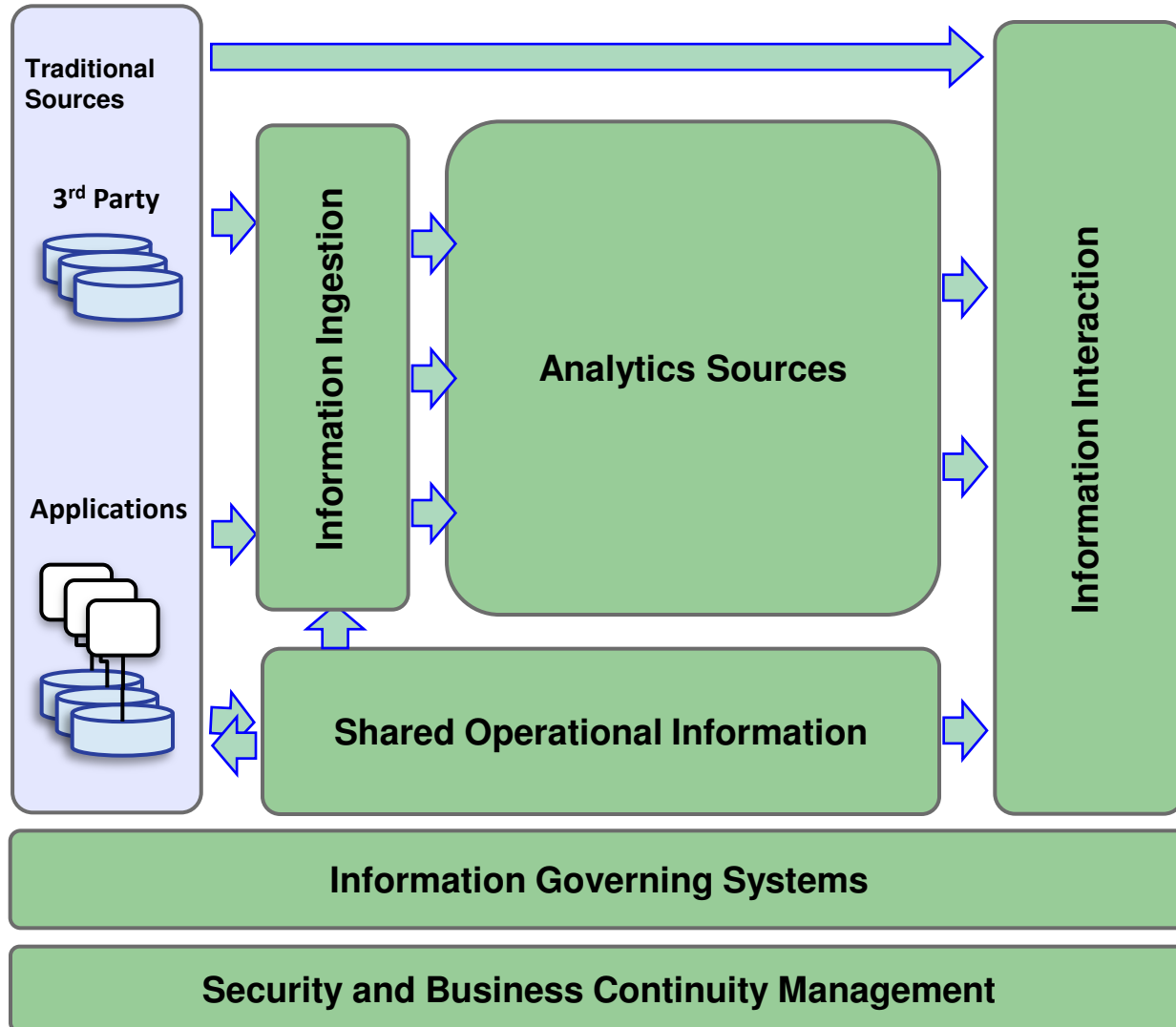

Evolution of Data Management in the Big Data Landscape

