JOURNAL

“Companies are being inundated with data—from information on customer-buying habits to supply-chain efficiency. But many managers struggle to make sense of the numbers.”

Forbes
.com

“...now Watson is being put to work digesting millions of pages of research, incorporating the best clinical practices and monitoring the outcomes to assist physicians in treating cancer patients.”

Los Angeles Times

The Oscar Senti-meter — a tool developed by the L.A. Times, IBM and the USC Annenberg Innovation Lab — analyzes opinions about the Academy Awards race shared in millions of public messages on Twitter.”

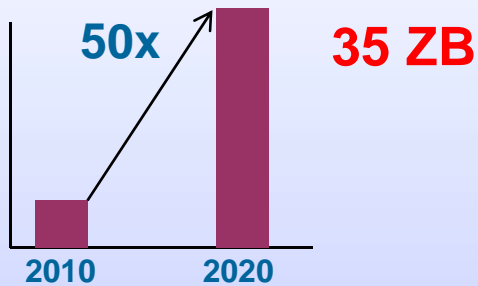


“Data is the new oil.”
Clive Humby

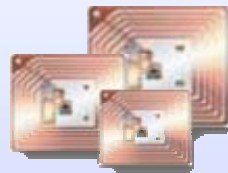
In its raw form, oil has little value. Once processed and refined, it helps power the world.

대용량, 신속성, 다양성을 특징으로 하는 빅 데이터에 대한 신뢰성 확보는 빅 데이터 비즈니스 활용을 위한 중요한 요소입니다.

