

IBM Analytics

Inteligencia en acción

para el Sector Público

16 de junio de 2015
IBM Client Center Madrid





El valor de la Analítica en el Sector Público

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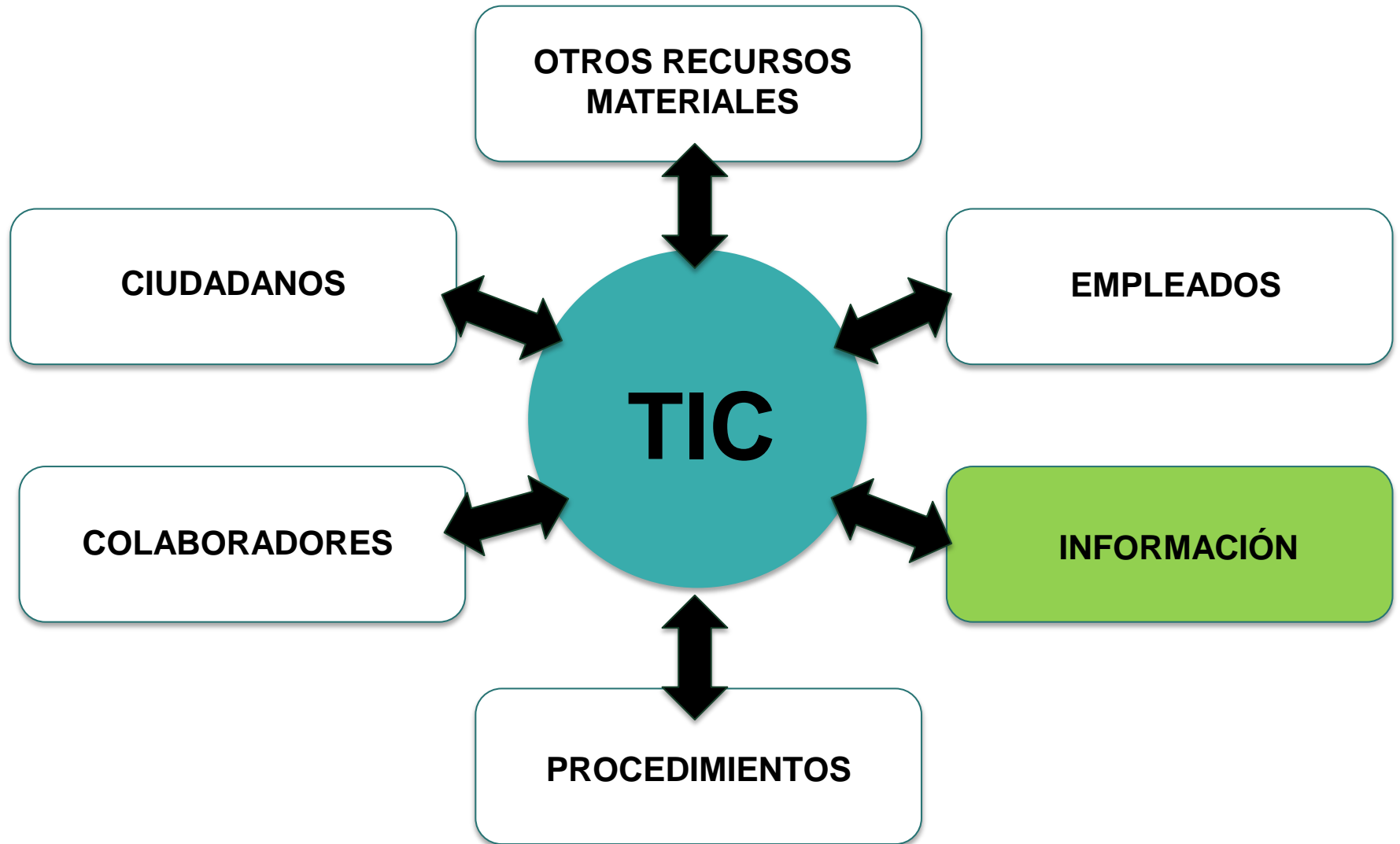
@segatorsa



