

# IBM Big Data Platform: Advancing Consumability and Performance of Big Data Solutions

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# Key Business-driven Use Cases Improve Business Outcomes

**Enrich Your Information Base**  
*with Big Data Exploration*

**99%**

Reduction  
In Time Required  
For Analysis

**Improve Customer Interaction**  
*with Enhanced 360° View of the Customer*

**1,100**

Association  
Publishing  
Partnerships

**Help Reduce Risk and Prevent Fraud**  
*with Security and Intelligence Extension*

**42TB**

Real-time  
Acoustic  
Data Analyzed

**Optimize Infrastructure and Monetize Data**  
*with Operations Analysis*

**60K**

Metered  
Customers  
in Five States

Pacific Northwest  
SMART GRID

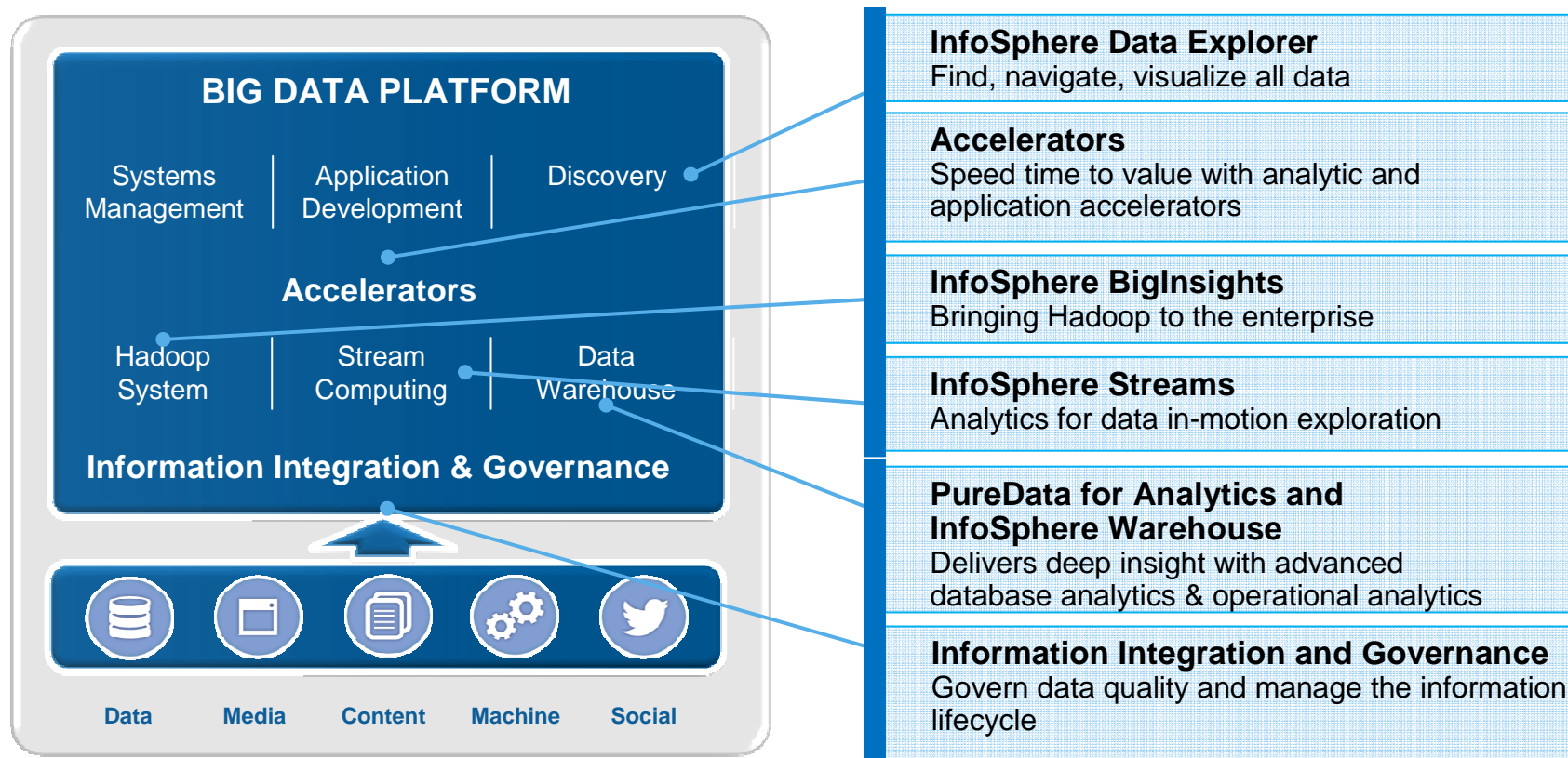
**Gain IT efficiency and scale**  
*with Data Warehouse Augmentation*