Cost efficiently processing the growing **Volume**

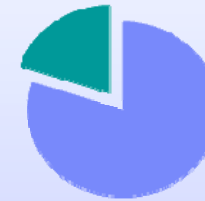


Responding to the increasing **Velocity**



30 Billion RFID sensors

Collectively analyzing the broadening **Variety**



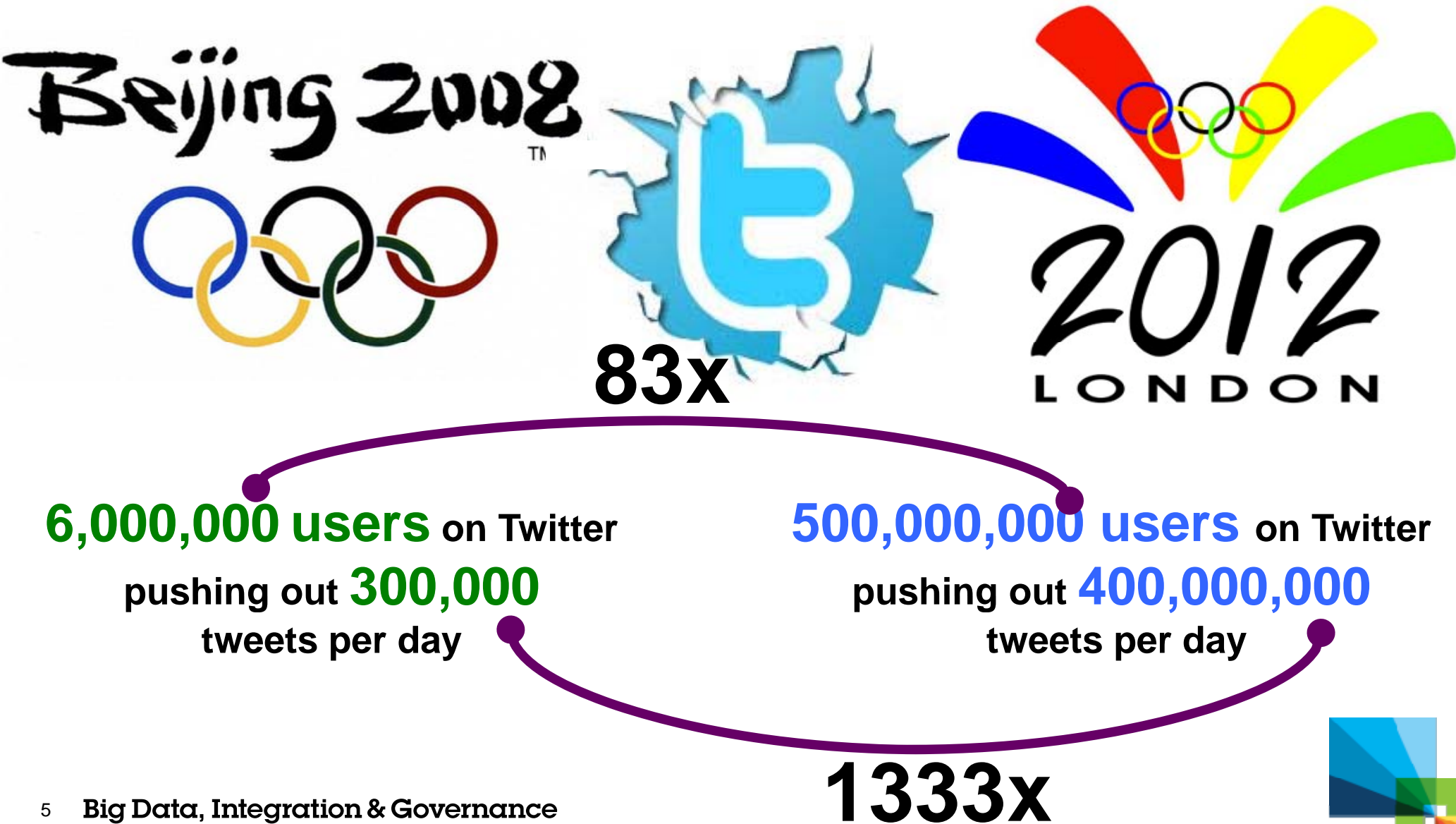
80% of the worlds data is unstructured



Establishing the **Veracity** of big data sources

1 in 3 business leaders don't trust the information they use to make decisions

빅 데이터는 시간이 흐름에 따라 더욱 폭발적으로 증가하고 있습니다.



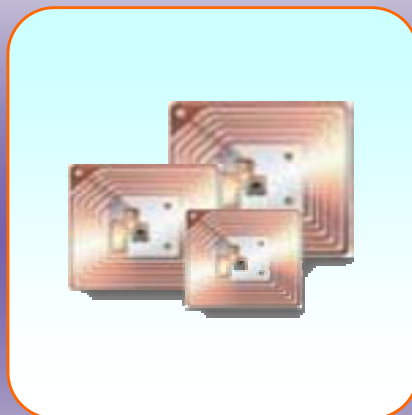
전통적인 데이터 소스 뿐 아니라 빅 데이터를 생성하는 다양한 데이터 소스를 활용하여 새로운 비즈니스 기회를 창출합니다.

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

모든 기업들은 빅 데이터 분석에 대한 도전을 새로운 비즈니스 기회로 활용하고자 노력합니다.

Government cuts acoustic analysis from hours to **70 Milliseconds**



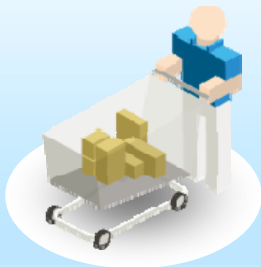
Utility avoids power failures by analyzing **10 PB** of data in minutes



Hospital analyses streaming vitals to detect illness **24 hours earlier**



Retailer reduces time to run queries by **80%** to optimize inventory



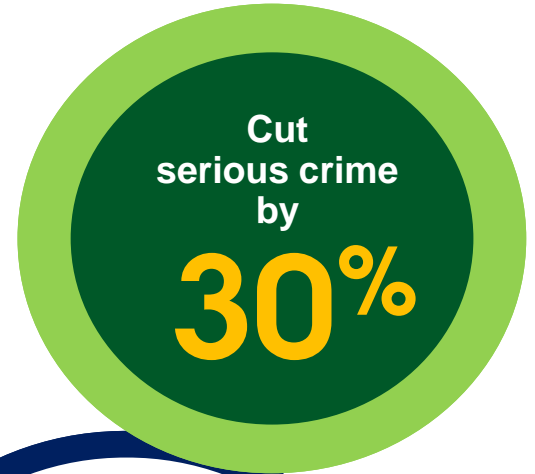
Stock Exchange cuts queries from 26 hours to **2 minutes** on **2 PB**



Telco analyses streaming network data to reduce hardware costs by **90%**



다양한 기업이 빅 데이터를 활용한 분석을 통하여 비즈니스 효과를 실제 경험하기 시작하였습니다.



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빅 데이터는 새로운 컴퓨팅 시대를 의미하며 유연성과 확장성을 기반으로 모든 가용한 정보를 분석 활용할 수 있는 기술이 요구됩니다.

