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VOLUME
VELOCITY
VARIETY
VALUE
Capturing the Elusive **Fourth V** from Big Data

Big Data: From Transactions to Interactions

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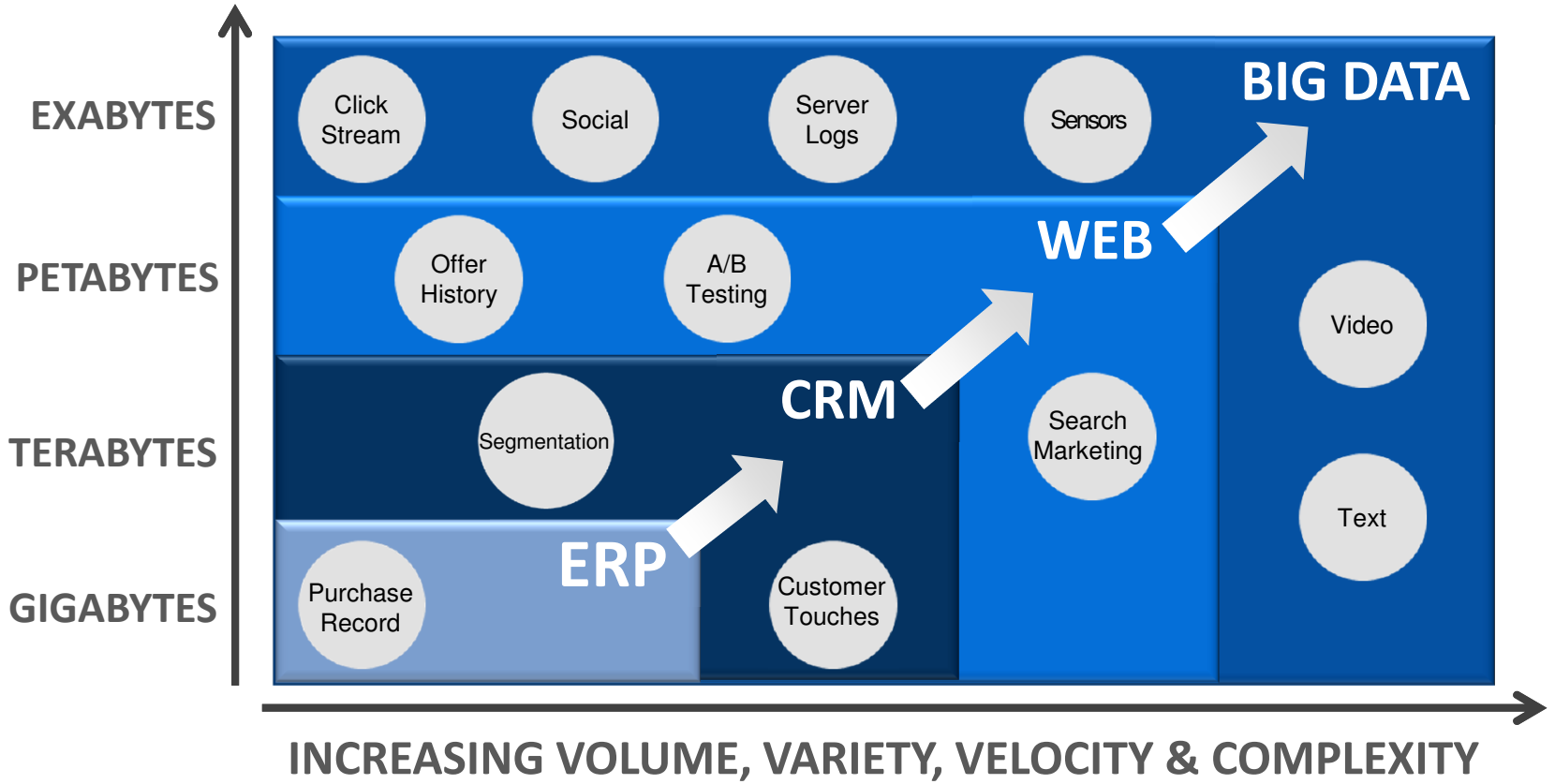