**40X**

Gain in  
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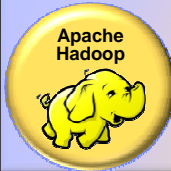
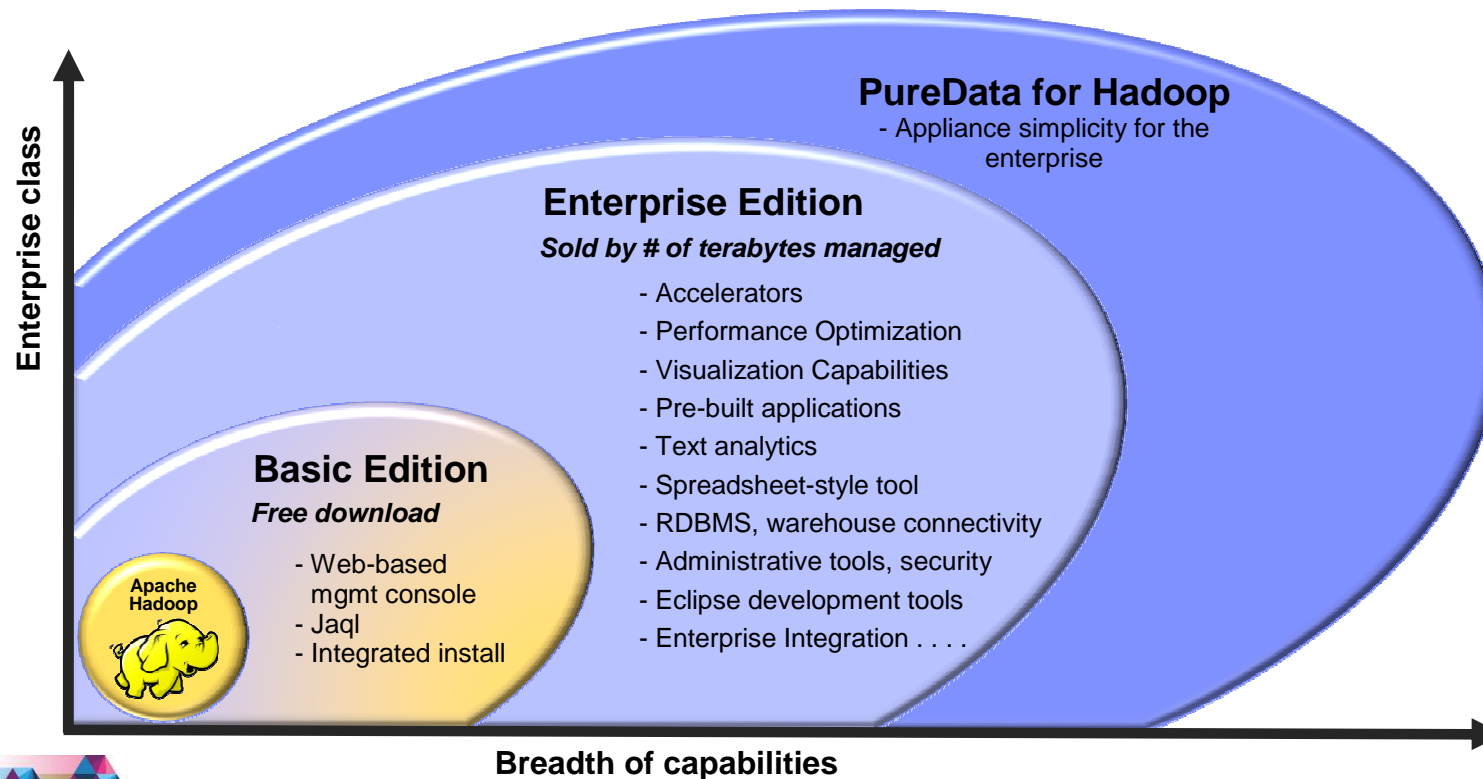