London, September 24th 2013

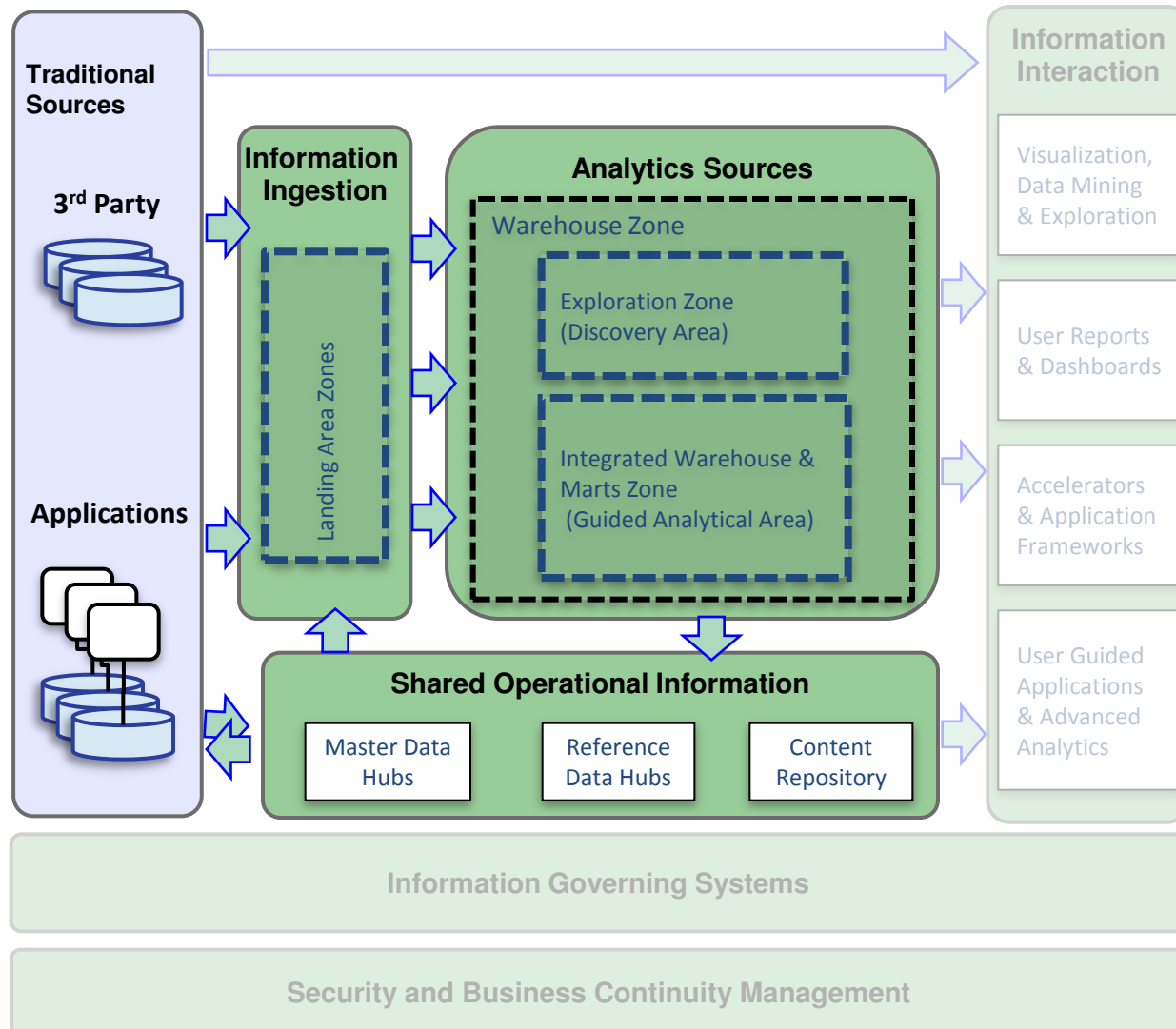
Chris Grote