Big Data Requires a *New Approach*

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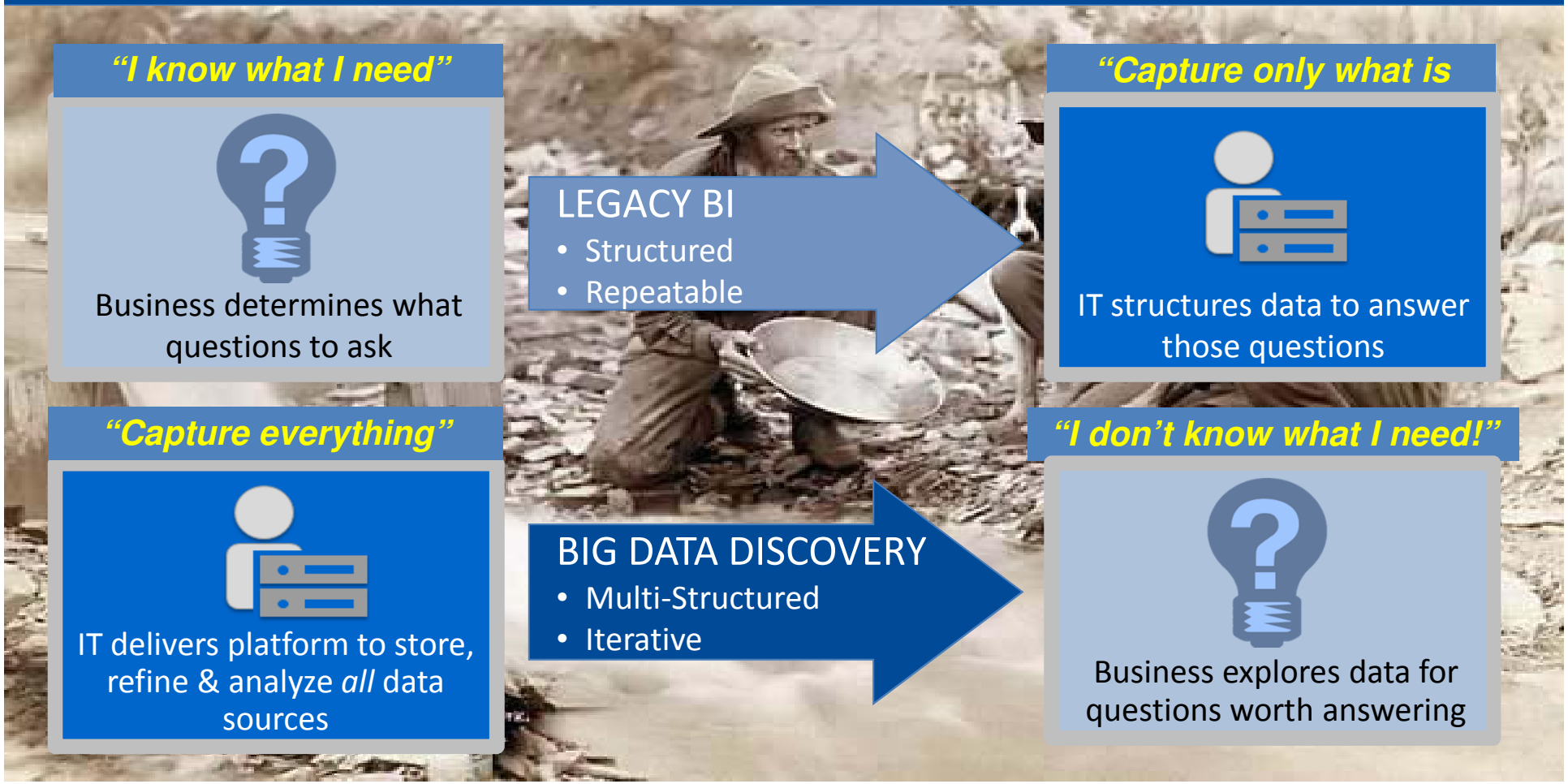

"I know what I need"

Business determines what questions to ask

LEGACY BI
- Structured
- Repeatable

"Capture only what is

IT structures data to answer those questions

"Capture everything"

IT delivers platform to store, refine & analyze *all* data sources

BIG DATA DISCOVERY
- Multi-Structured
- Iterative

"I don't know what I need!"