# IBM's Key Platform Capabilities Enable the 5 Key Use Cases

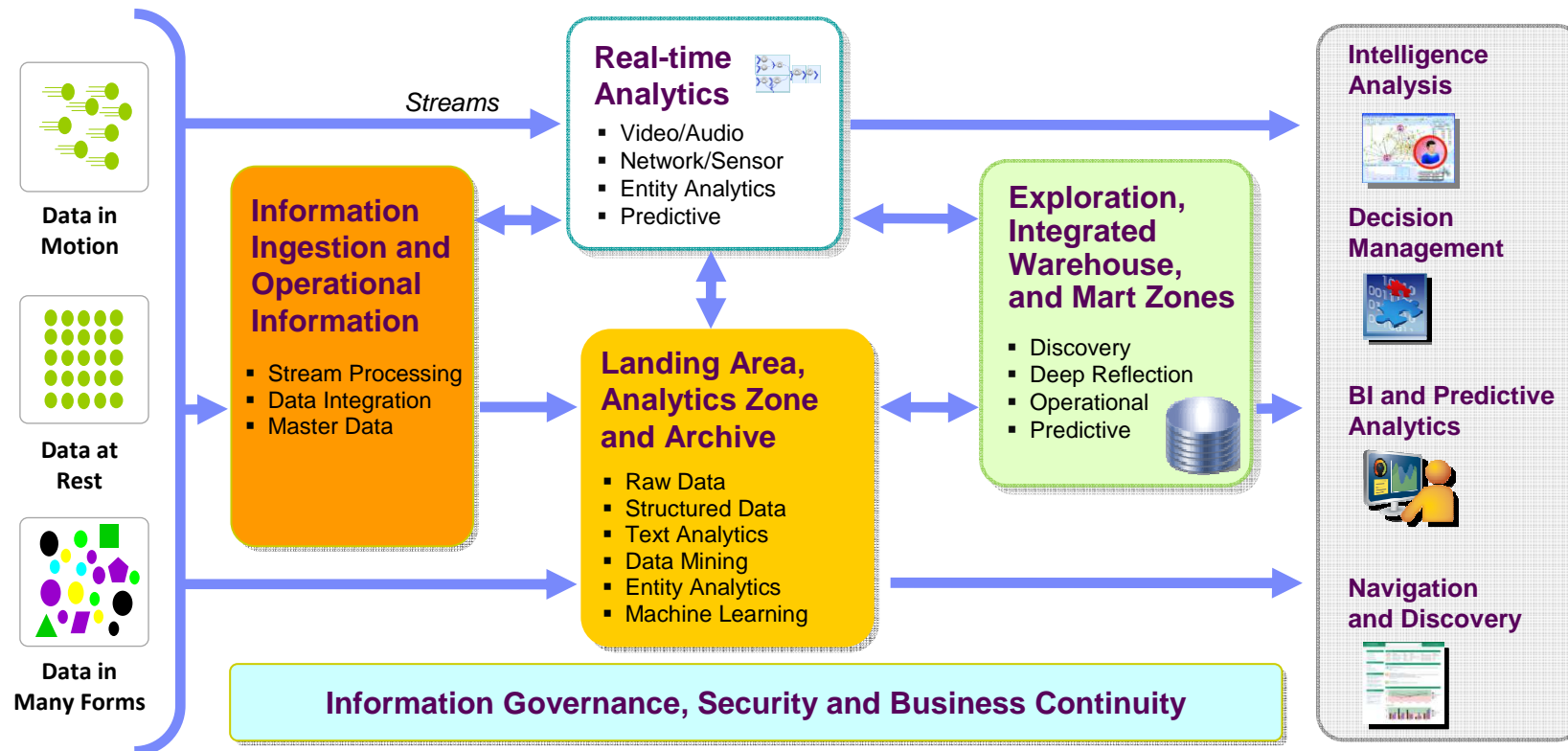


# From Getting Starting