Factores administrativos



Factores administrativos



Pirámide del conocimiento

INFORMACIÓN

**INFORMACIÓN EN FORMATO
NO ESTRUCTURADO**

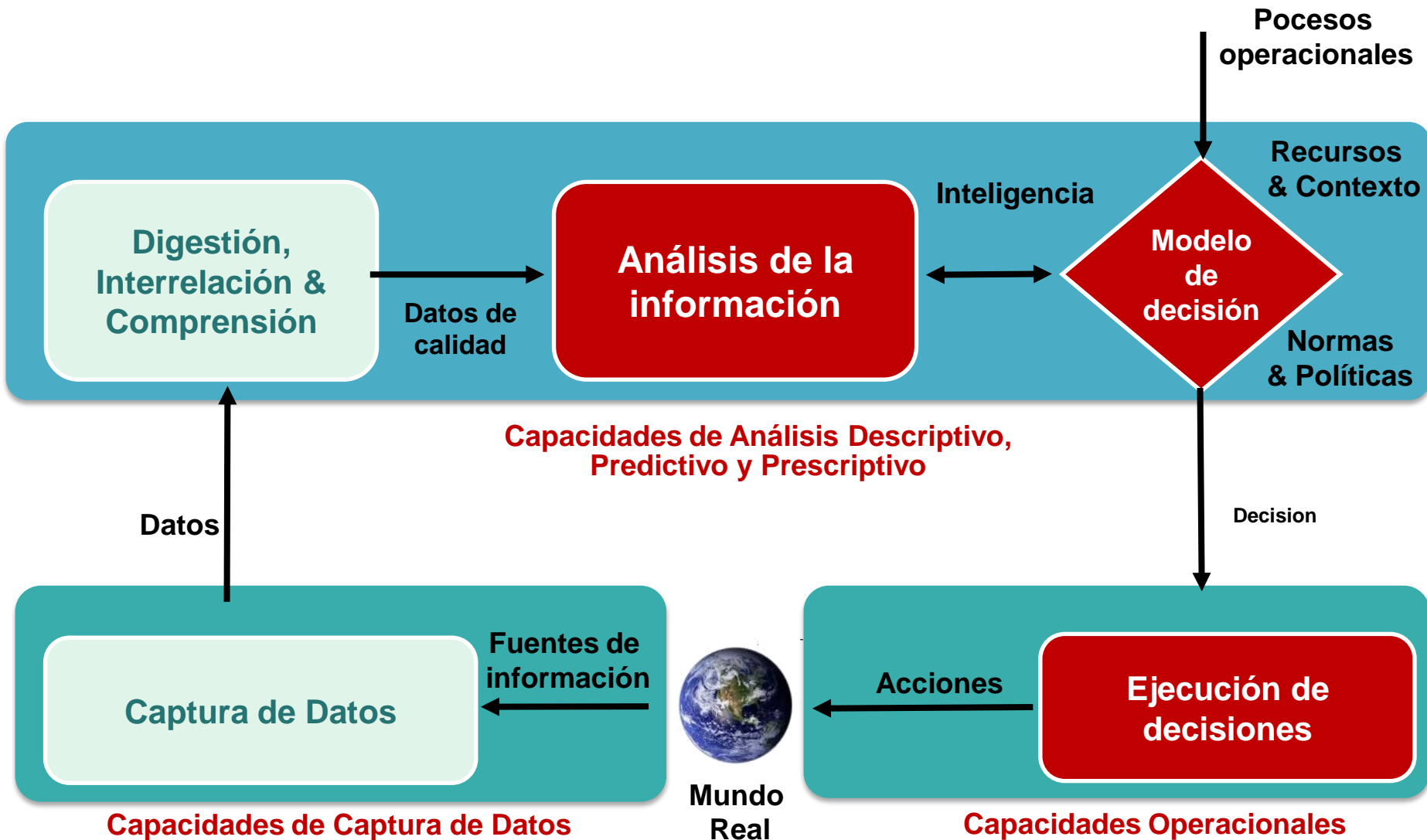
DATOS