Business explores data for questions worth answering

Insight without Action Has *No Value*

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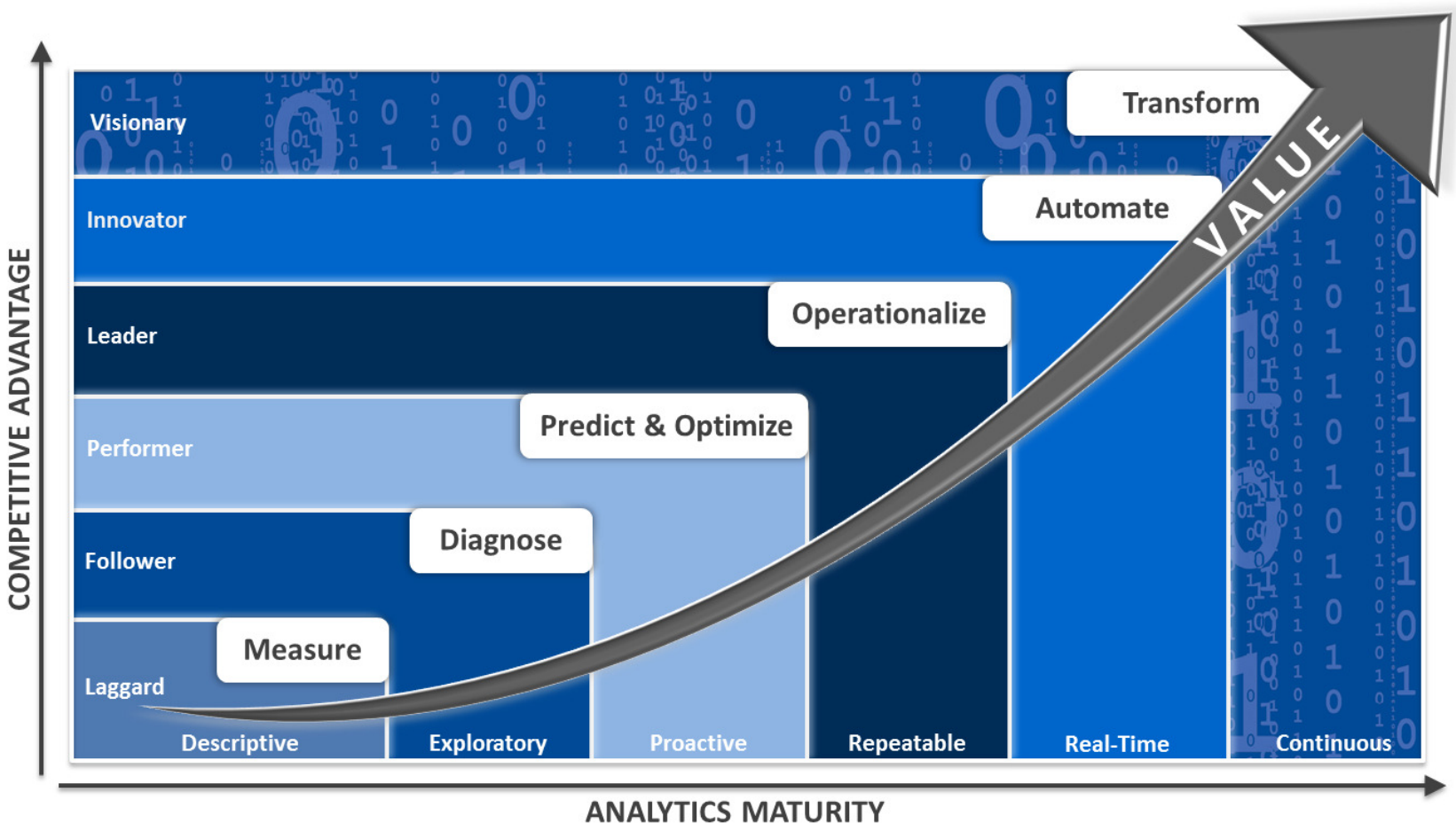

DATA AT REST
DUCATI
DESMOSEDICI RR
Action is driven *solely* from historical context
Action is driven by real-time events and anticipated outcomes
DATA IN MOTION