to Enterprise Deployment

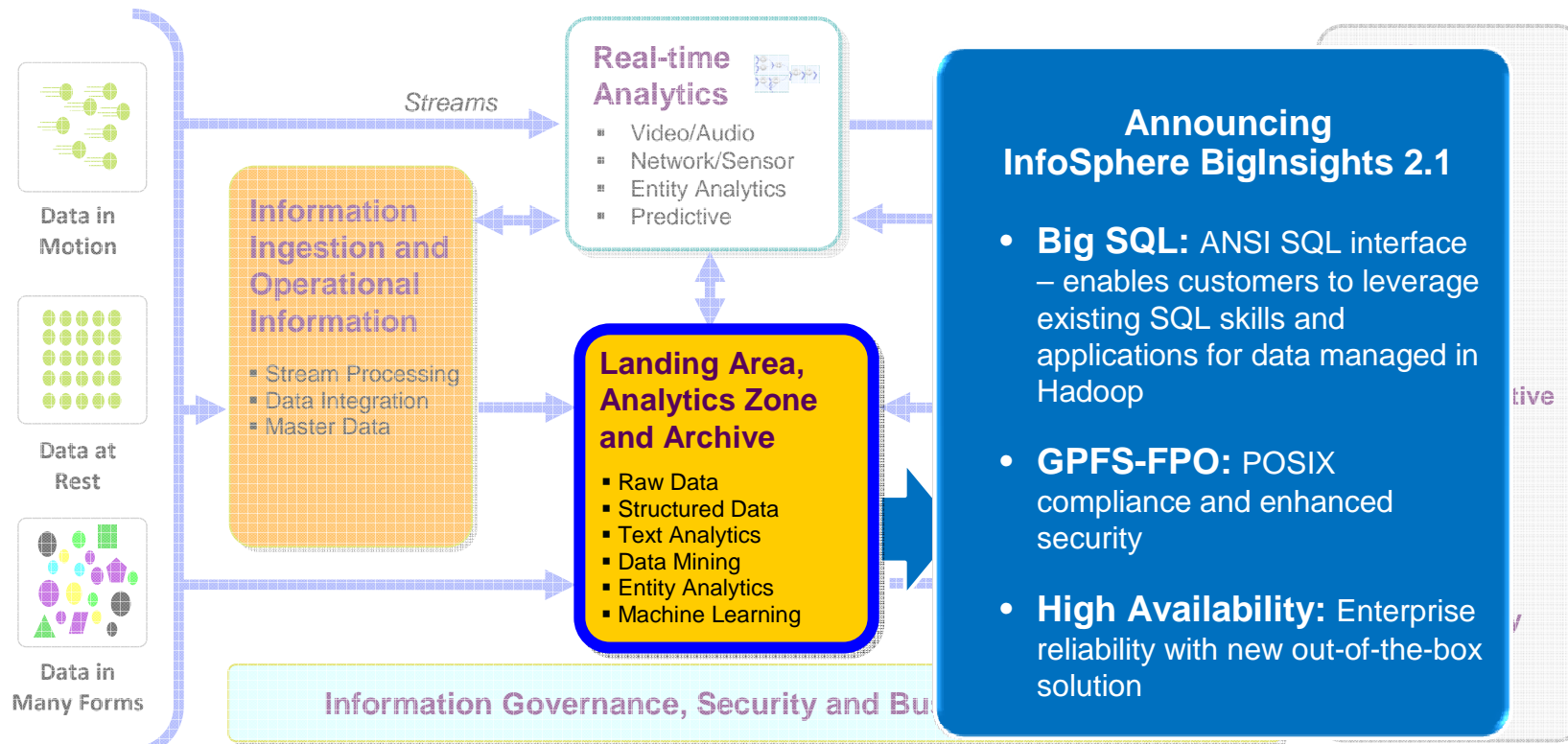
*InfoSphere BigInsights Brings Hadoop to the Enterprise*