**DATOS EN FORMATO
ESTRUCTURADO**

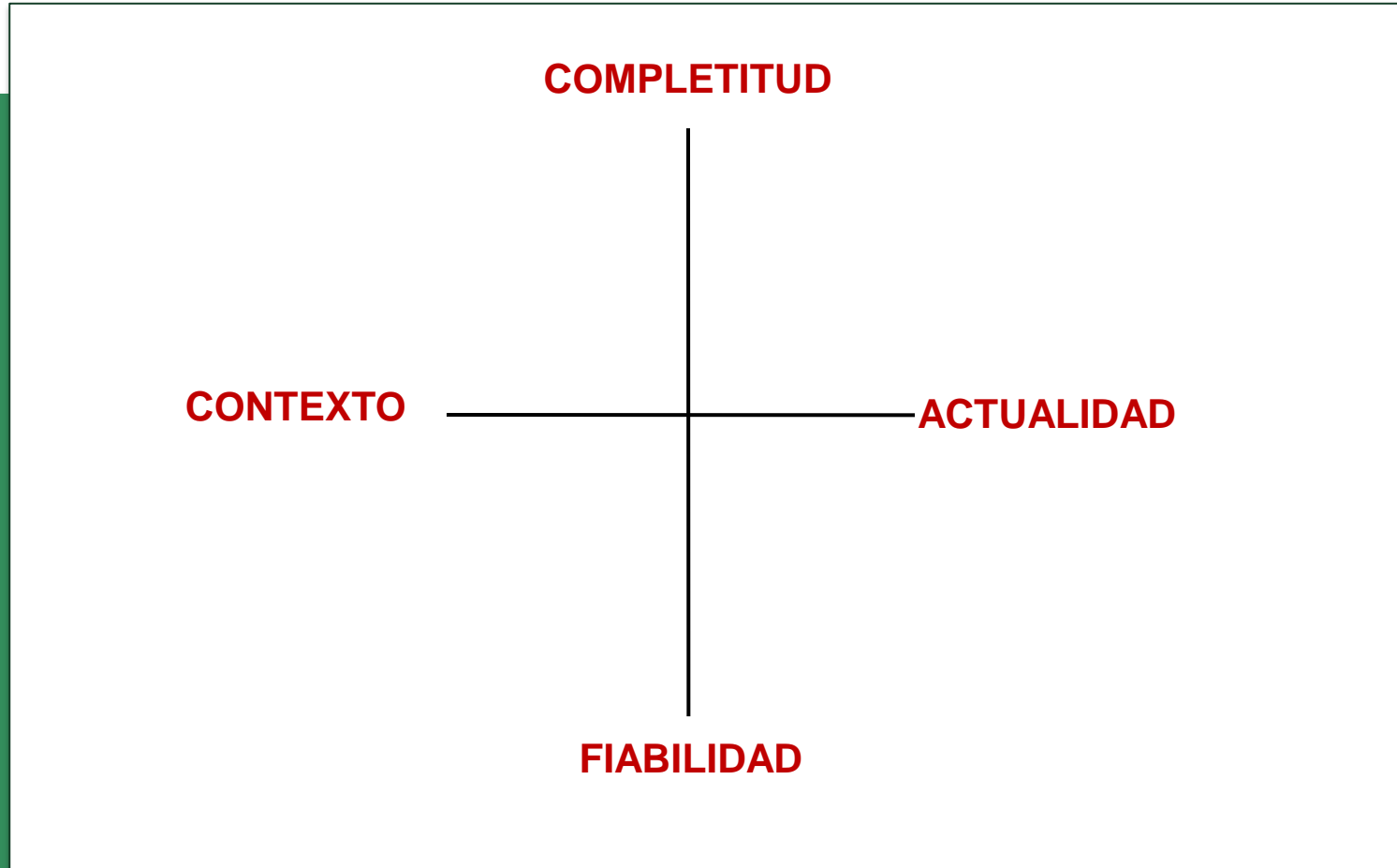
Pirámide del conocimiento



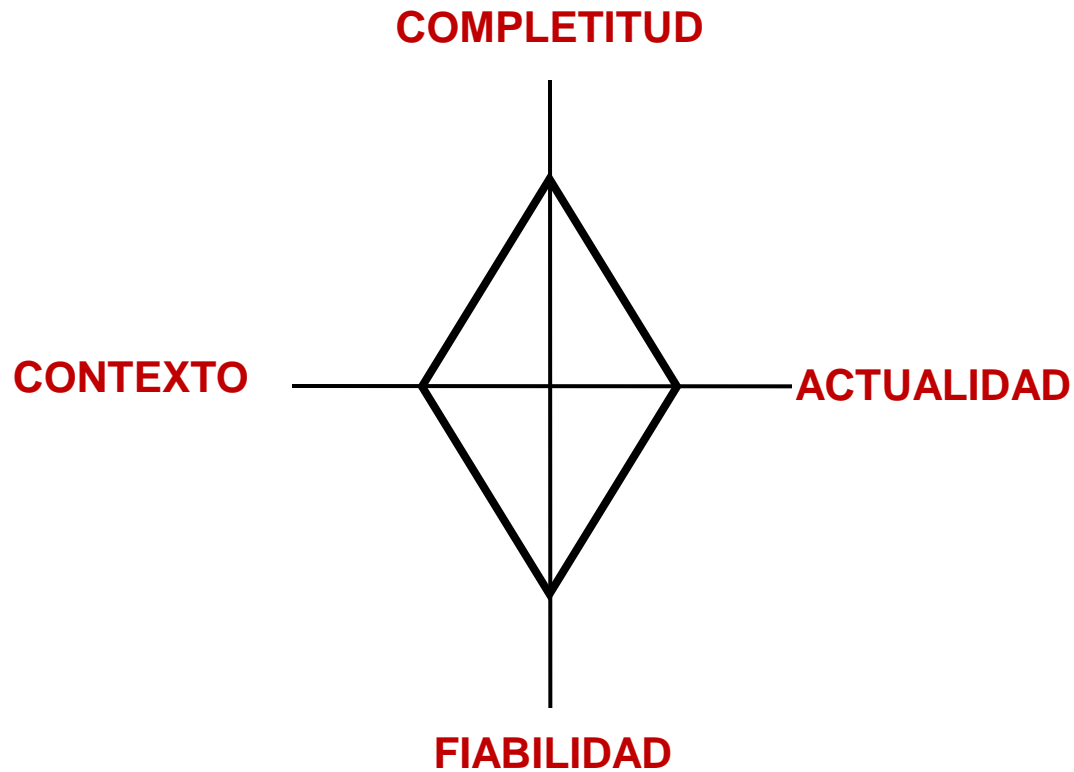
Ciclo de vida de la información



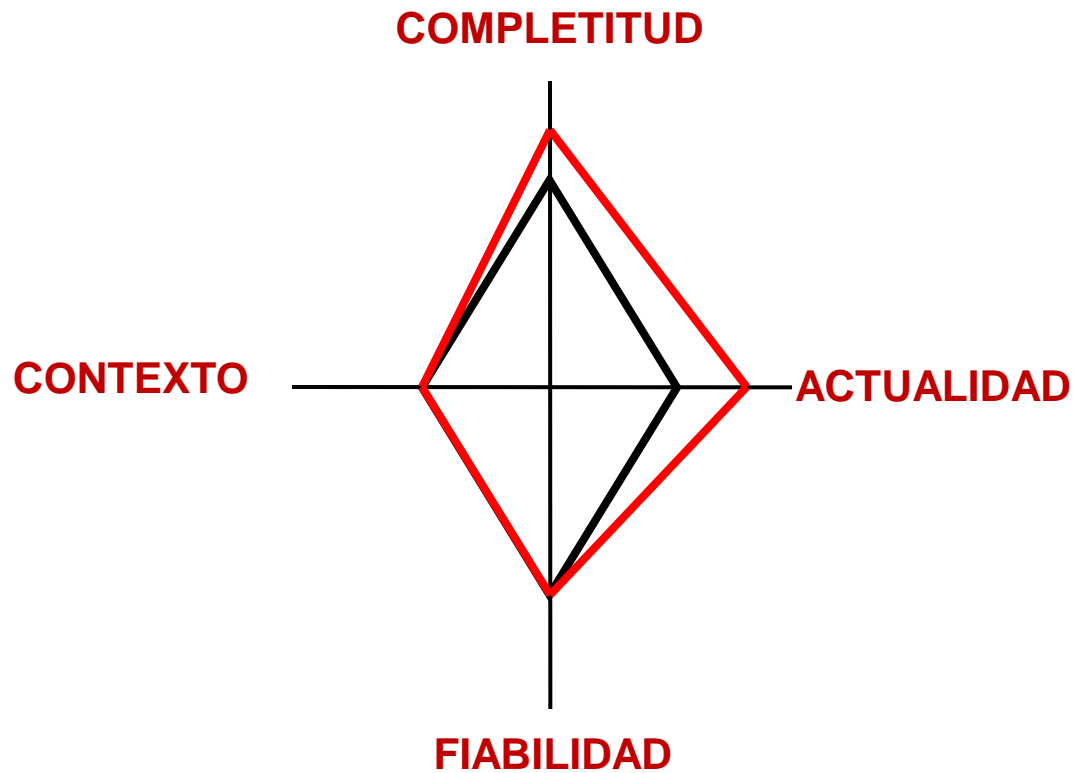
