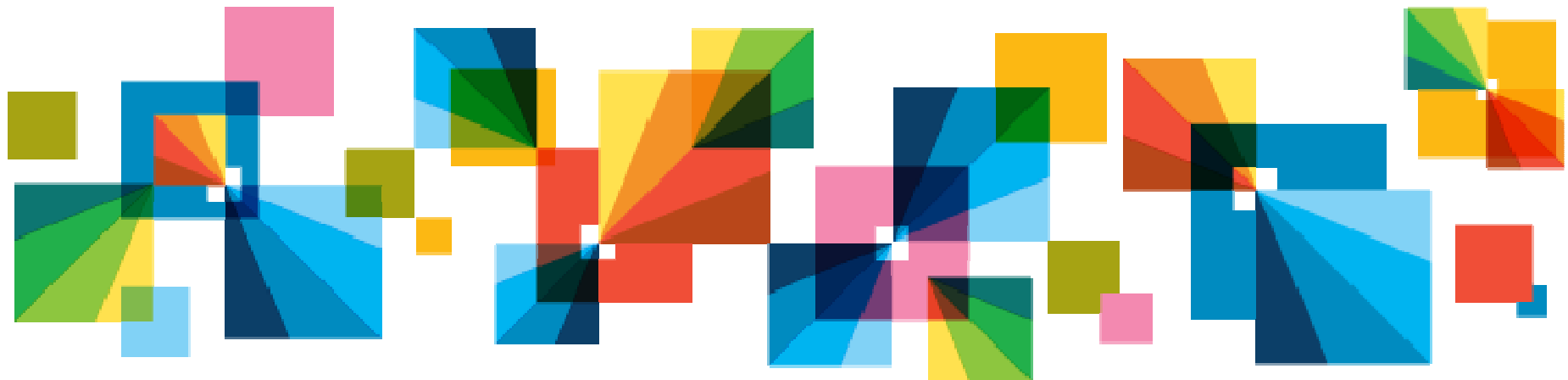


Chris Williams MBCS CITP
Chief Architect – Big Data and information Management
IBM UK and Ireland
12th June 2013

@chrispawilliams

The Big Deal with Big Data

*Turning **big data** into **smarter decisions***



What is
Big Data
anyway?

Felix Baumgartner

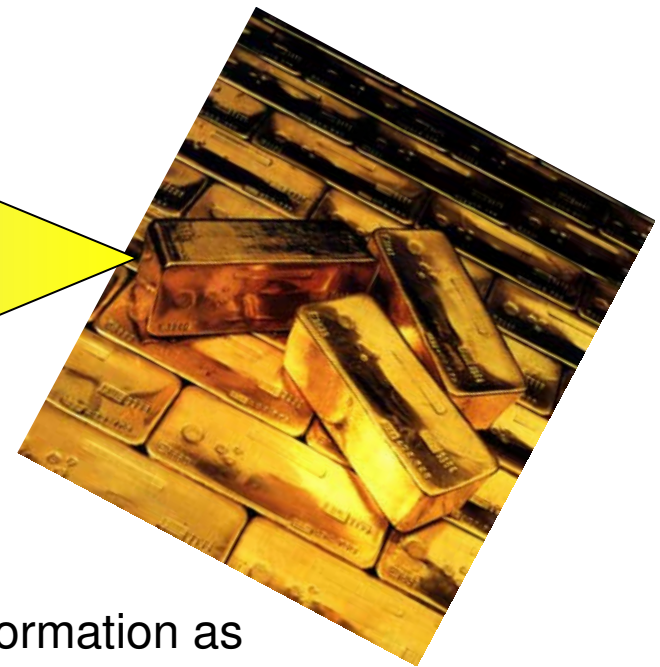


“I need to see the data.....”

Data Alchemy

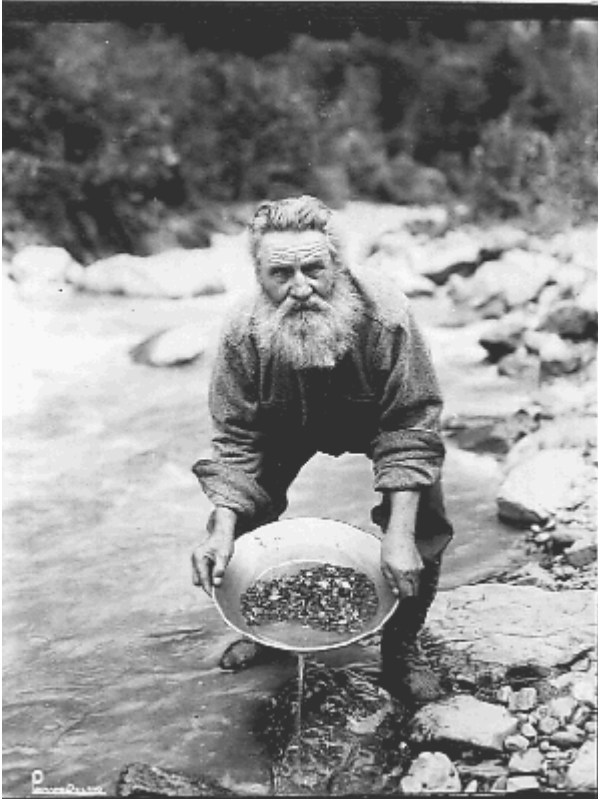


Data to run
the business



Information as
a strategic
Asset

Do we really need alchemy to find the gold?

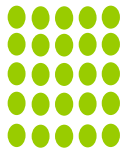


Big Data is All Data from Everywhere

Big Data Is Becoming The Next Natural Resource

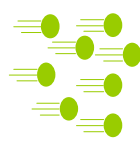
“We have for the first time an economy based on a key resource [Information] that is not only renewable, but self-generating. Running out of it is not a problem, but drowning in it is”

-- John Naisbitt



Use **greater amounts** of data

Volume



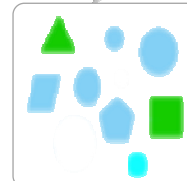
Use data **more quickly**

Velocity



Use **more types** data

Variety

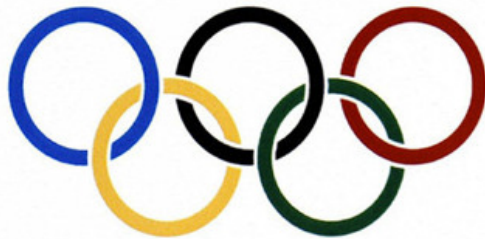


Use **uncertain** data

Veracity

Big Data
is it all about
social media ?