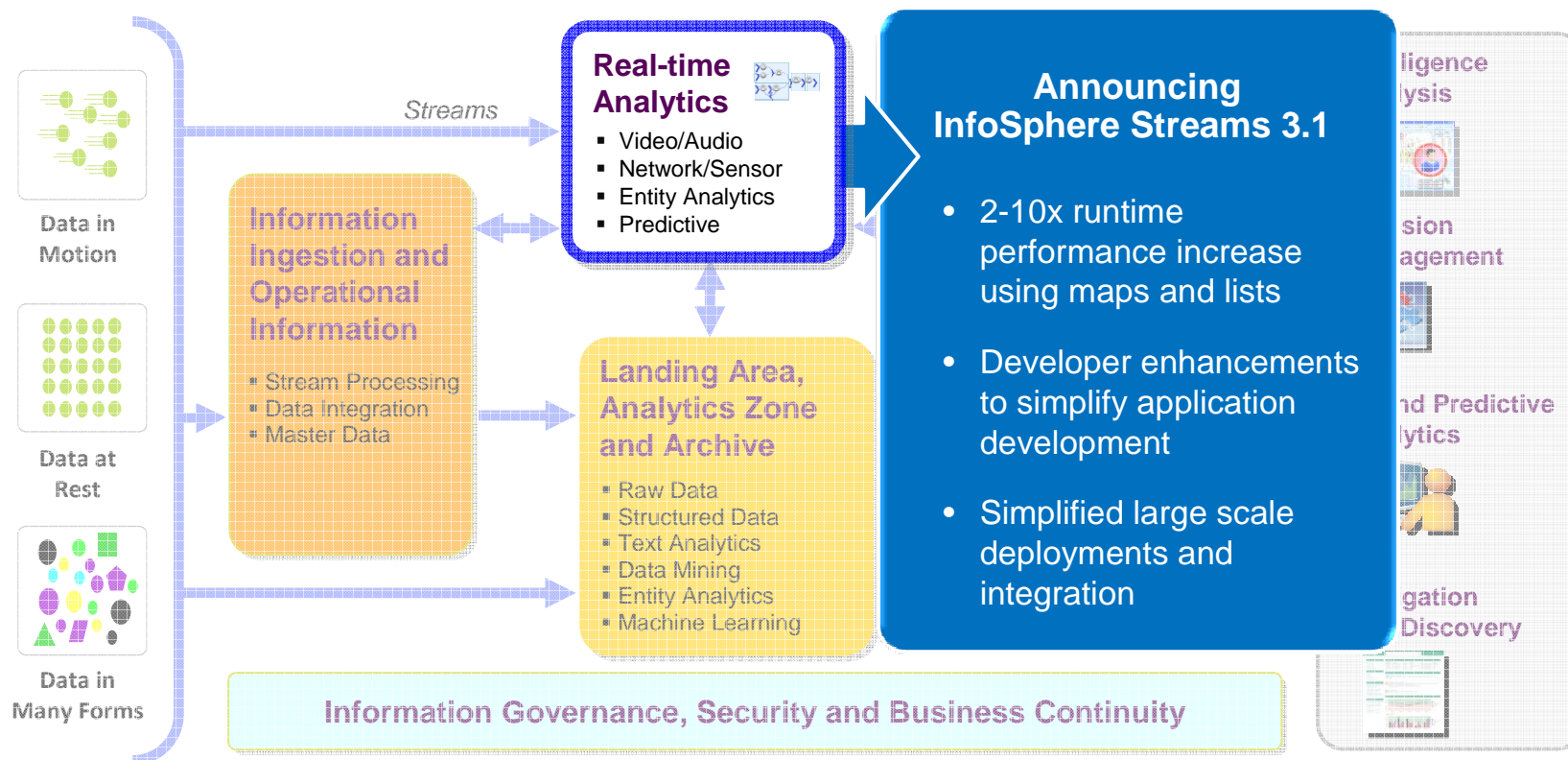
# New Architecture to Leverage All Data and Analytics