Calidad de la Información: Atributos



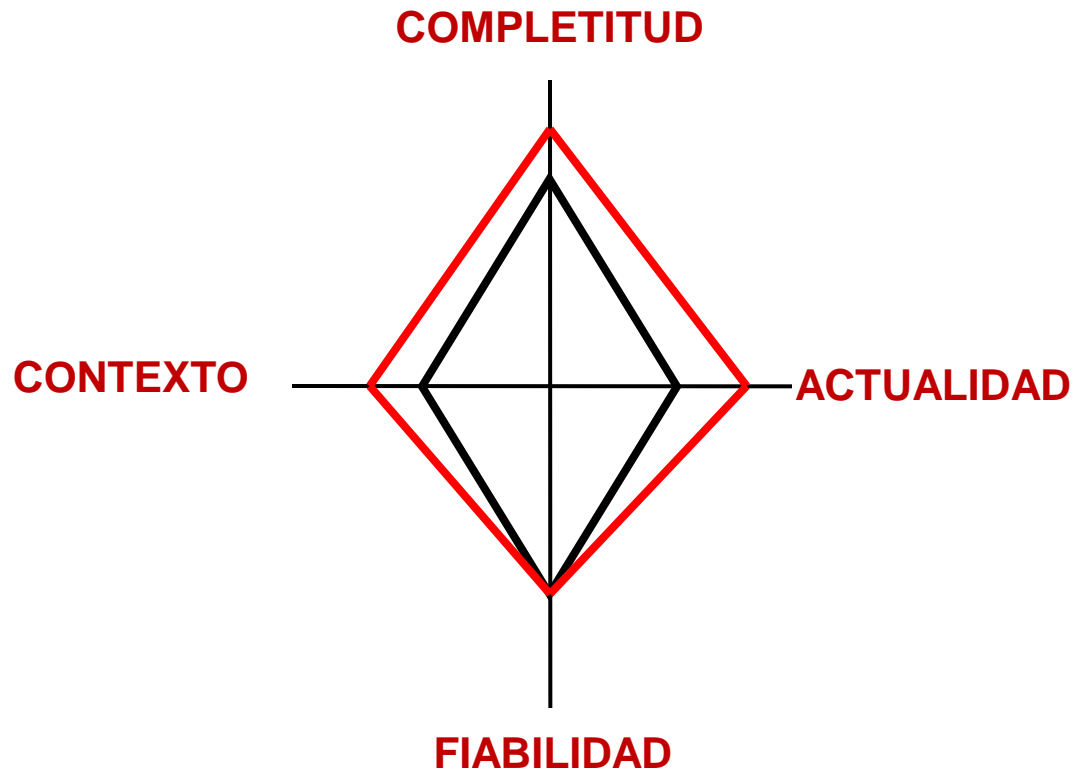
Calidad de la Información: Atributos



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