Action Must Be Taken While Data Is Most Valuable

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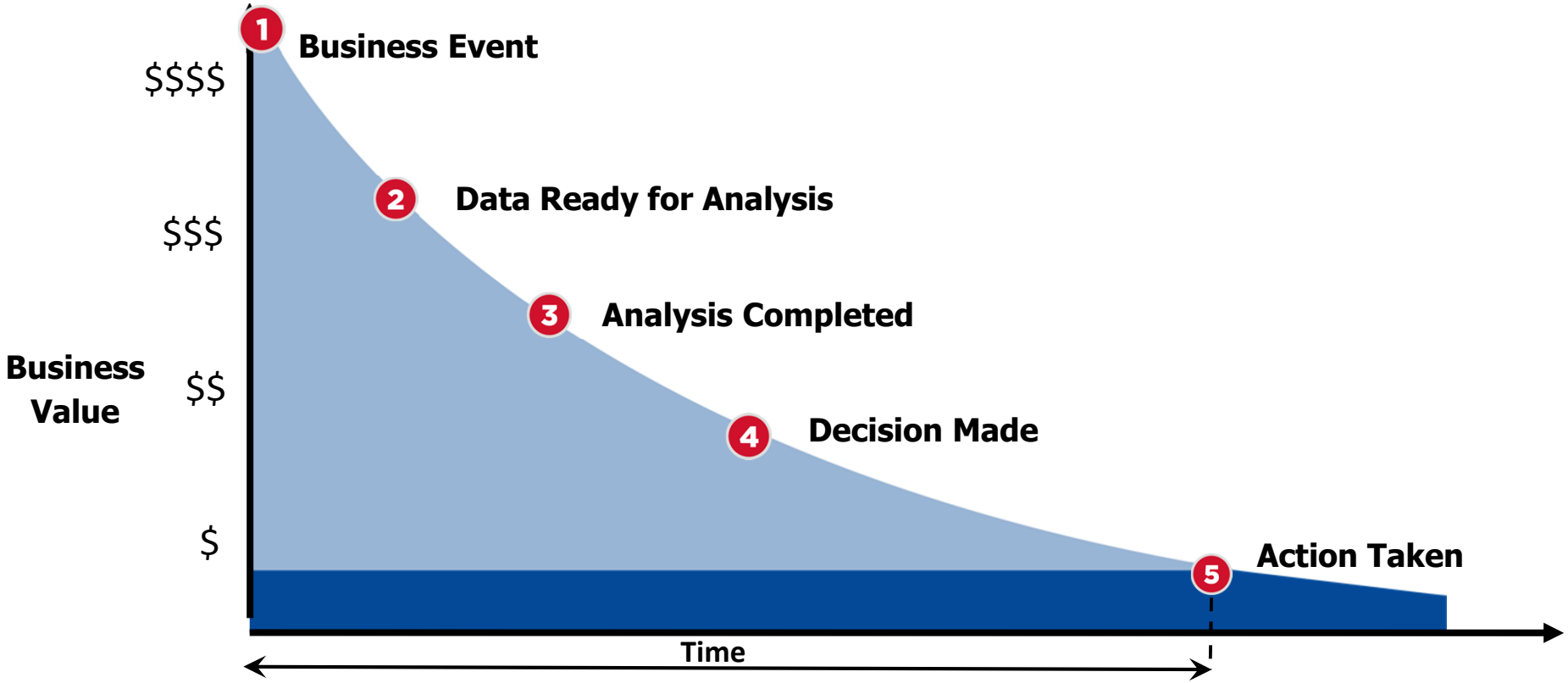

Action Must Be Taken While Data Is Most Valuable

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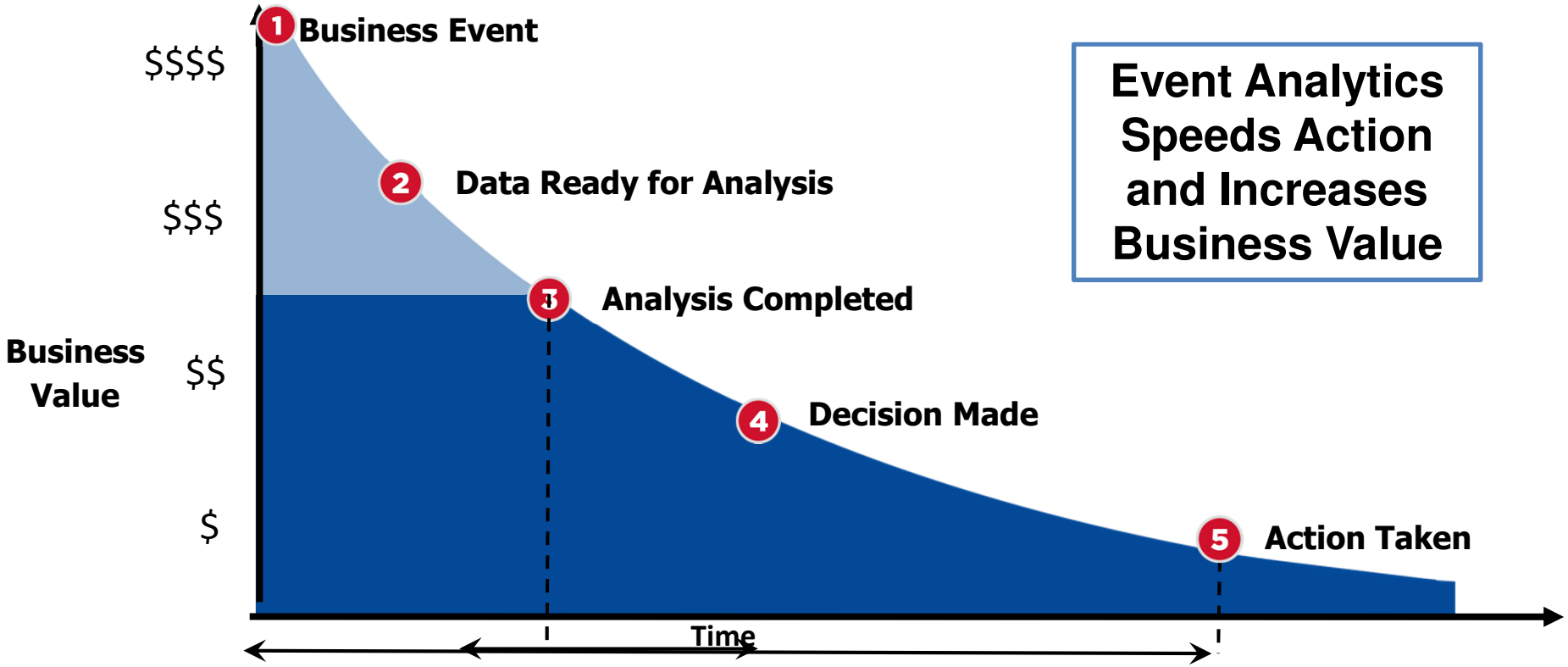