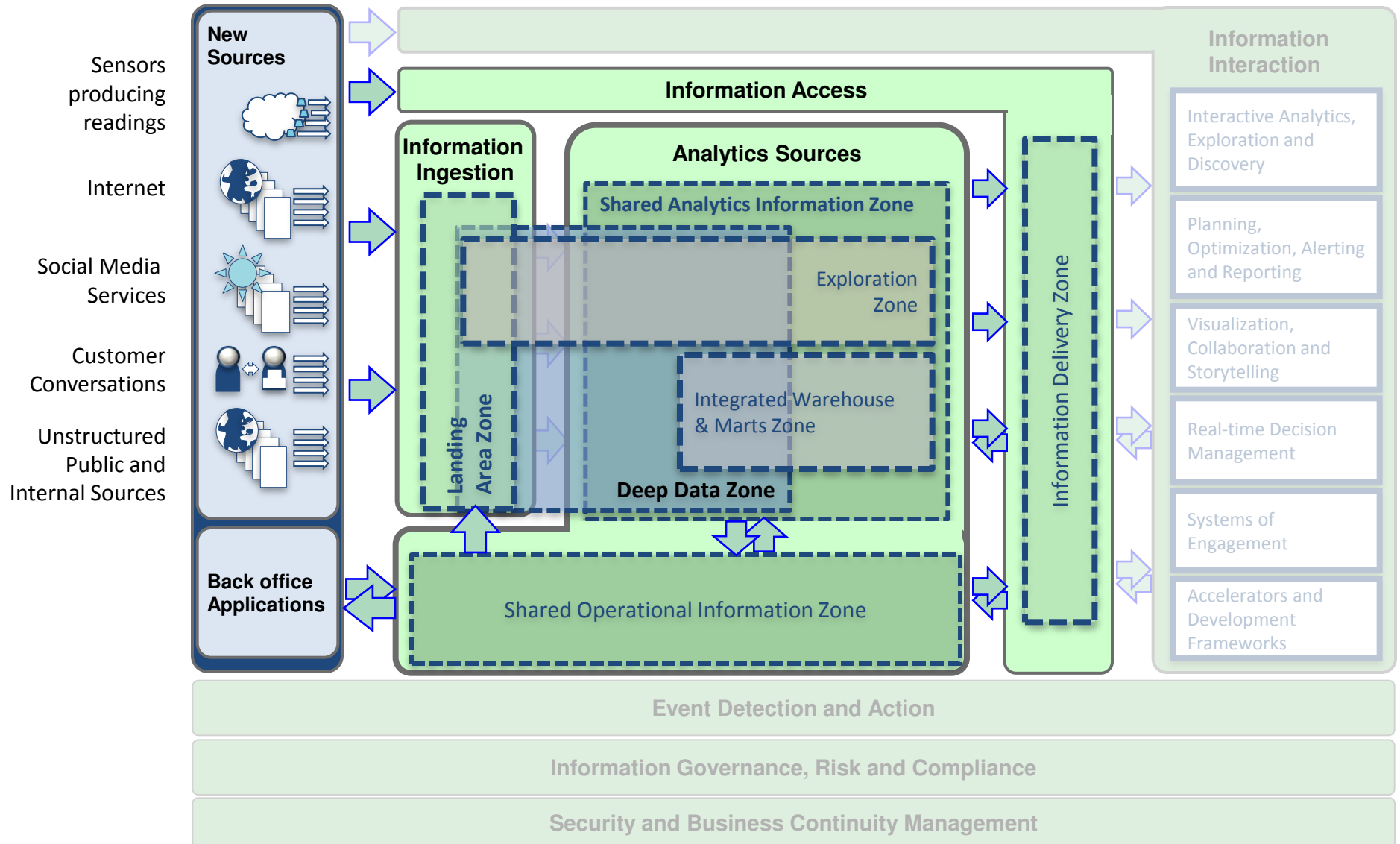
Traditional Landscape Recap