Beijing 2008 TM



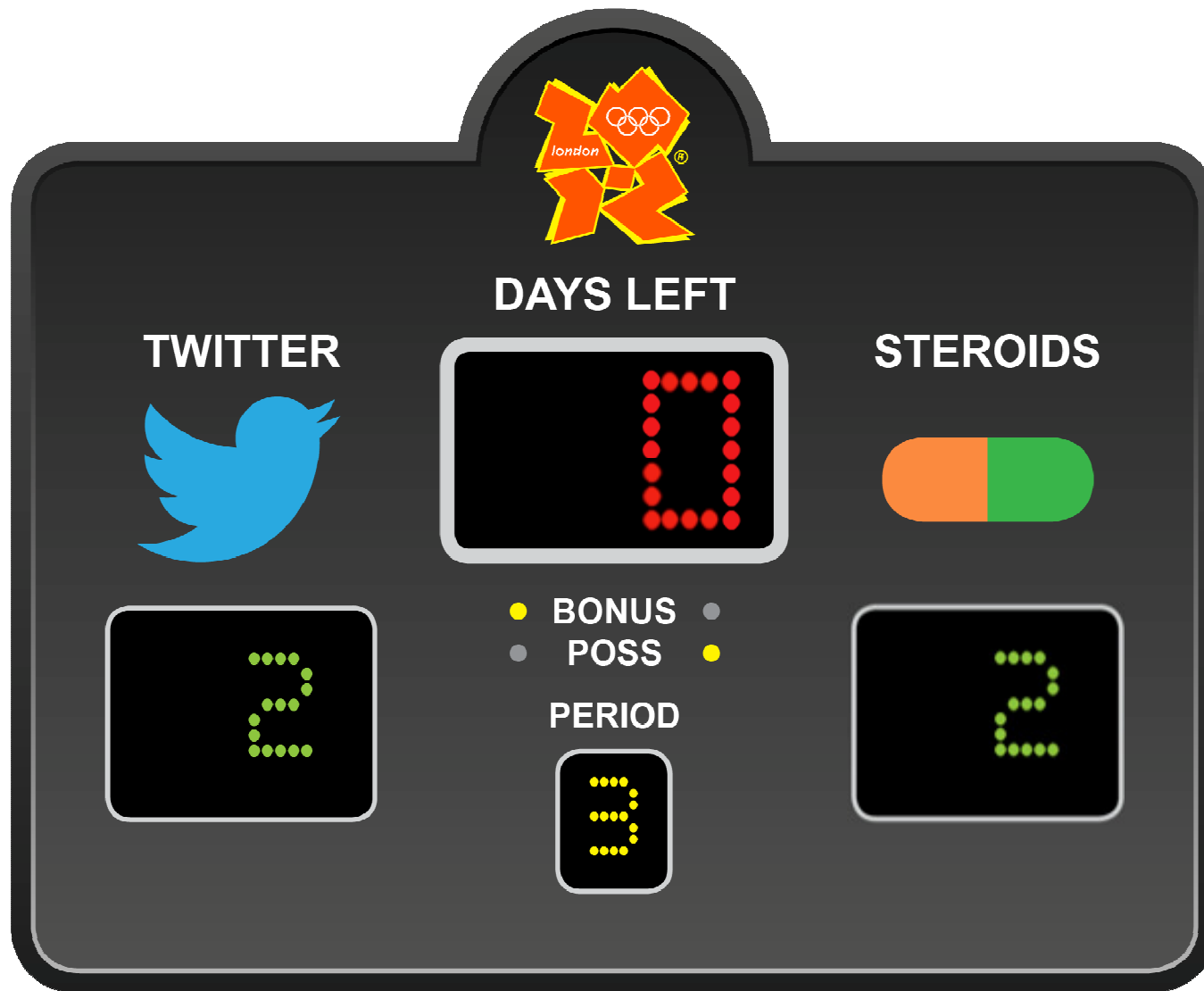
83x

6,000,000 users on Twitter
pushing out **300,000**
tweets per day

500,000,000 users on Twitter
pushing out **400,000,000**
tweets per day

1333x

The Olympic Expulsion Scoreboard





**If you're not analysing all of
the data, you're not getting all
of the insight.**

Big Data doesn't
have to be big.
It isn't just about
social media.

In Order to Realize New Opportunities, You Need to Think Beyond Traditional Sources of Data

Transactional and Application Data



- Volume
- Structured
- Throughput

Machine Data



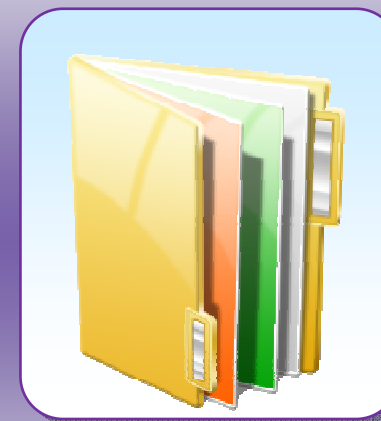
- Velocity
- Semi-structured
- Ingestion

Social Data



- Variety
- Highly unstructured
- Veracity

Enterprise Content



- Variety
- Highly unstructured
- Volume

Big Data without
analytics is
just a lot of data.

UK Deficit Analysis (2011-12)

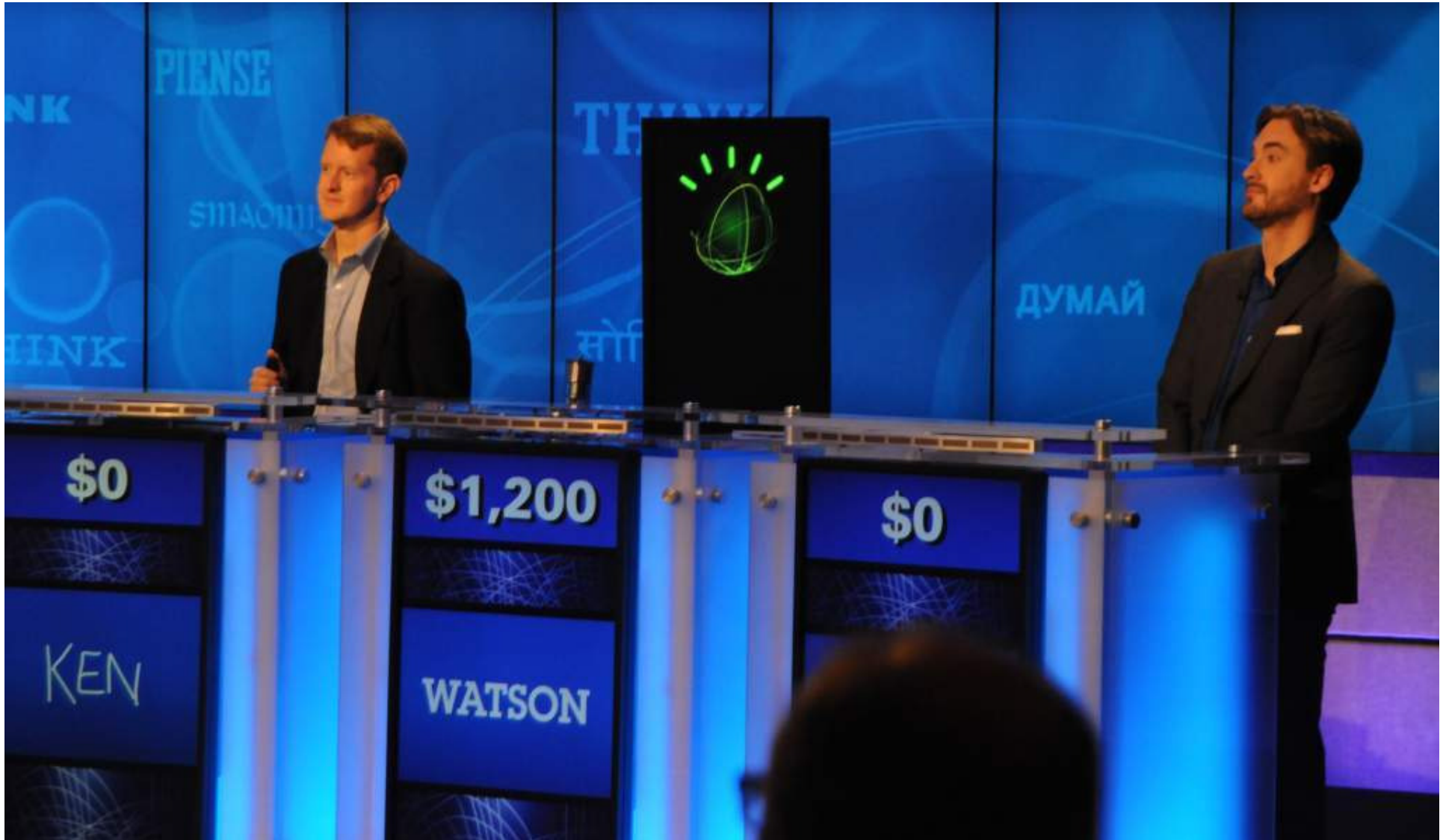
- Total Debt (Dec 2012) £1111000000000
- Government Borrowing £121600000000
- Government Income £550600000000
- Government Spending £694890000000
- Interest £48200000000