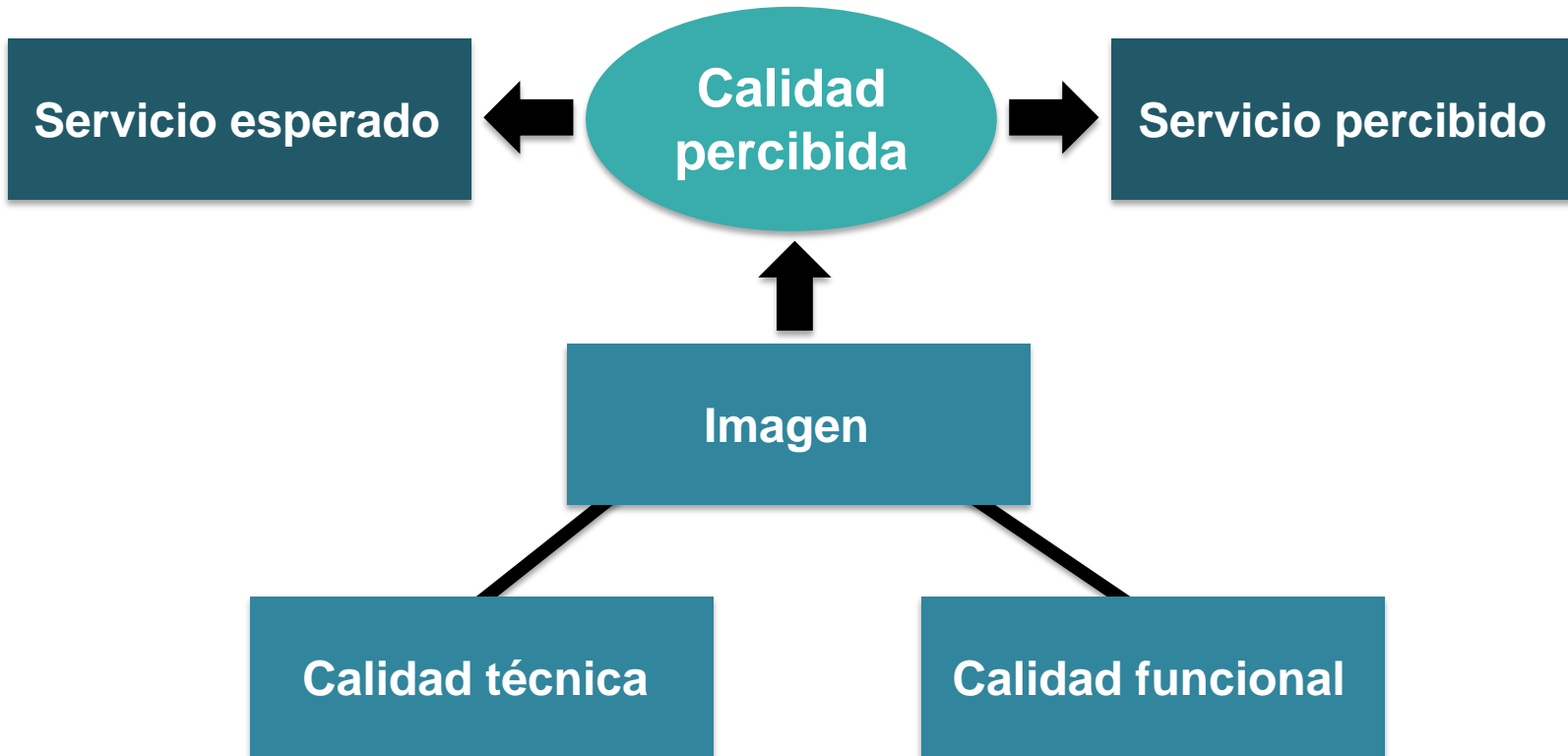


Calidad de la Información: Atributos



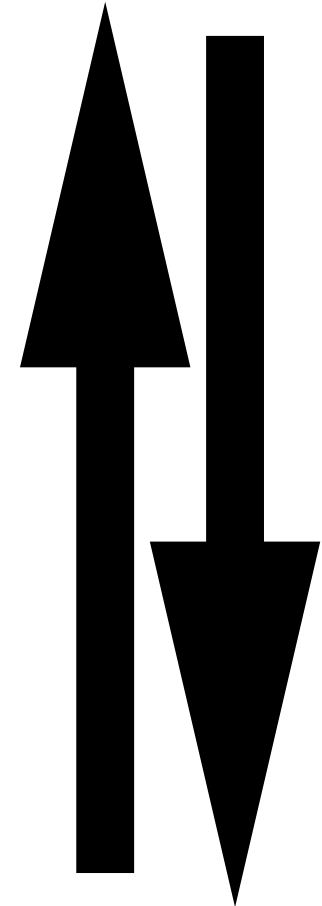
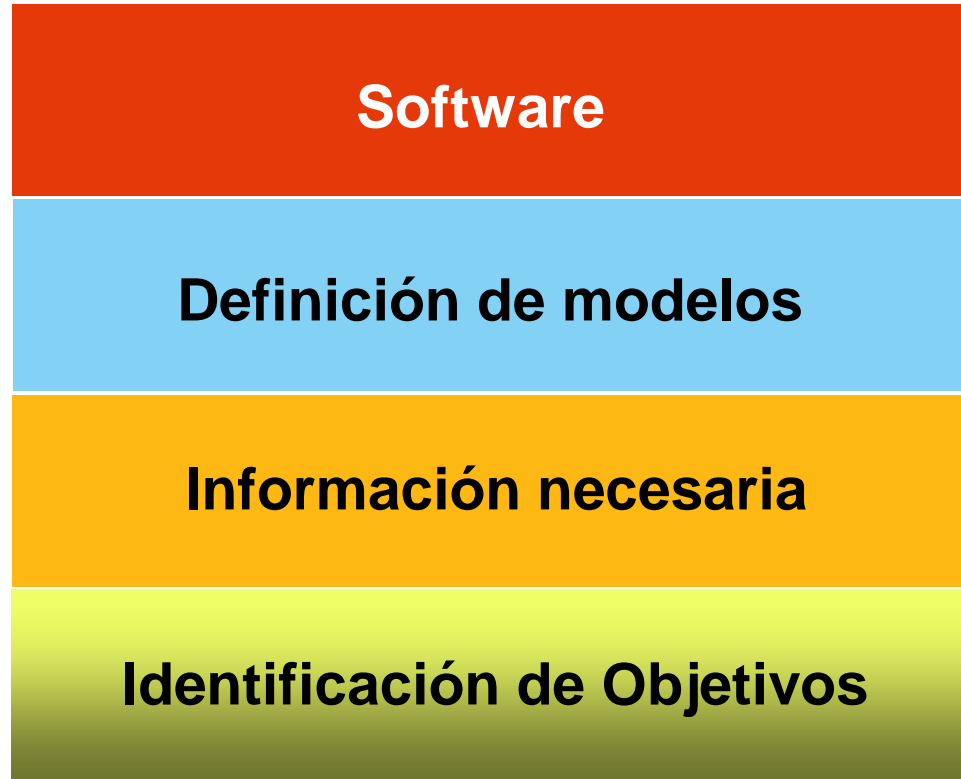
Calidad percibida y calidad ofrecida