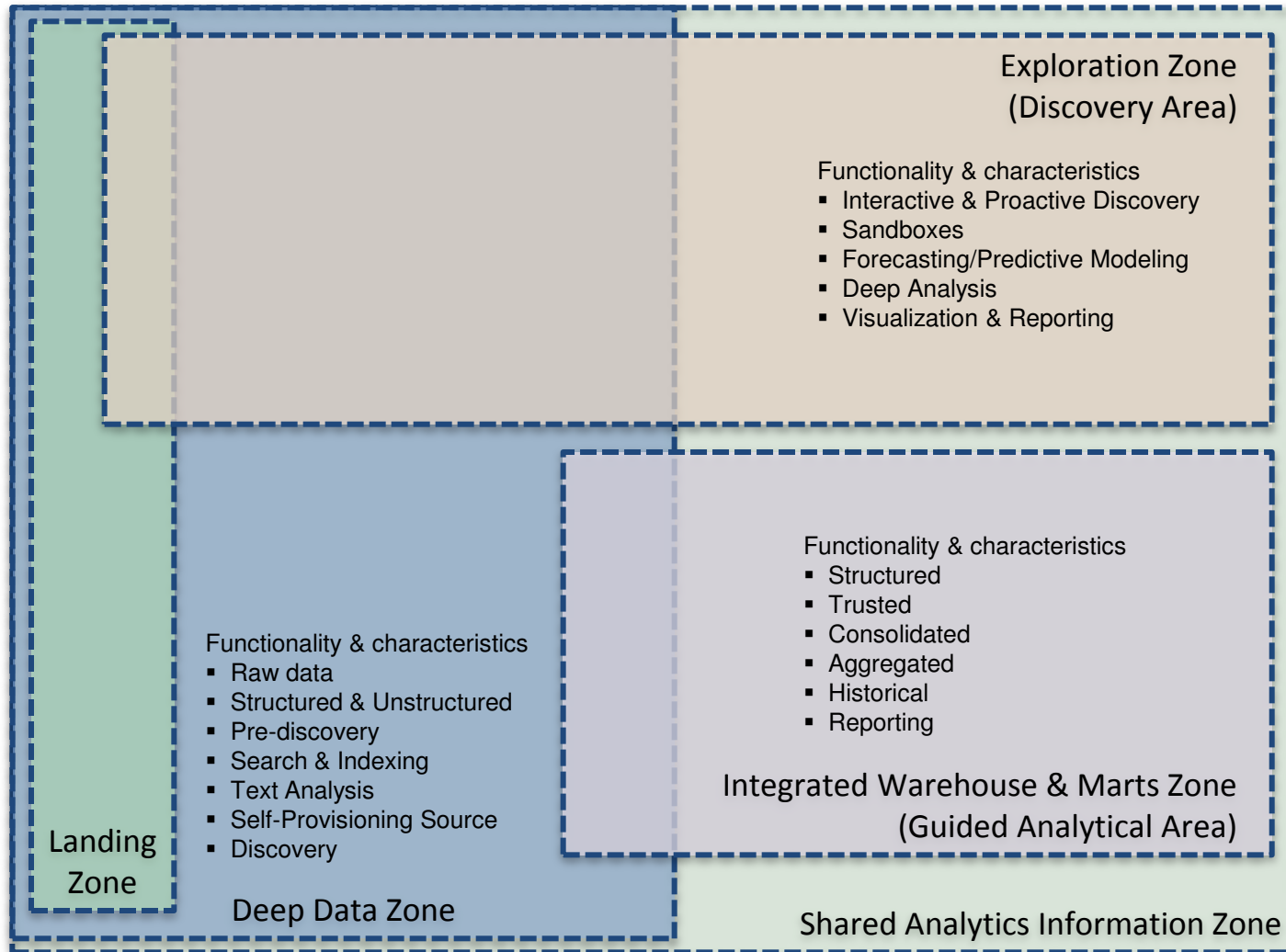
Traditional Landscape Recap – Analytical Sources (Zones View)