Household Budget

Outstanding Mortgage	£111,100
New debt this year	£12,160
Income	£55,060
Spending	£69,489
Mortgage Payments	£4,820

At IBM Big Data
is about the
art of the impossible
Hurwitz and Associates

IBM Watson



**IBM delivers a governable,
consumable Big Data platform
that's steeped in analytics for data
in-motion and data at-rest.**

The “Big 5” – Big Data Patterns



Big Data Exploration

Find, visualize, understand all big data to improve business knowledge



Enhanced 360° View of the Customer

Achieve a true unified view, incorporating internal and external sources



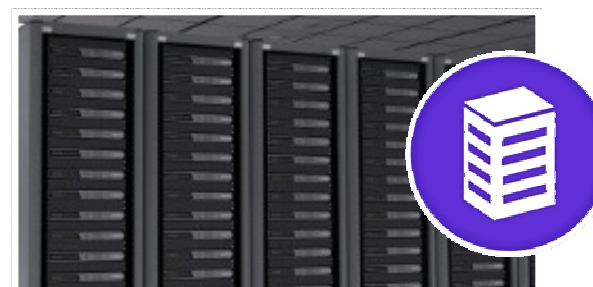
Security/Intelligence Extension

Lower risk, detect fraud and monitor cyber security in real-time



Operations Analysis

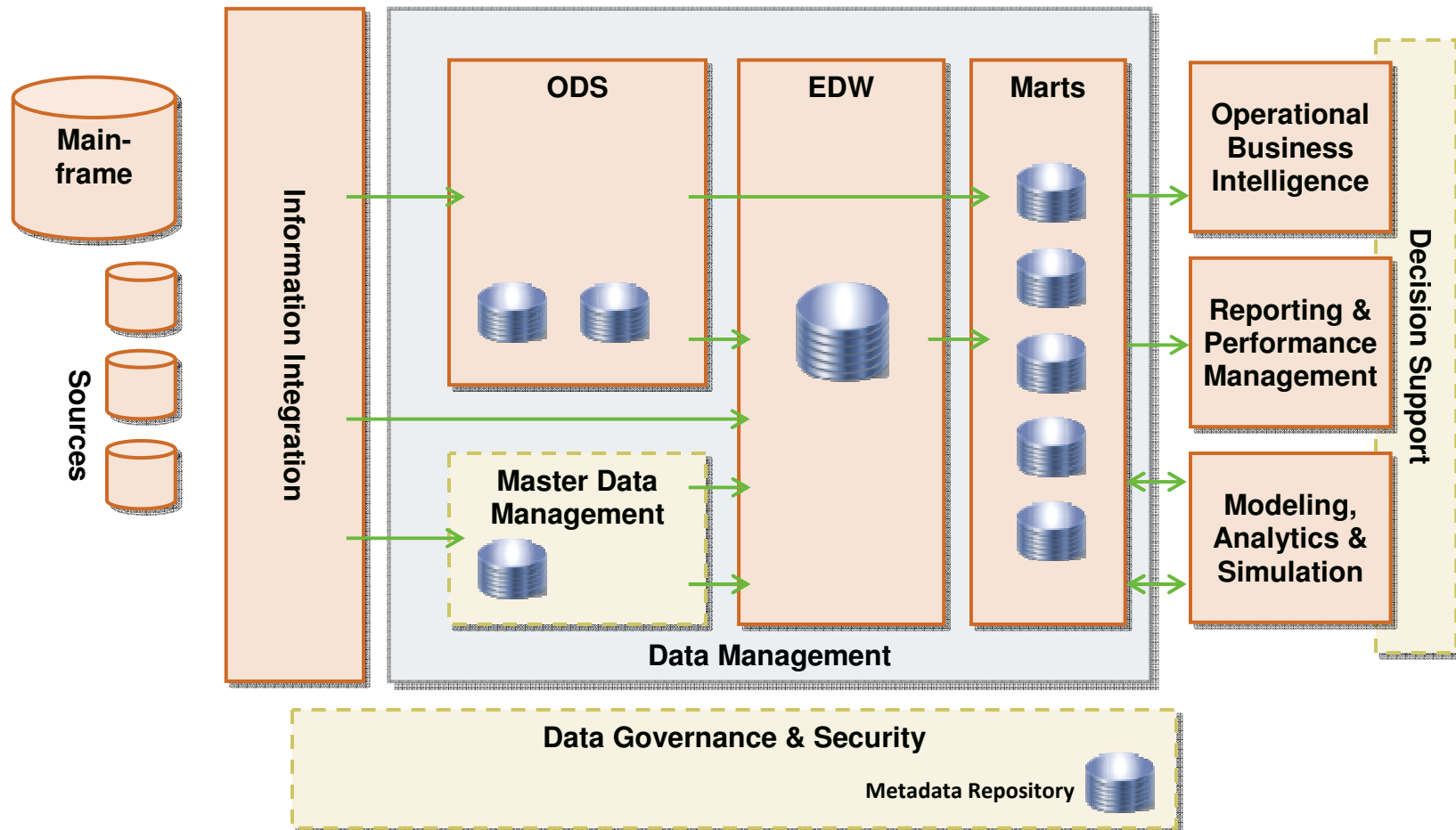
Analyze a variety of machine data for improved business results