GRÁFICO 1. Modelo de calidad percibida de servicio

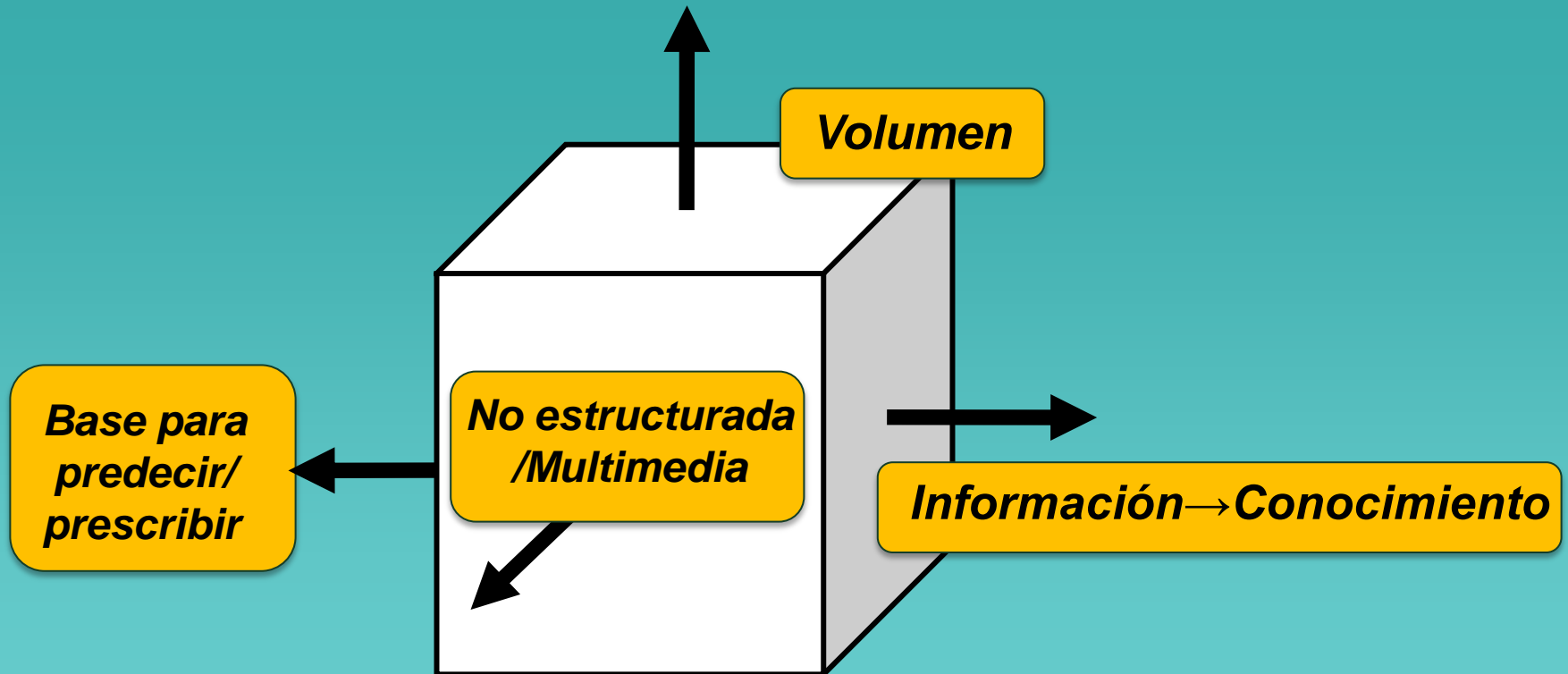


Fuente: adaptado de DeSarbo et ál. (1994, p. 204).