Event Analytics Speeds Action and Increases Business Value

Event Processing Use Cases

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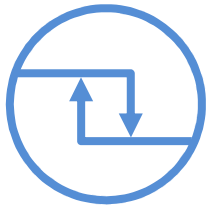
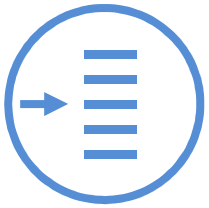
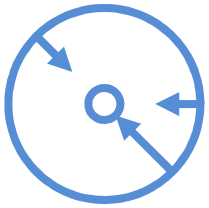
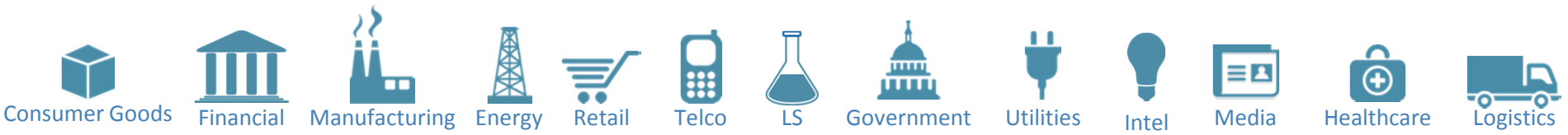
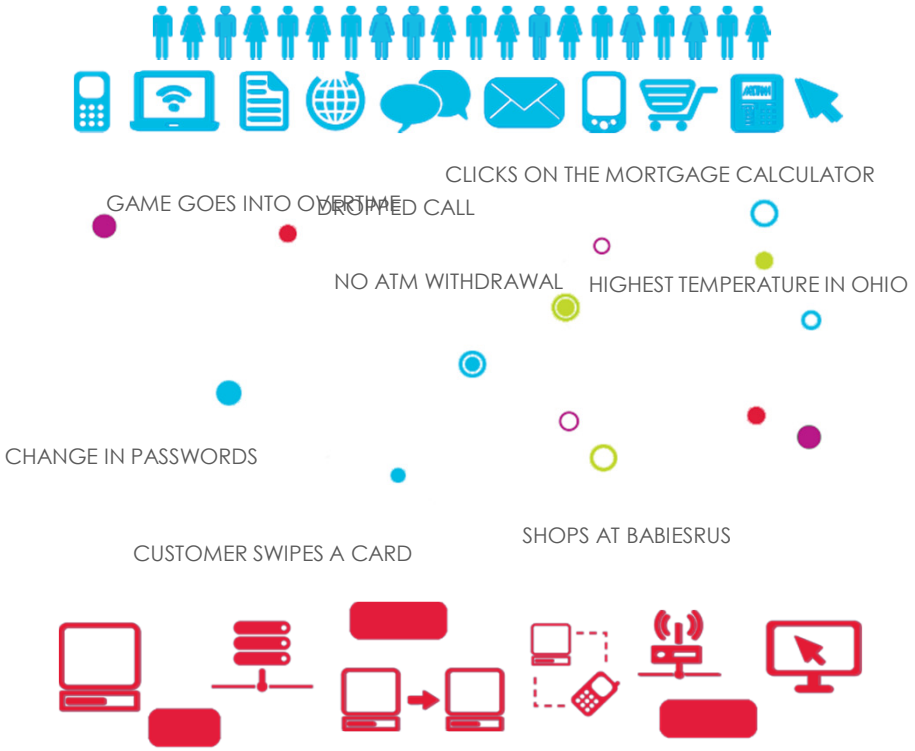
Transactions	Rules	Context	Correlation
			
Authorization	**Track & Trace**	**Market Feed Handlers**
Payment Processing	**Real-Time Offers**	**Execution Algorithms**
Mobile Payments	**Fraud Detection**	**FX Aggregation and Pricing**
Service Activation	**Situational Awareness**	**Risk and Compliance**
	Churn Prevention	