New Era of Computing Requires



**Information
from Everywhere**



**Radical
Flexibility**

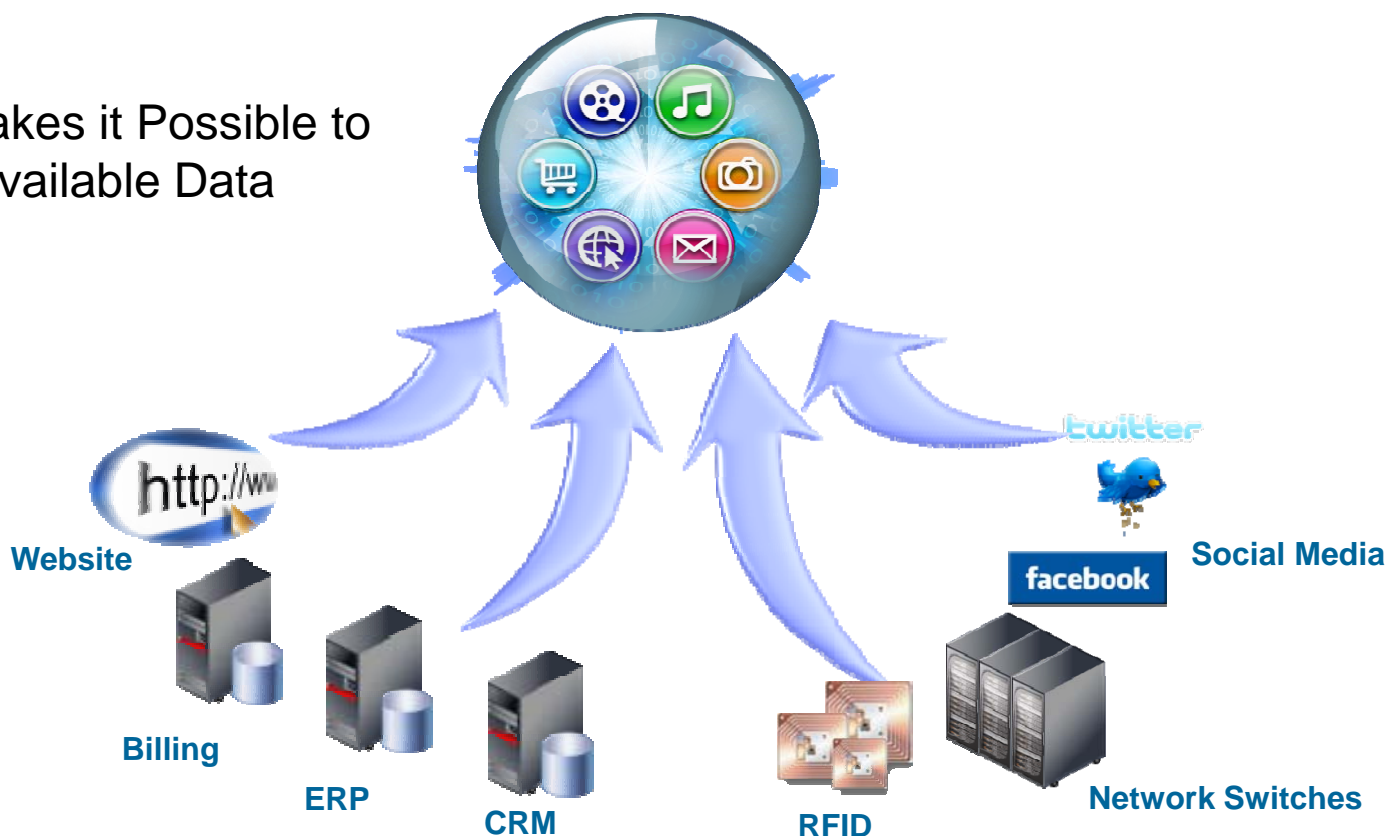


**Extreme
Scalability**

비용 효율성을 고려하여 모든 가용한 데이터에 대한 분석이 가능하도록 하는 빅 데이터 분석 기술이 필요합니다.

**Cost effectively manage and analyze
all available data in its native form
unstructured, structured, streaming**

Technology Makes it Possible to Analyze ALL Available Data



빅 데이터 분석을 위한 주요 신 기술요소는 다음과 같습니다.