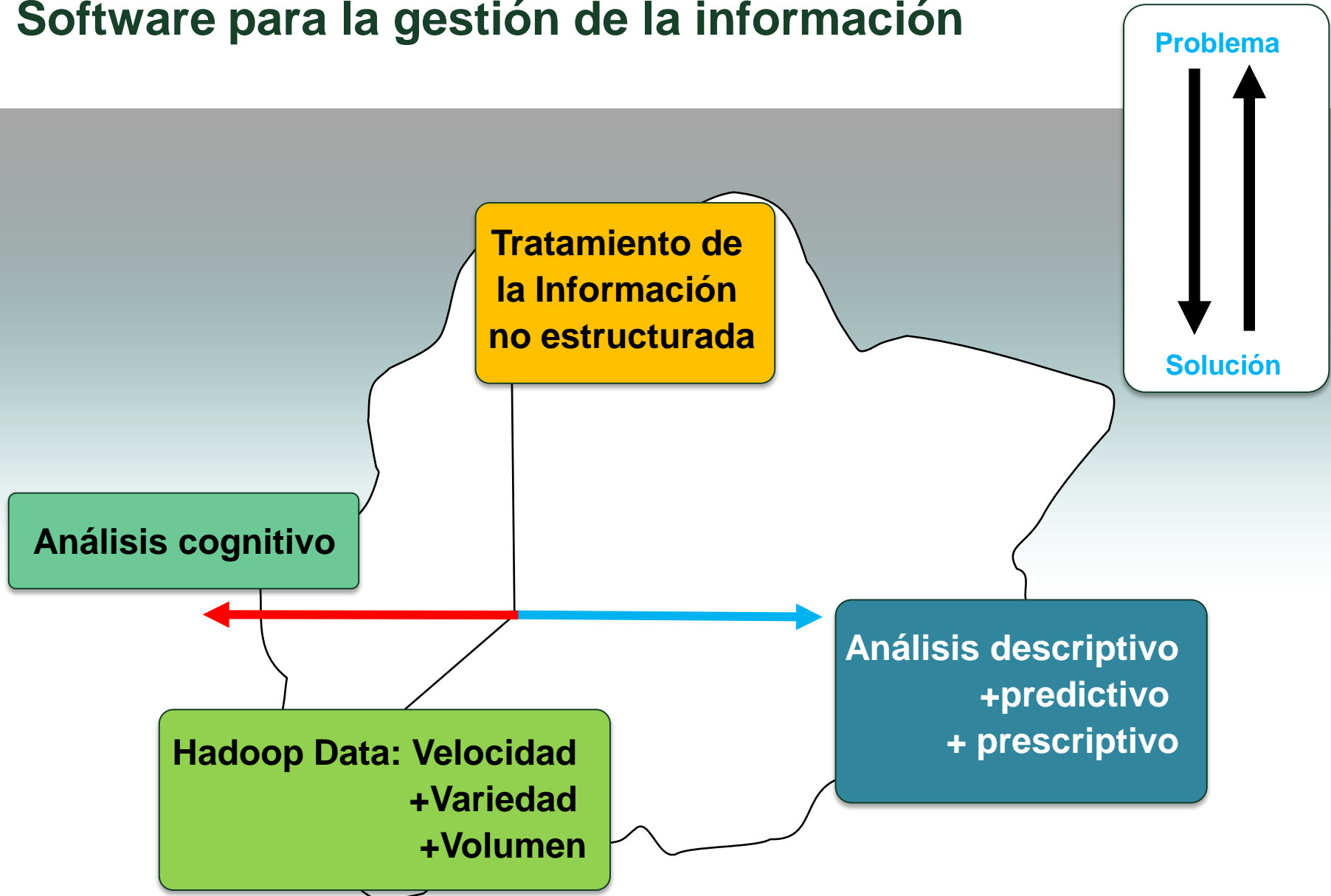
Software para analizar información



Gestión de la información: Retos

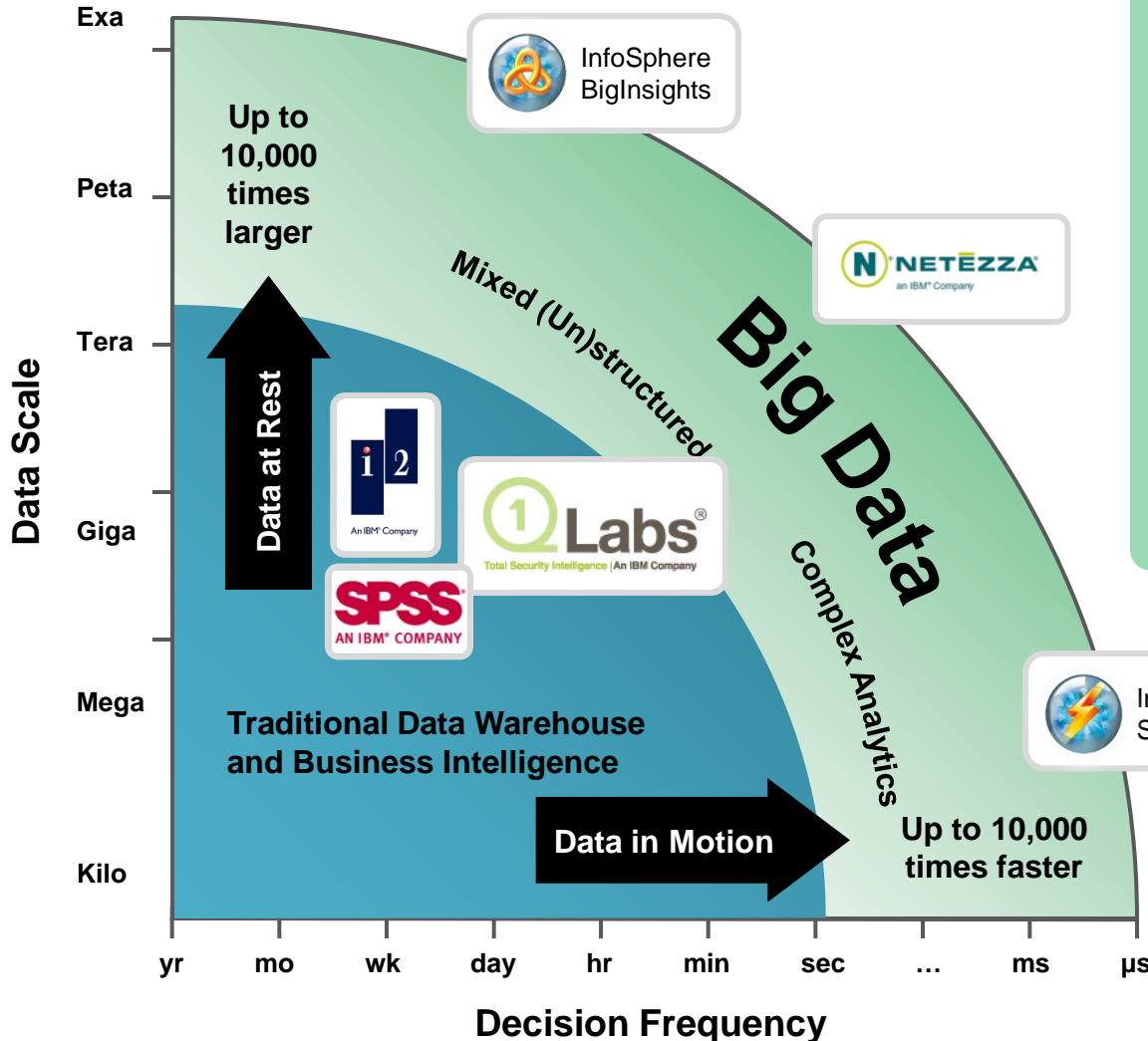


Software para la gestión de la información



Addressing the variety, velocity and volume of Big Data and Security

Deep: Historic Insight, Context, Model Building



IBM QRadar Security Intelligence Platform (Q1 Labs) – Next-generation security information and event management