Data Warehouse Augmentation

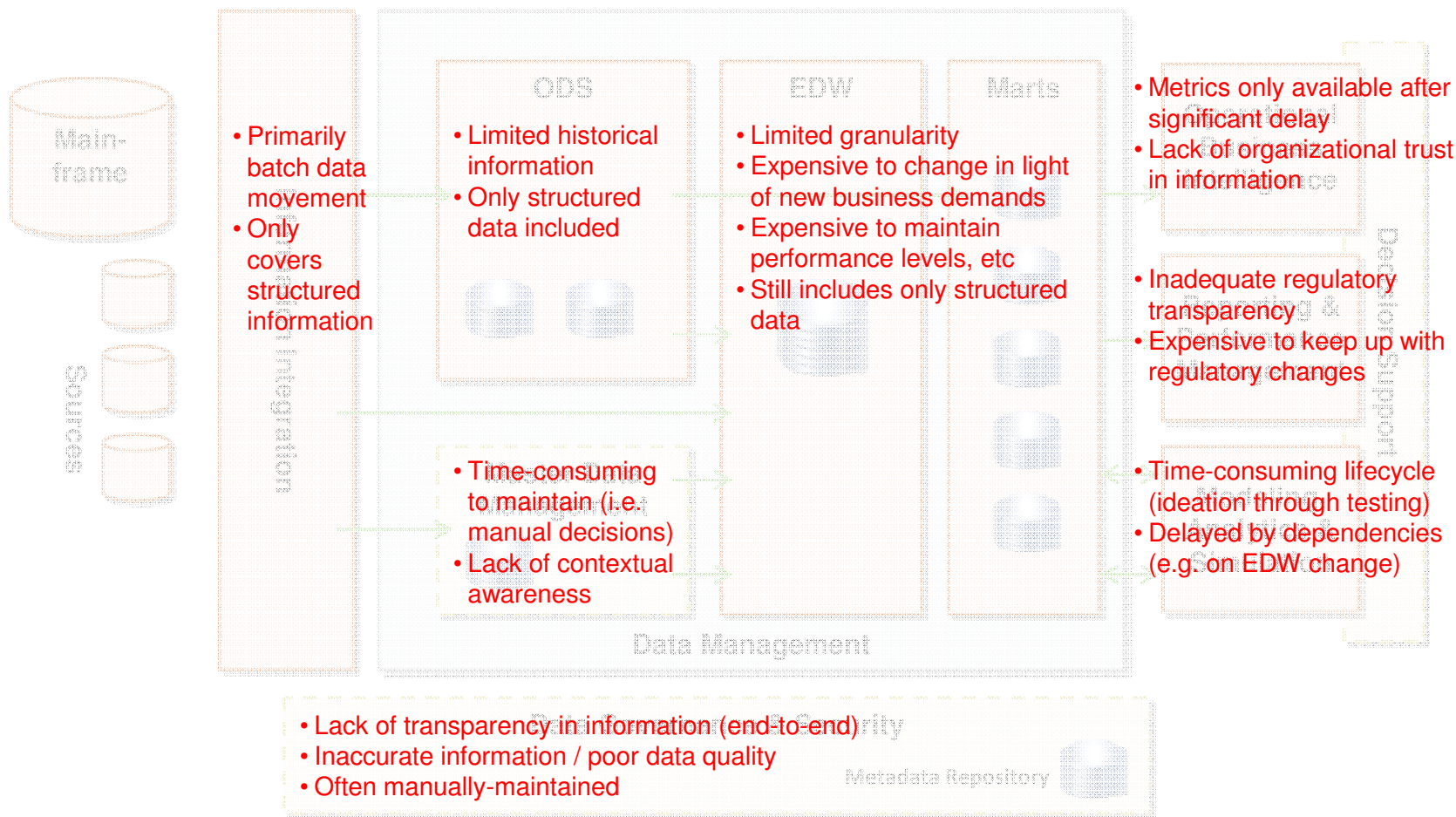
Integrate big data and data warehouse capabilities to increase operational efficiency

Data to Insight to Action landscape of most organisations today



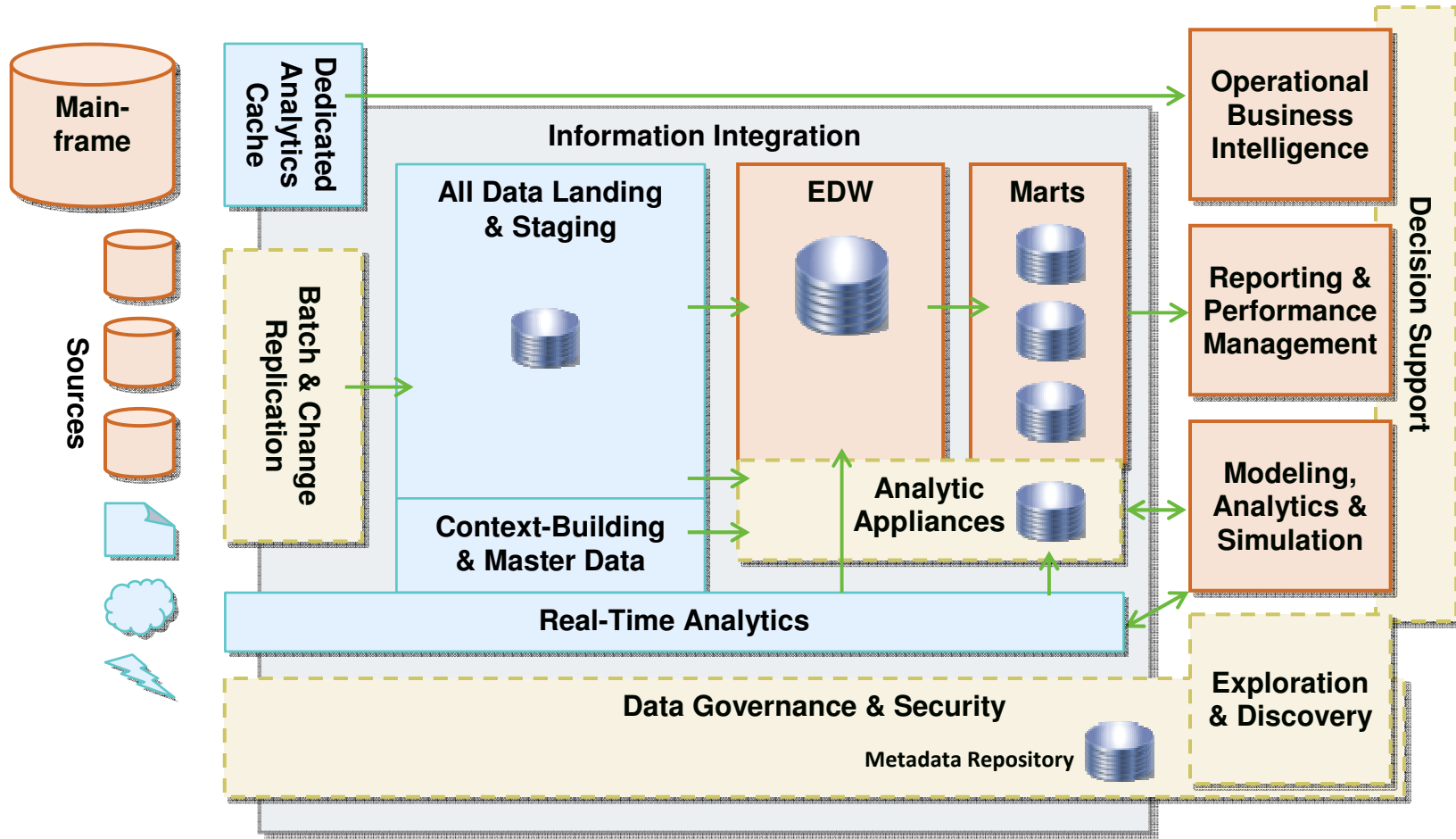
Issues and challenges with the current landscape