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

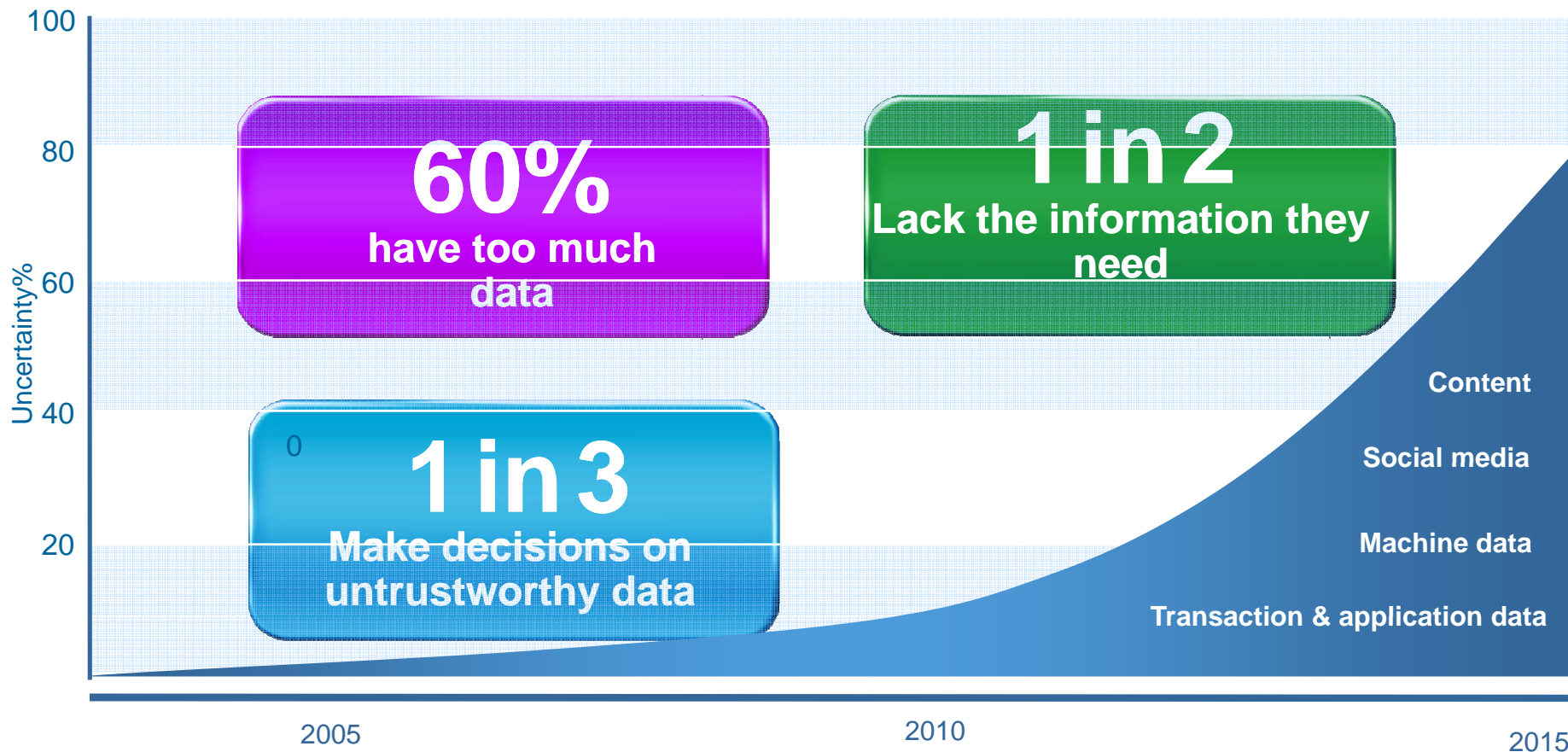
Analyze unstructured data



Text Analytics Engine

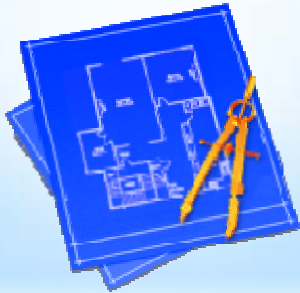


데이터의 양적 증가뿐 아니라 빅 데이터 환경이 더욱 복잡해짐에 따라 데이터의 불확실성은 계속 증가합니다.



비즈니스 사용자가 정보를 신뢰할 수 있을 때 빅 데이터는 진정한 가치를 제공합니다.

Information Is Understood



Information is Correct



Information is Holistic



Information is Current



Information is Secure



Information is Shared



신뢰성 있는 빅 데이터 분석은 정보 통합 및 거버넌스 기술을 기초로 합니다.