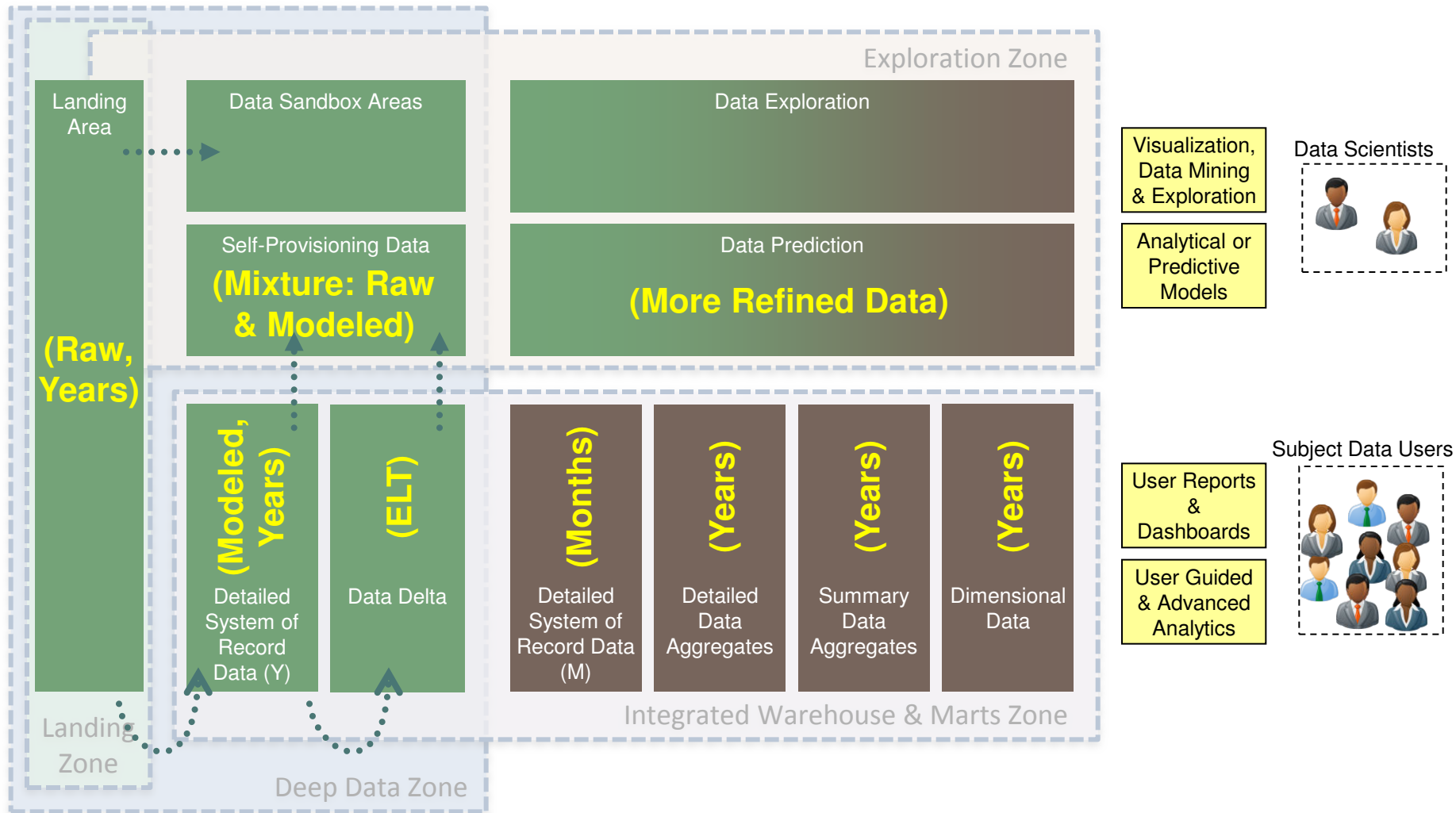
What is changing? Big Data Enhanced Analytical Zones