EMPLOYEES

CUSTOMER TOUCH POINTS



SERVICE PROVIDERS

YOUR IT INFRASTRUCTURE

EMPLOYEES

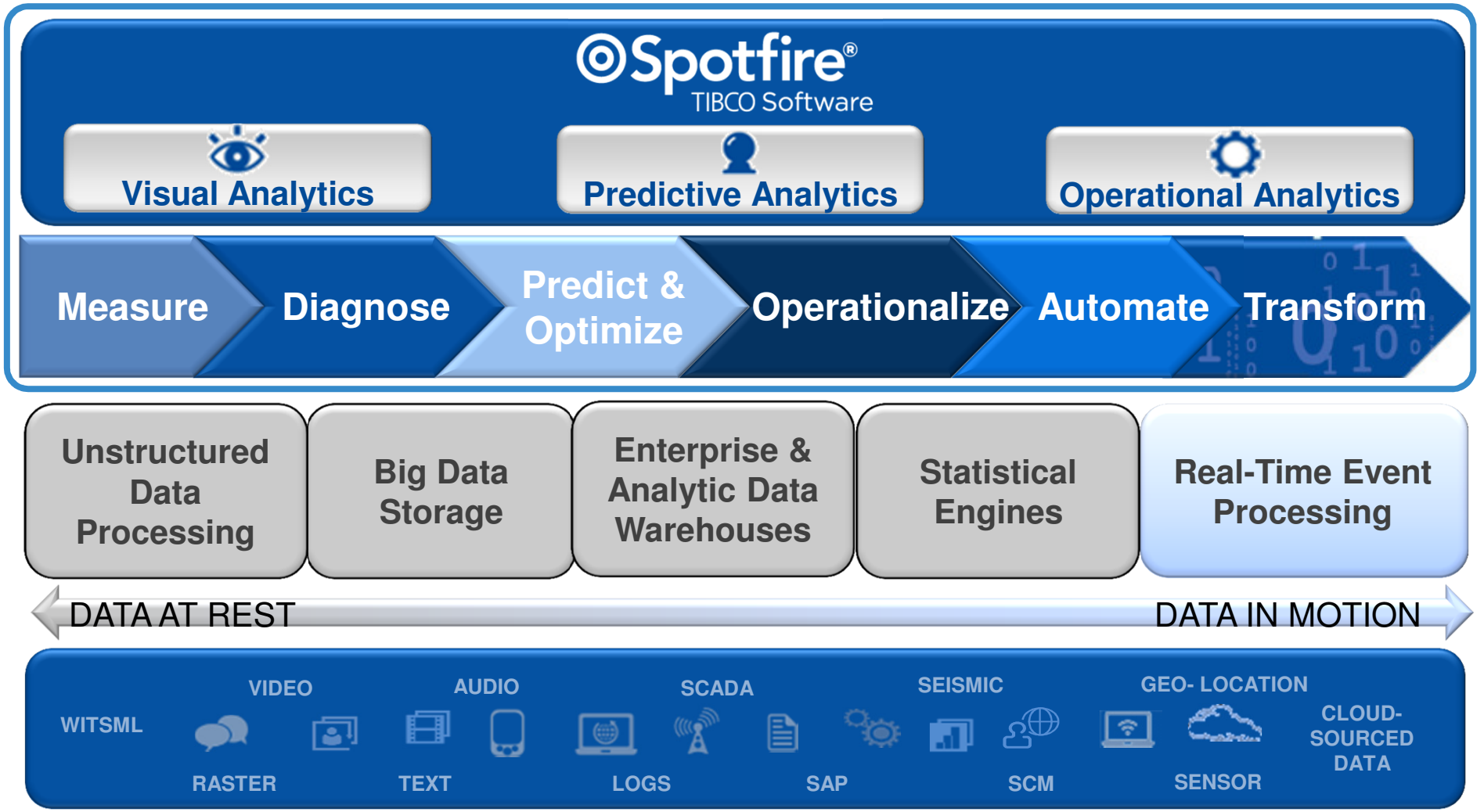
CUSTOMER TOUCH POINTS

EVENT
PROCESSING

ANALYZE

YOUR IT INFRASTRUCTURE

SERVICE PROVIDERS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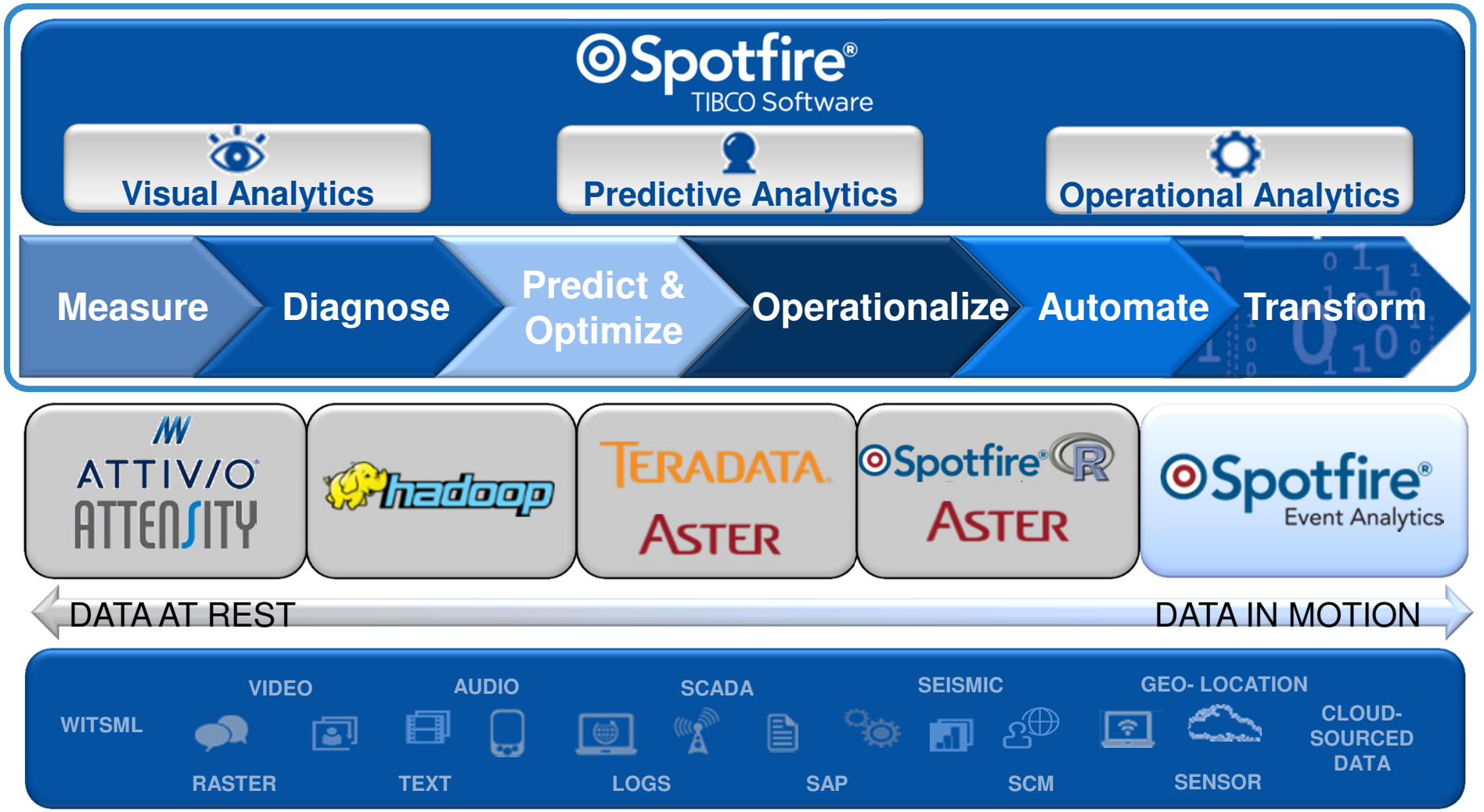
Visual Analytics
Predictive Analytics
Operational Analytics
Measure
Diagnose
Predict & Optimize
Operationalize
Automate
Transform
Unstructured Data Processing
Big Data Storage
Enterprise & Analytic Data Warehouses
Statistical Engines
Real-Time Event Processing
DATA AT REST
DATA IN MOTION
WITSML
VIDEO
AUDIO
SCADA
SEISMIC
GEO- LOCATION