Limited data -----> **Latent insight** -----> **Missed opportunity**



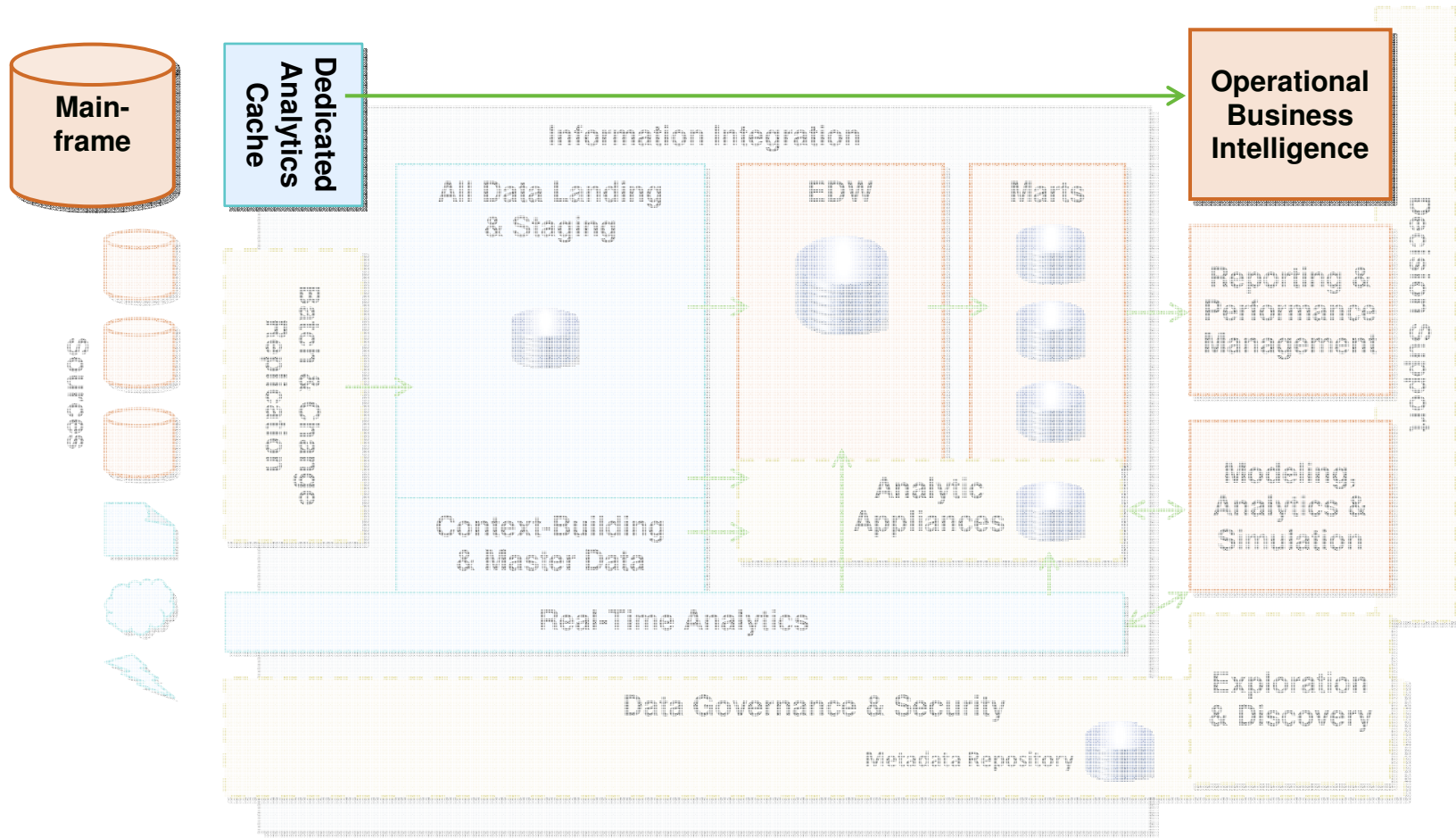
How organisations use IBM Big Data to address these challenges

All data -----> *Timely insight* -----> *Seize opportunities*



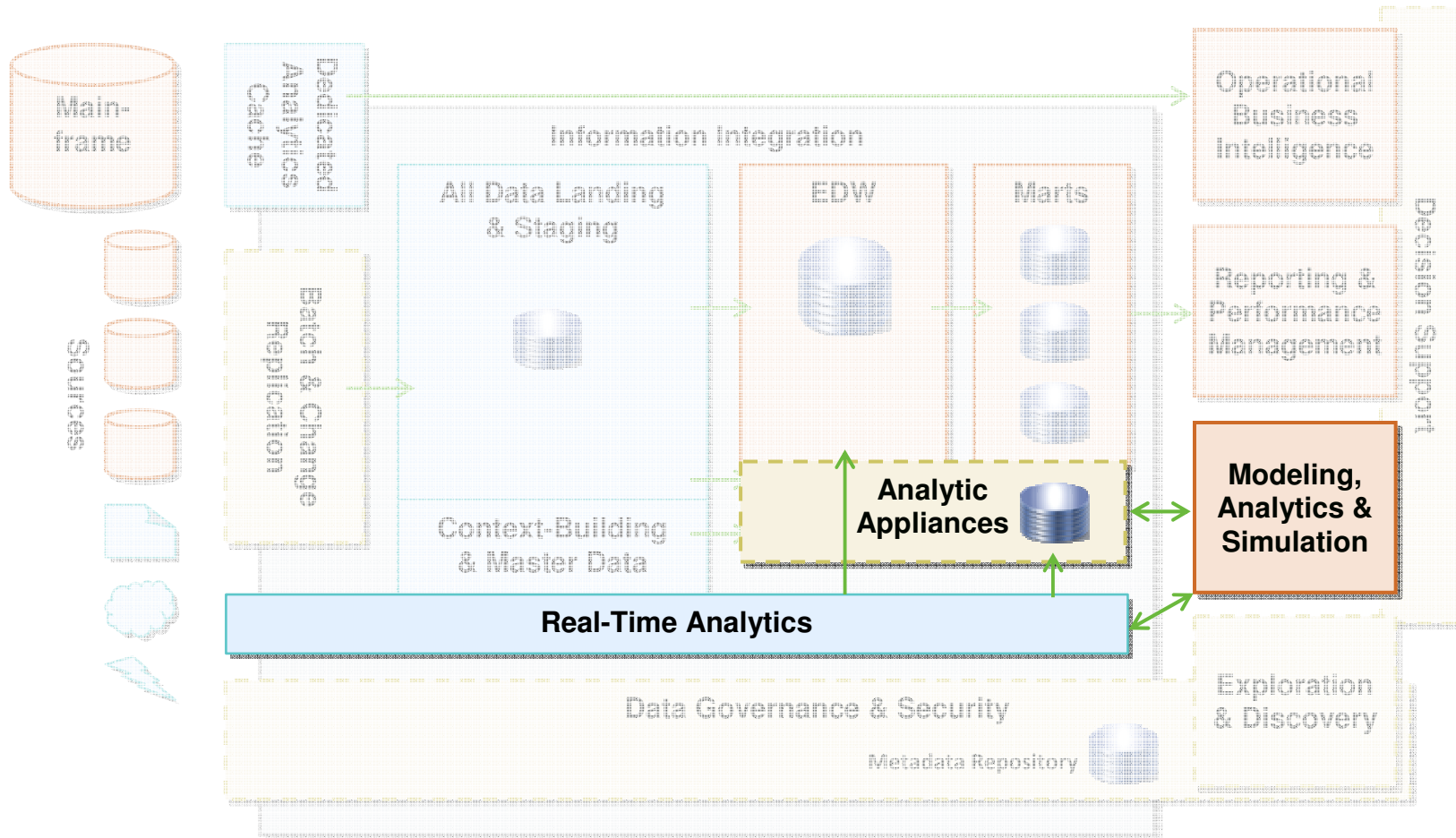
Benefits – trusted Operational BI, without delay