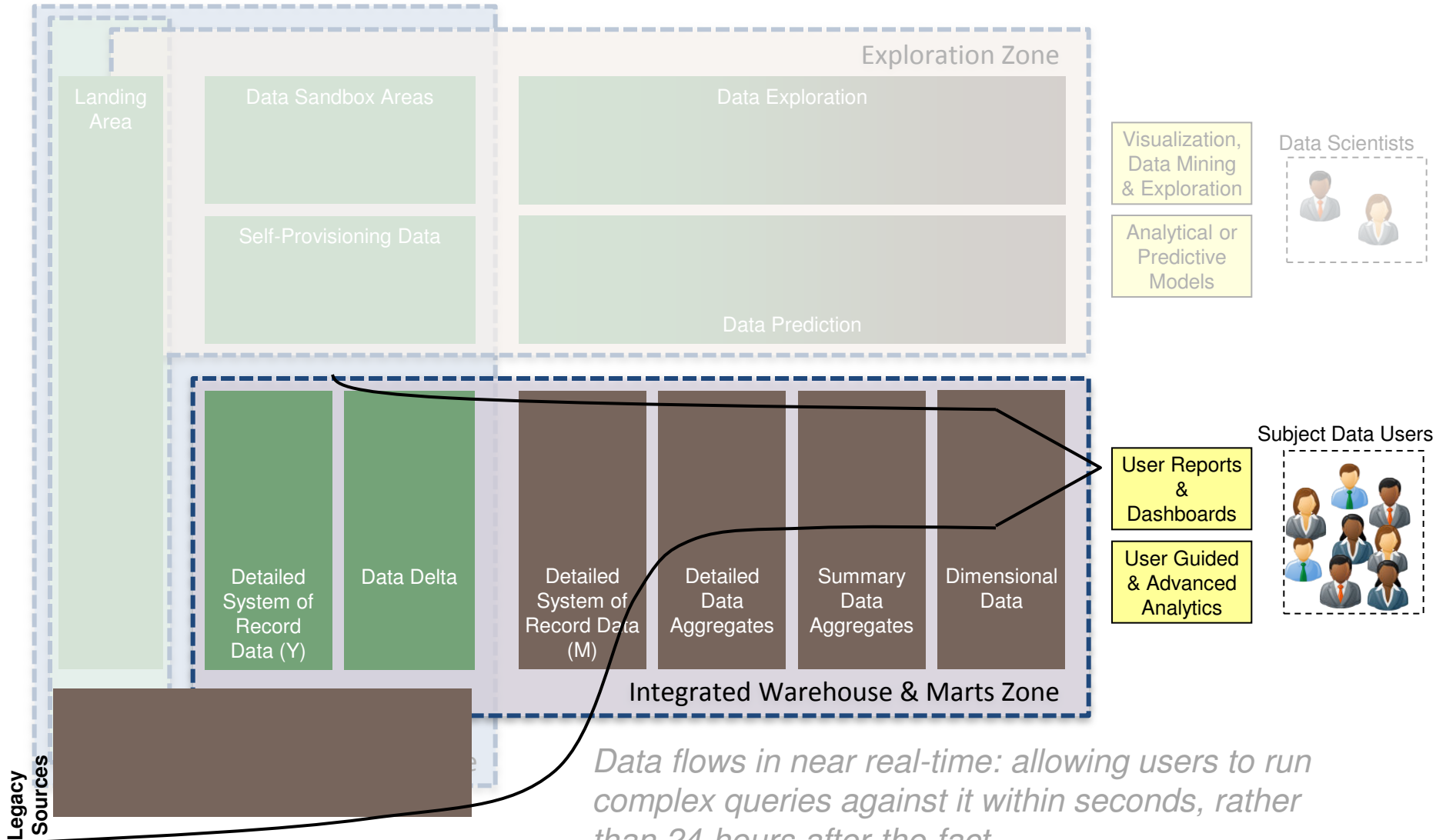
Characteristics of Big Data Enhanced Analytical Zones