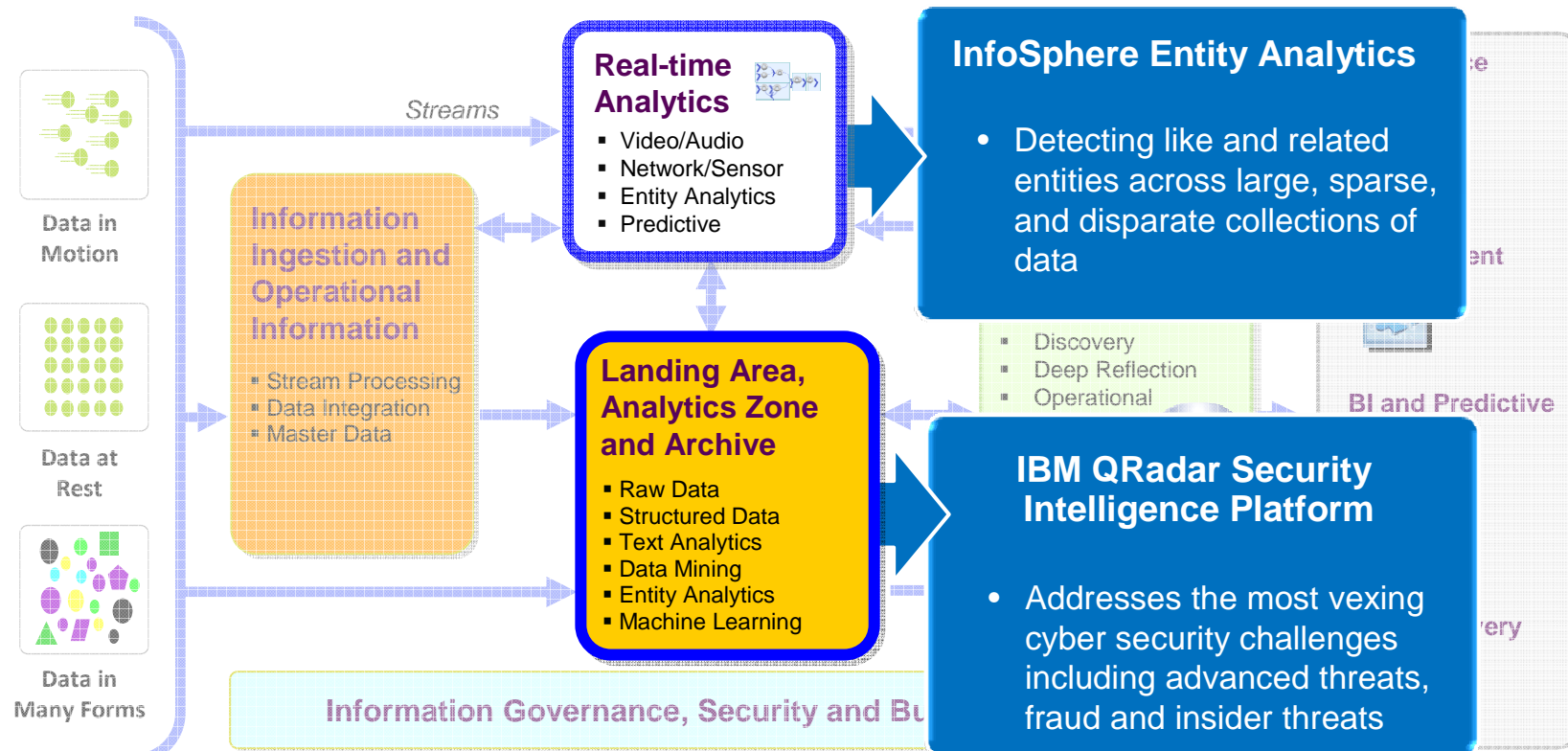
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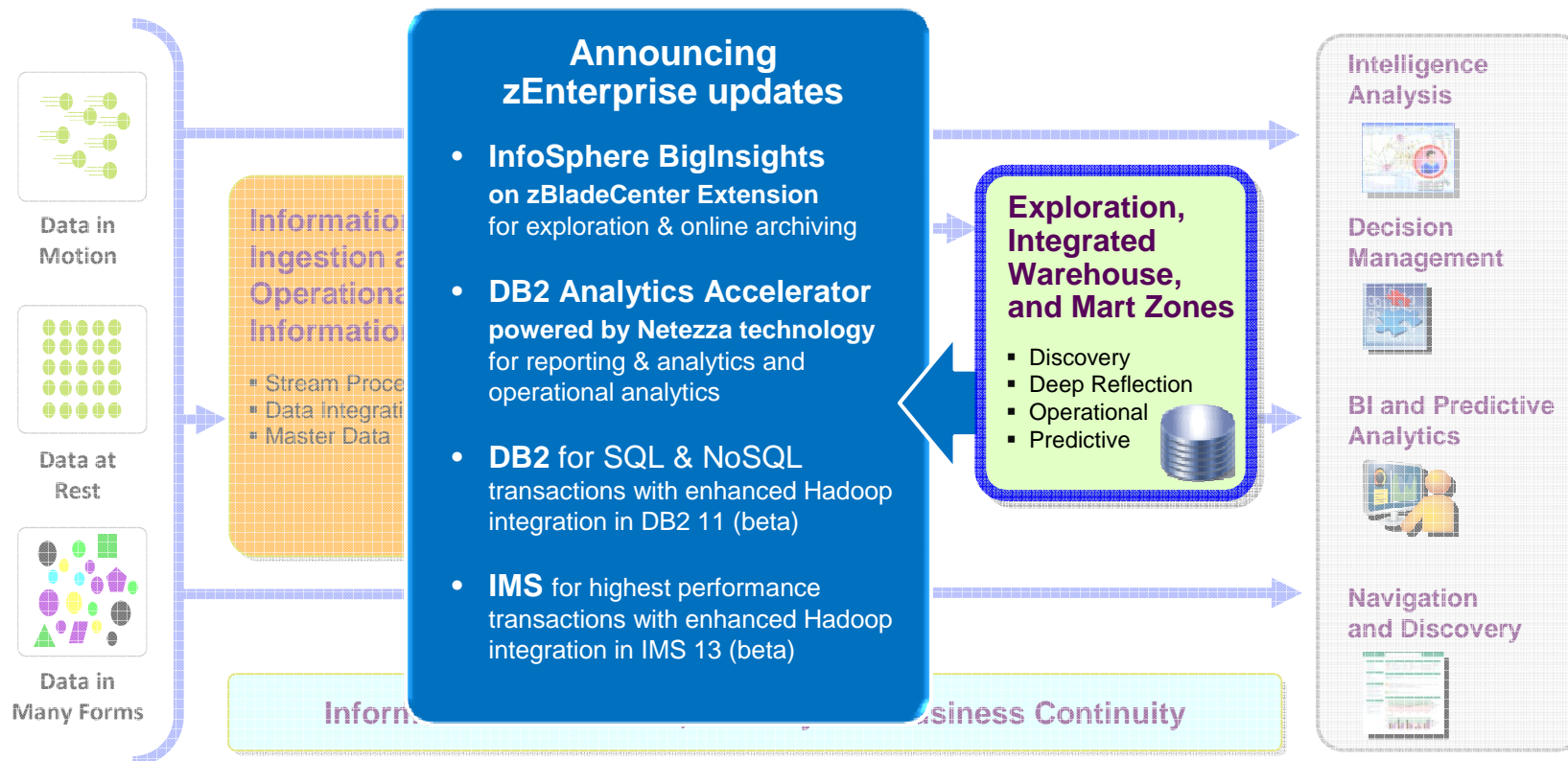