Big Data Analytics

The ability to process any variety, volume, and velocity of information and to derive insight

Information Integration & Governance

The ability to create trusted information

Big data , Information Integration & Governance

Scale to Handle the Big Data Explosion

- Integration performance and scalability
- Lifecycle management to retire data

Mask Increasing Complexity

- Simpler integration and governance capabilities
- Business-driven governance

Provide Agility for Faster Deployments

- Proactive
- Capabilities embedded in the consuming application

Sources



Consumers



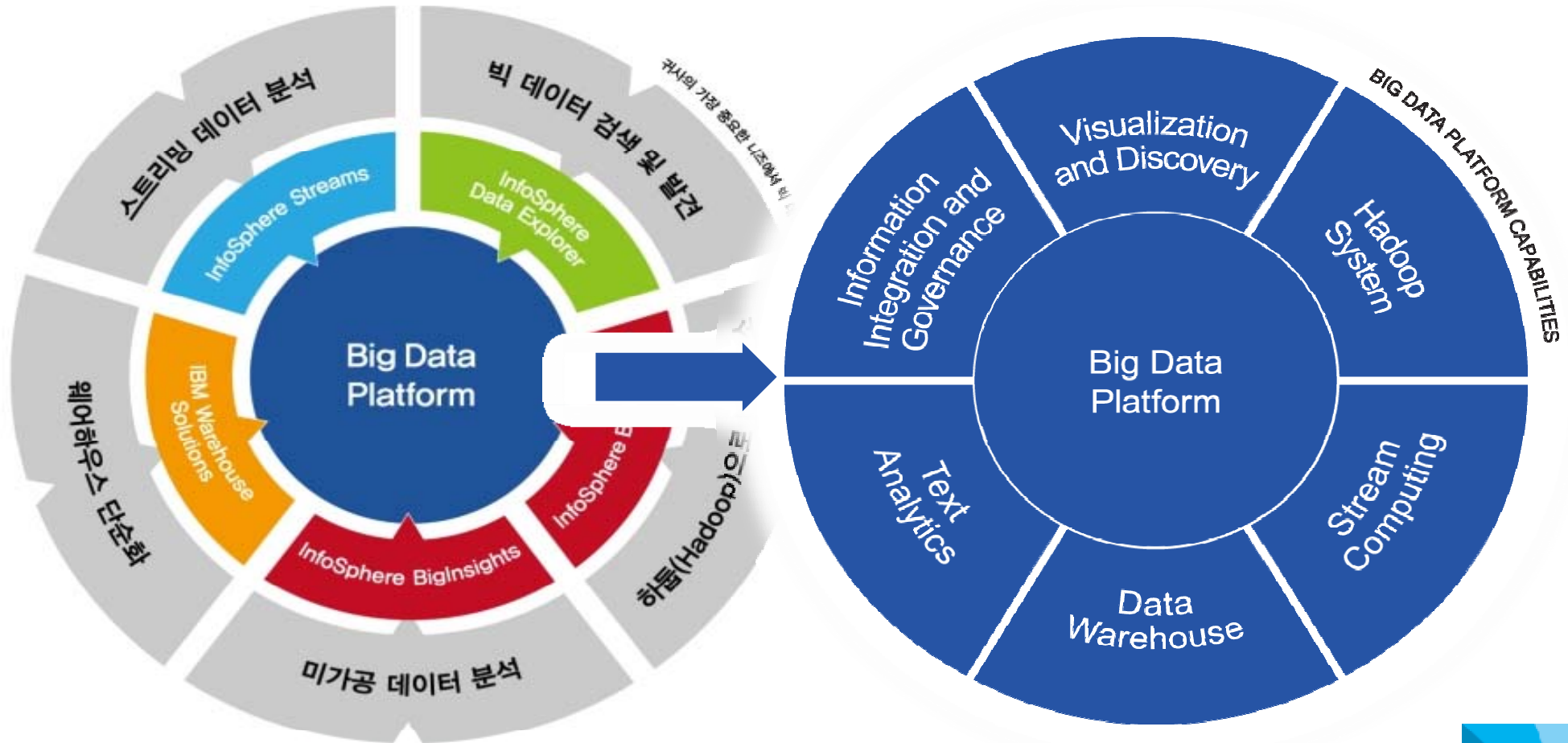
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빅 데이터는 정보리소스 활용을 위한 정보 전략입니다.



IBM은 빅 데이터 정보 전략수립을 위한 빅 데이터 코어 기술과 정보 통합, 거버넌스를 아우르는 B.I.G 플랫폼을 제공합니다.



IBM B.I.G 플랫폼을 통하여 비즈니스에 가치를 제공합니다.



빅 데이터 시대의 정보 전략 수립은 기업 성공의 중요요소입니다. 이를 위하여 비즈니스 니즈에 기반한 빅 데이터 분석력, 신뢰할 수 있는 통합된 정보, 비용효율적인 플랫폼 확보가 필요합니다.

Leverage analytics
as a game-changer

Embrace big data
to maximize your
business outcomes

Get **inspired** and
take action

Think **BIG**



Thank You