Big Data Analytical Zones – Schema Areas

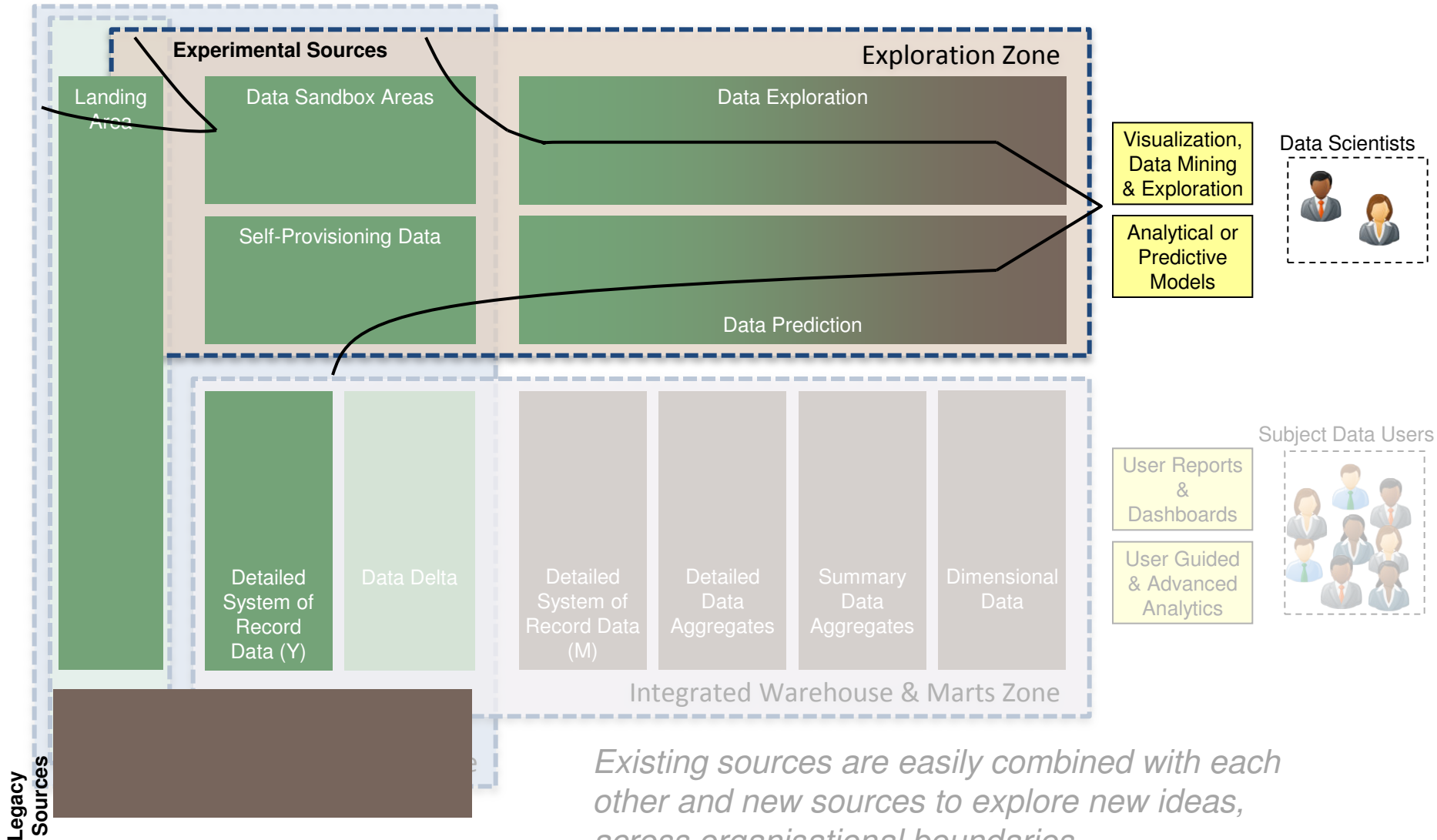


Example: optimising end-user interactivity to quickly identify fraud



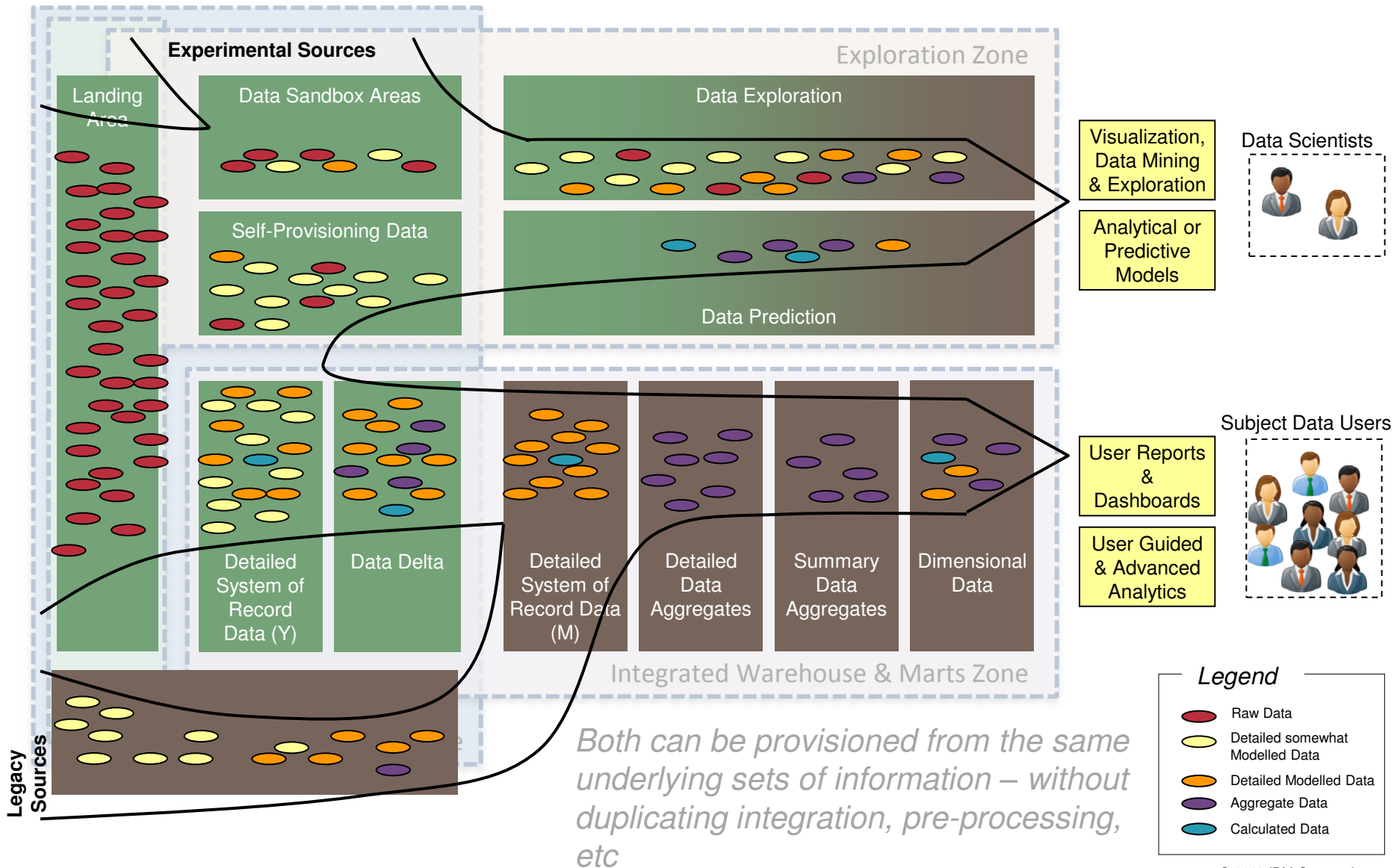
Data flows in near real-time: allowing users to run complex queries against it within seconds, rather than 24-hours after-the-fact

Example: incorporating additional sources to explore new fraud



Existing sources are easily combined with each other and new sources to explore new ideas, across organisational boundaries

Big Data Analytical Zones – Schema Areas



Visualization, Data Mining & Exploration

Analytical or Predictive Models



User Reports & Dashboards

User Guided & Advanced Analytics



Legend

- Raw Data
- Detailed somewhat Modelled Data
- Detailed Modelled Data
- Aggregate Data
- Calculated Data

Big Data and the Broader IT Landscape