# New Architecture to Leverage All Data and Analytics





# New Architecture to Leverage All Data and Analytics



# Thank You



Big data, integración y gobierno: [www.ibm.com/software/es/info/rte/bdig/](http://www.ibm.com/software/es/info/rte/bdig/)



[@ibmanalytics\\_es](https://twitter.com/ibmanalytics_es)

# Simplifying Big Data for the Enterprise

**PureData System for Hadoop**



If this were easy, everyone would already be leveraging big data

“Big Data offers big business gains but hidden costs and complexity present barriers that most organizations will struggle with”

- The Cost of Big Data, Eric Savitz, Forbes 5/2012

- Open source Apache Hadoop for enterprise usage is incomplete
- Hadoop skills are in short supply
- Custom built solutions lack integrated cluster management
- Requires integration effort within the existing analytic ecosystem
- Most integrated solutions do not help with archival



# Let's simplify Big Data ...

From custom and complex ... To organized simplicity



**Designed to...**

- Simplify the building, deploying and management of a Hadoop cluster
- Speed the time-to-value for Hadoop and unstructured data
- Maximize the overall analytic ecosystem
- Provide enterprise security and platform management



<sup>1</sup>Based on IBM internal testing and customer feedback. "Custom built clusters" refer to clusters that are not professionally pre-built, pre-tested and optimized. Individual results may vary.