CLOUD-SOURCED DATA
RASTER
TEXT
LOGS
SAP
SCM
SENSOR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Measure
Diagnose
Predict & Optimize
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Automate
Transform
ATTIVIO
ATTENSITY
hadoop
TERADATA
ASTER
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ASTER
Spotfire®
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DATA AT REST
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VIDEO
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SCADA
SEISMIC
GEO- LOCATION
CLOUD-SOURCED DATA
RASTER
TEXT
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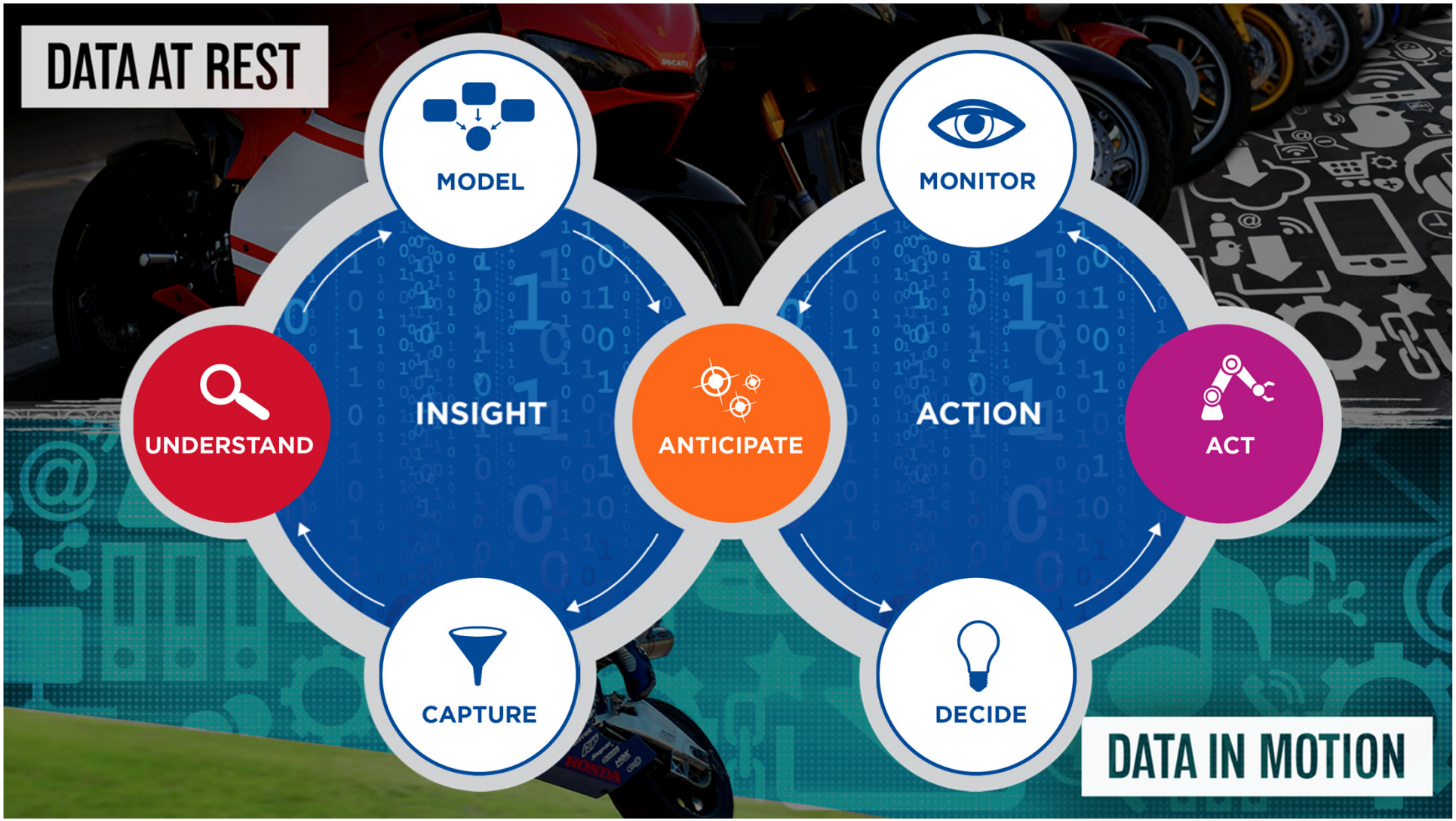
SAP
SCM
SENSOR