IBM Big Data Platform

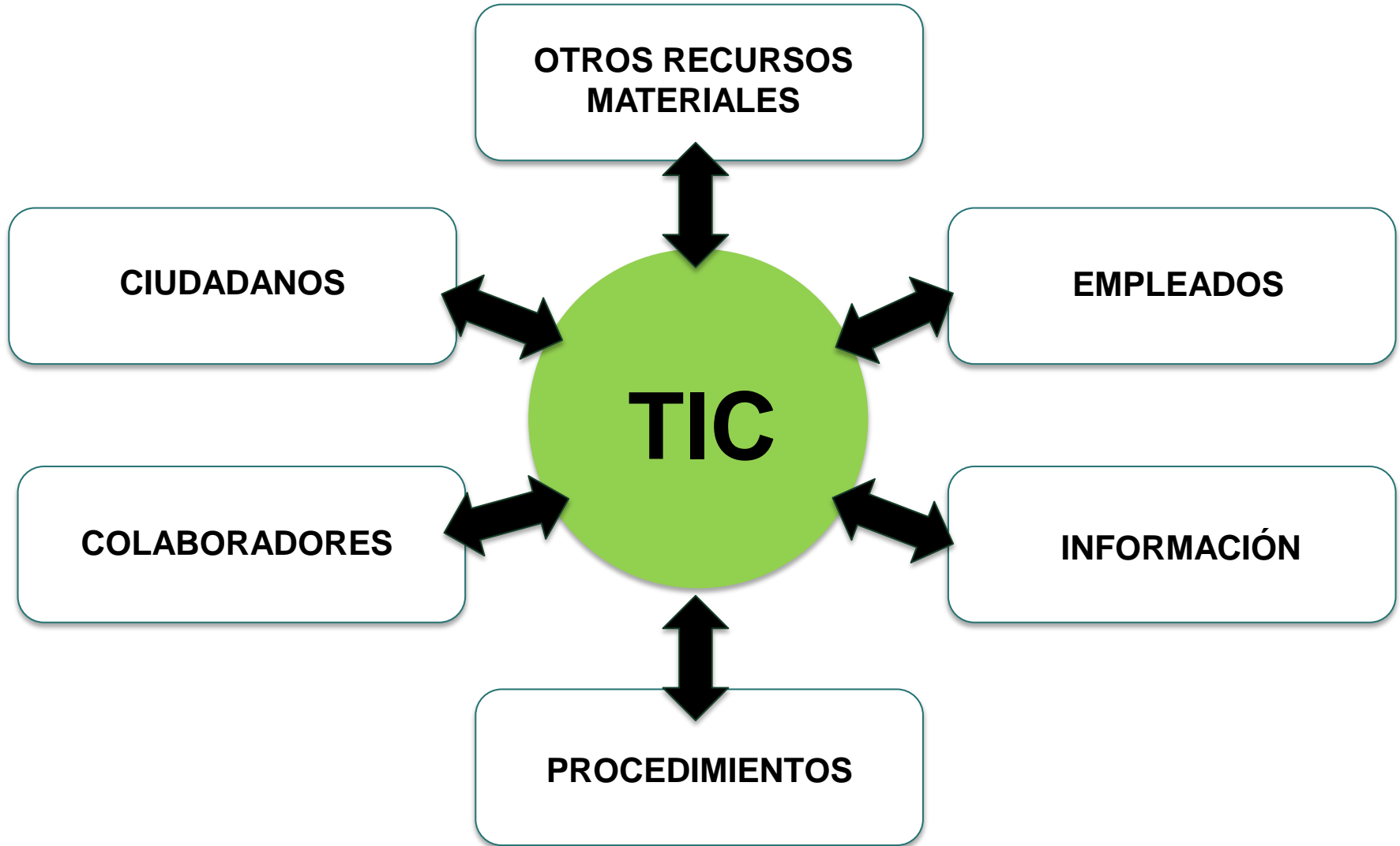
- Big Insights:** Incremental background analytics processing
- Netezza:** On-demand, historic processing
- Streams:** Customized real-time processing

IBM i2 Analyst Notebook – Visually oriented exploration environment with fraud context

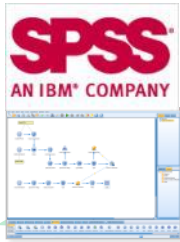
IBM SPSS – Extensive statistical analysis and sophisticated modeling portfolio

Fast: Detection, Correlation, Aggregation, Scoring

Factores administrativos



IBM's Security Intelligence, Analytics and Big Data portfolio



IBM SPSS

unified product family to help capture, predict, discover trends, and automatically deliver high-volume, optimized decisions



IBM i2

Analyst Notebook

helps analysts investigate fraud by discovering patterns and trends across volumes of data



IBM QRadar

Security Intelligence

unified architecture for collecting, storing, analyzing and querying log, threat, vulnerability and risk related data

IBM Big Data Platform

IBM Big Data Platform (Streams, Big Insights, Netezza)

addresses the speed and flexibility required for customized data exploration, discovery and unstructured analysis

IBM®