# Announcing the new PureData System for Hadoop

## Simplifying Big Data for the Enterprise

- Accelerate time to value
- Accelerate time to insight
- Simplify big data adoption and consumption
- Extend the value of the data warehouse
- Implement enterprise class big data
- Minimize system setup and administration

### PureData System for Hadoop



# Benefits of IBM PureData System for Hadoop

Built-in Expertise

*Accelerate Big Data  
Time to Value*

- **Deploy 8x faster** *than custom-built solutions*<sup>1</sup>
- **Built-in visualization** *to accelerate insight*
- **Built-in analytic accelerators**<sup>2</sup>  
*unlike big data appliances on the market*

Simplified Experience

*Simplify Big Data  
Adoption & Consumption*

- **Single system console** *for full system administration*
- **Rapid maintenance updates** *with automation*
- **No assembly required, data load ready in hours**

Integration by Design

*Implement Enterprise Class  
Big Data*

- **Only integrated Hadoop system**  
*with built-in archiving tools*<sup>2</sup>
- **Delivered with more robust security**  
*than open source software*
- **Architected for high availability**

<sup>1</sup>Based on IBM internal testing and customer feedback. "Custom built clusters" refer to clusters that are not professionally pre-built, pre-tested and optimized. Individual results may vary.

<sup>2</sup>Based on current commercially available Big Data appliance product data sheets from large vendors. US ONLY CLAIM.



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# Big Data Exploration

Explore and understand new and emerging data sources



- Explore new data and previously untapped sources
- Visualize and gain new insight with easy to use spreadsheet-style analysis
- Identify useful information that would add value when integrated
- Used for data profiling to understand data before moving to other systems



# Data Warehouse Augmentation: Active Archive

Initial step toward more advanced integration with Enterprise Data Warehouse and advanced Hadoop analytics

**PureData**  
*System for Hadoop*



**PureData**  
*System for Analytics*



- Immediate storage alternative of cold data
- Cost savings for cold data
- Compliance requirements
- Simple analytics / exploration



# Data Warehouse Augmentation: Pre-Processing Hub

Provides landing area for data from other sources



- Aggregation of data
- Pre-process cleansing
- Compliance requirements
- Simple analytics / exploration



# PureData System for Hadoop

*Bringing Big Data to the enterprise*

Beyond today's big data appliances

- ✓ Simplify the delivery of unstructured data to the enterprise
- ✓ Integrate Hadoop with the data warehouse
- ✓ Leverage Hadoop for data archive
- ✓ Provide best in class security
- ✓ Provide data exploration across structured and unstructured data
- ✓ Accelerate insight with machine data
- ✓ Accelerate insight with social data

**PureData**  
System for Hadoop



# Closing the skills gap with big data education

The collage features several educational resources:

- Big Data University** website showing course listings and a "500 registered students" badge.
- IBM AnalyticsZone** website with the headline "to the market-leading... on Business Analytics".
- Business Intelligence Strategy** book: "A Practical Guide for Achieving BI Excellence".
- The Performance Manager** book.
- 5 Keys to Business Analytics Program Success** book, featuring a circular diagram with "Technology" and "Strategy" segments.
- Understanding Big Data: Analytics for Enterprise Class Hadoop and Streaming Data** book.
- Harness the Power of Big Data** book.
- The IBM Big Data Platform** book.
- SFU** (Simon Fraser University) logo with the tagline "ENGAGING THE WORLD".
- NORTH UNIVERSITY** logo.
- TU Berlin** logo.
- THE SCHOOL** logo, part of the School of Information Studies at Syracuse University.
- BEIJING JIAOTONG UNIVERSITY** logo.
- BOSTON UNIVERSITY** logo.

# The Right Partner Committed to Client Success



## IBM understands all kinds of data

- **Game-Changing Innovation** – such as Watson, BLU acceleration, streaming analytics and expert integrated systems; 20 years of patent leadership
- **Business-Ready Capabilities** – big data and analytics capabilities, integrated and hardened for serious use, with flexible deployment options



## IBM knows how to turn data into value

- **Client Expertise** – deep industry know-how and solutions with global reach
- **Strong Ecosystem** – growing investment with 375+ business partners & 200+ universities
- **Build on Current Investments** – enhance existing analytics and information infrastructure with unparalleled breadth and depth of new capabilities



## IBM has invested in big data and analytics

- **\$16B+ in Acquisitions** – coupled with game-changing innovation since 2005
- **Analytics Solution Centers** – visited by 4000+ organizations accessing global expertise
- **2015 Road Map** – target for Business Analytics recently raised from \$16 billion to \$20 billion of revenue



# Thank You



Big data, integración y gobierno: [www.ibm.com/software/es/info/rte/bdig/](http://www.ibm.com/software/es/info/rte/bdig/)



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