CENTERLINE DIGITAL

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4942 IBM Linux on Power Systems Big Data Animation – As Produced Transcript

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Anjul Bhambhri: The interesting thing about big data is that we see this in all industries; finance, insurance, banking, telecommunications, health care, retail, energy and utilities where people want to really gain insights from this data.

Anjul Bhambhri: We are generating 2.5 quintillion bytes of data a day. Without a structure, it's very difficult to model this data and put it in relational databases.

Anjul Bhambhri (PG 4 Mid): You need 360 view of flow of data. So that you can analyze all of that data, put it together and correlate pieces of information.

Peter Hofstee: The combination of open source Linux and Power systems gives you something very powerful. It allows us to bring together technologies developed in open source, for example for Big Data, Big Insights technologies developed with Hadoop and technologies that we have developed in-house with government partners, for example like Streams, which was also developed in Linux. We can bring all of these technologies together, combine the Linux framework with the highly powerful Power processors; large memories, big caches and a large amount of bandwidth and create systems with unique capabilities.

Peter Hofstee: For example, one set of products that we have allows companies to tap into all the data that's out there in blogs and internet and so on, and to figure out what the topics are that people are talking about relative to their brand compute that really fast and deliver that result quickly.

Peter Hofstee: You can now put a structure on your unstructured data

Roger Kay: IBM has, of course, realized that and said well, we should have some products, we want to do data at rest, we want to do data in motion, and optimize that type of computing for the PowerLinux platform.

Roger Kay: The economics of the PowerLinux solution are quite beneficial and mid-market companies will appreciate that. It gives them the opportunity to give higher quality services to their customers at a lower cost.

Jim Totton: the Power announcements that we are talking about today, are just another great proof point in bringing more choice to customers, built on an open source innovation model and delivered through companies with commercial grade quality and capabilities.

Jim Totton: Here is a great example where Linux and IBM's hardware technologies are bringing at scale solutions around unstructured data. Linux is again proven it's ready for primetime, the most mission-critical, the largest scale solutions.