- Case study Video Shown
  - http://media.tibco.com/tibco-video/trip/
- Video of MGM Keynote from TUCON 2012
  - http://www.youtube.com/watch?v=X-7S3kCOx9k

DATA AT REST
DUCATI
DESMOSEDICI RR
DATA IN MOTION


DATA AT REST
MODEL
MONITOR
UNDERSTAND
INSIGHT
ANTICIPATE
ACTION
ACT
CAPTURE
DECIDE
DATA IN MOTION

DATA AT REST
Spotfire
TIBCO Software
TERADATA.
ASTER
Spotfire
TIBCO Software
TERADATA.
INSIGHT
Spotfire
Event Analytics
ACTION
Spotfire
TIBCO Software
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TIBCO
hadoop
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intel
DATA IN MOTION

Assessing the Value of Big Data Investments

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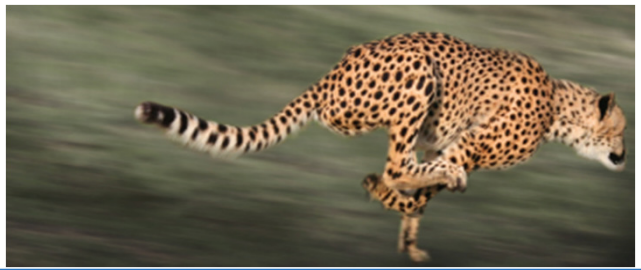
Economies of Scale	Strategic Business Transformation
Universal Adaptability	**Visibility into the Unknown**
Lower Total Cost of Ownership	**Higher Business Agility & Scale**
Self-Service Discovery	**Fastest to Actionable Insight** 

Value to CIO / IT: Information Technology

Enabling — Contributing

Enabling — Value to Business — Contributing

Gartner provides a set of classifications for BI Value. See - Gartner Research Document: ID Number: G00218934
Gartner Examples of Defining Business Value for BI and Analytics Initiatives, Bill Hostmann, 26 September 2011

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