Timely insight -----> *Seize opportunities*



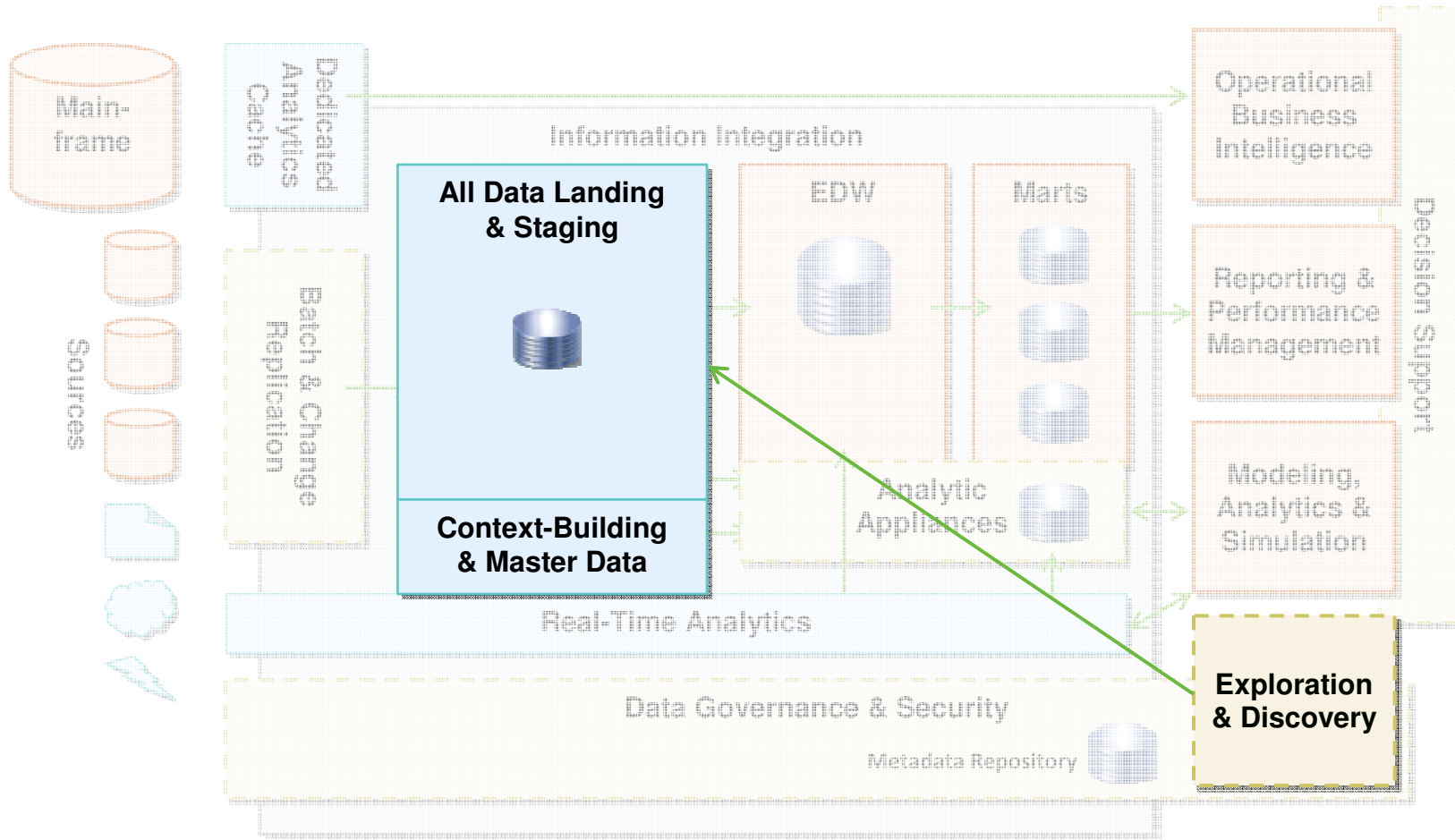
Benefits – “speed-of-thought” iterative modeling & analytics

Timely insight -----> *Seize opportunities*



Benefits – ad hoc exploration & discovery across all data, in-
context

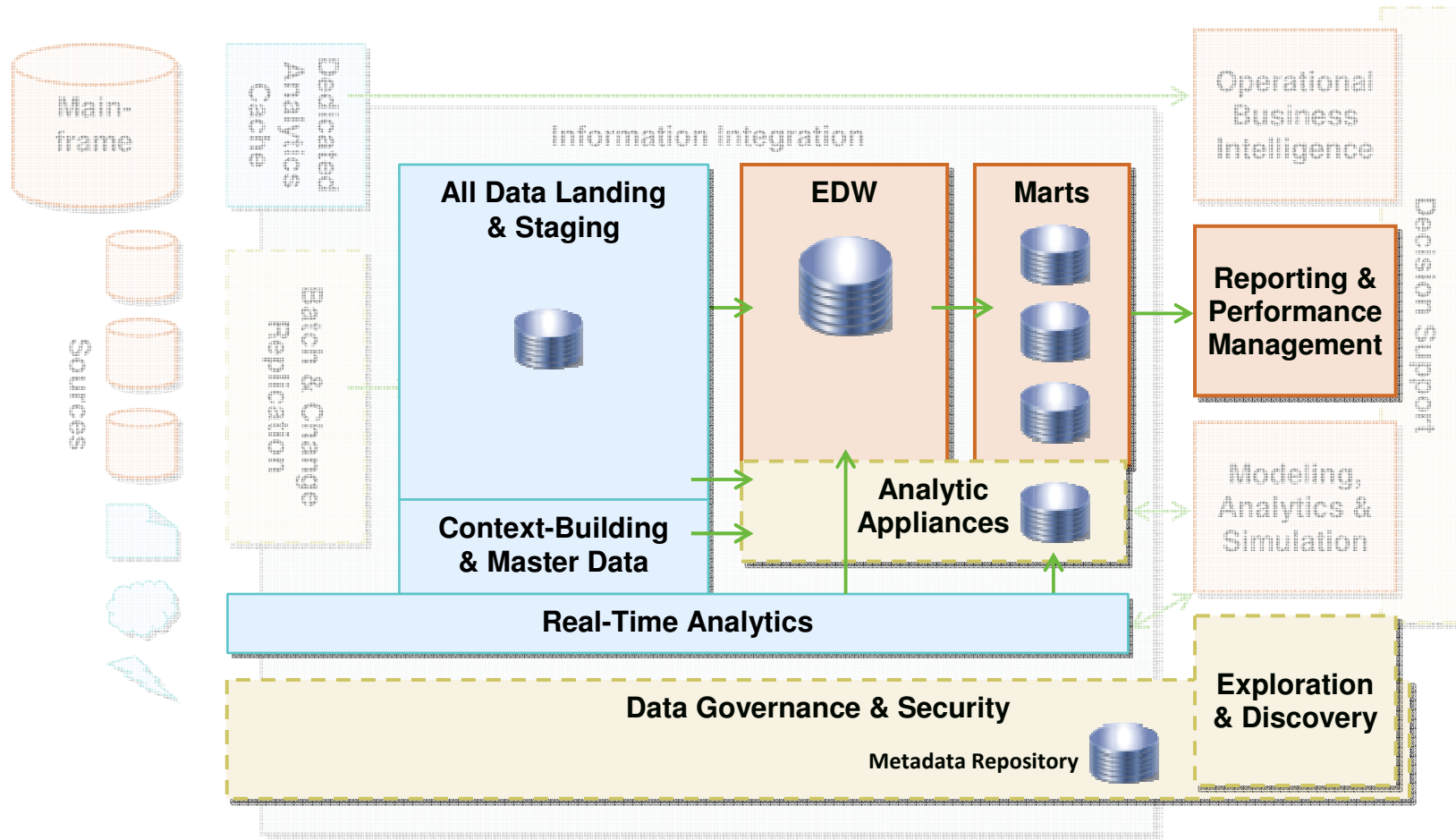
All data -----> *Timely insight*



Benefits – reporting based on all information, traceable to

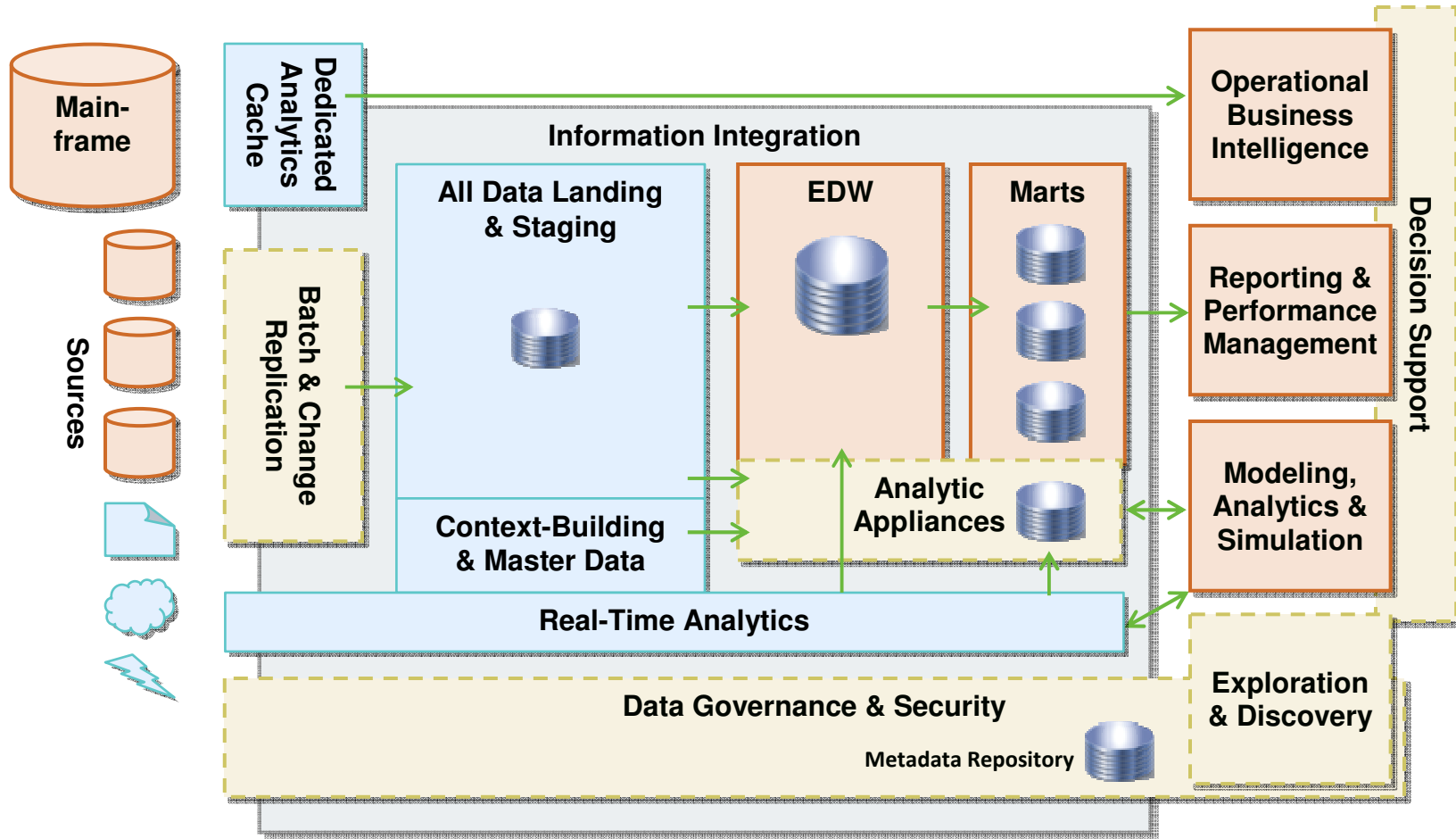
SOURCE

All data -----> *Timely insight* -----> *Seize opportunities*

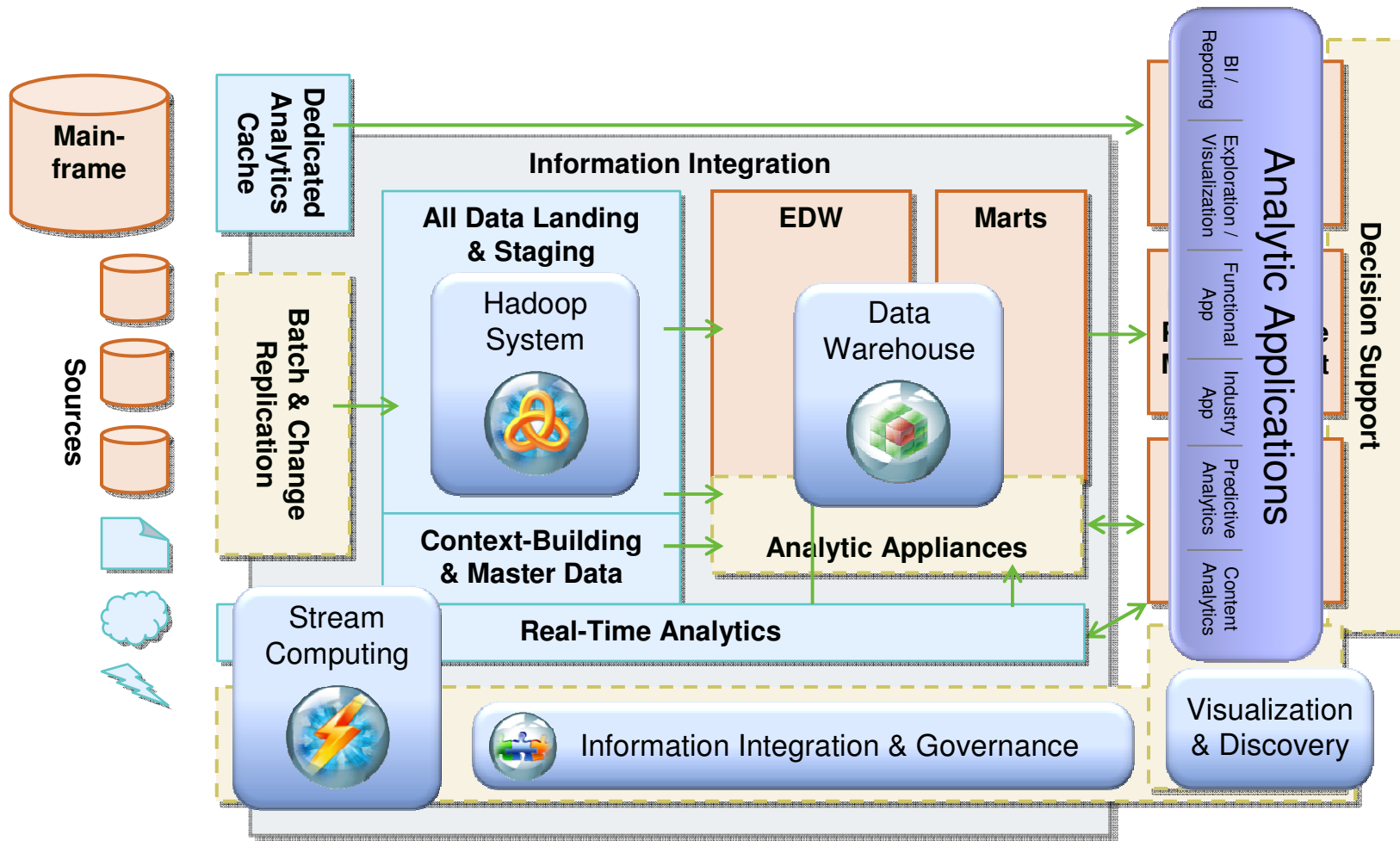


The modern Data to Insight to Action landscape

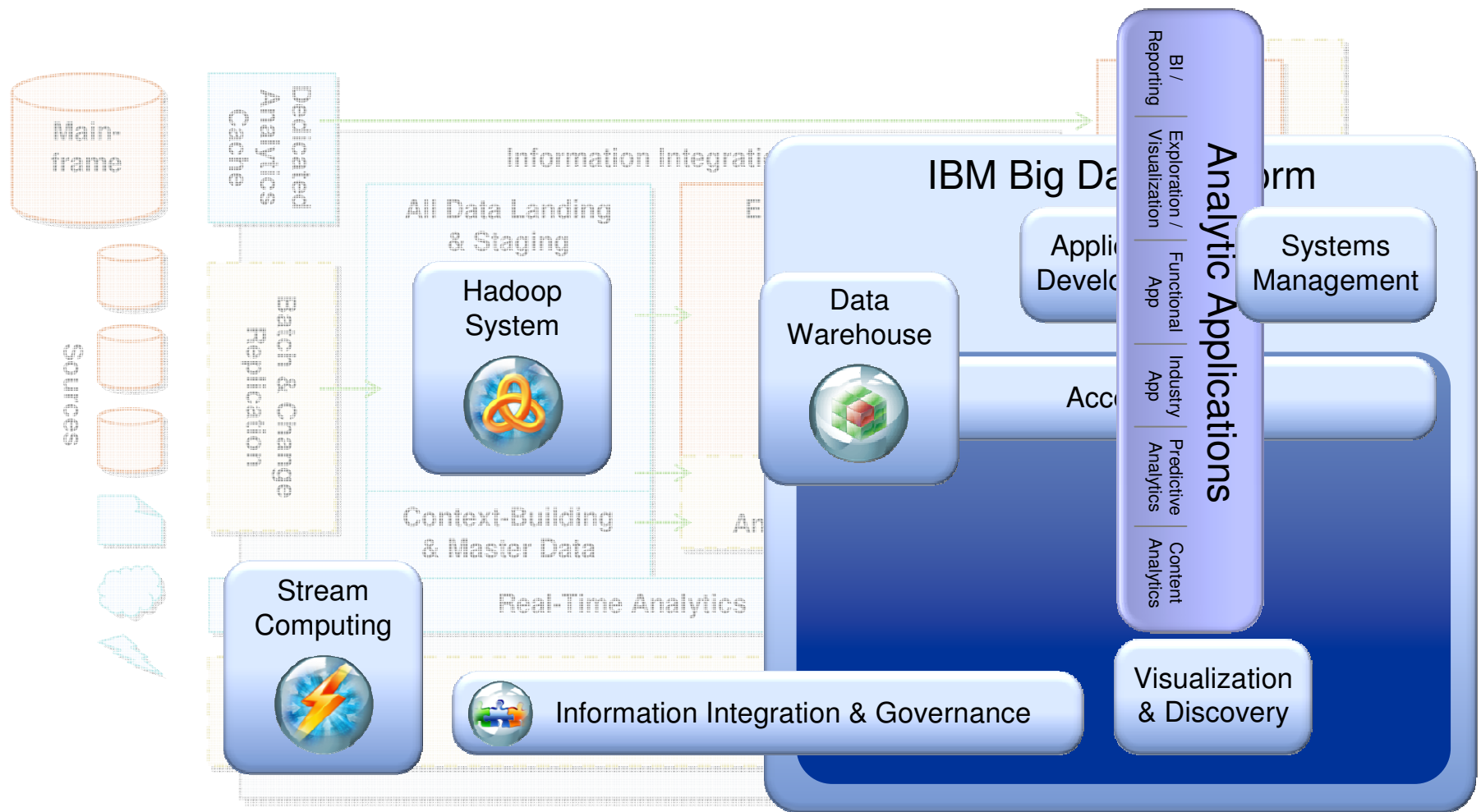
All data -----> *Timely insight* -----> *Seize opportunities*



IBM Big Data provides the complete platform for modernization



IBM Big Data provides the integrated platform for modernisation



The IBM Big Data Platform Advantage – complete & integrated

- The platform enables starting small and growing without throwing away work
- Shared components and integration between systems lowers deployment cost, time and risk
- Key points of leverage
 - Accelerators built across multiple components to address common use cases
 - Pre-built integrations between the components using open connectors
 - Common analytic engines across components (i.e. text analytics)
 - Common metadata, integration design and governance across components



THINK BIG

Information OnDemand **2013**

November 3 - 7

Mandalay Bay | Las Vegas, Nevada

@chrispawilliams
chris.williams@uk.ibm.com