

# The Big Deal About “Big Data”: Focus Group

Thyra Rauch  
IBM

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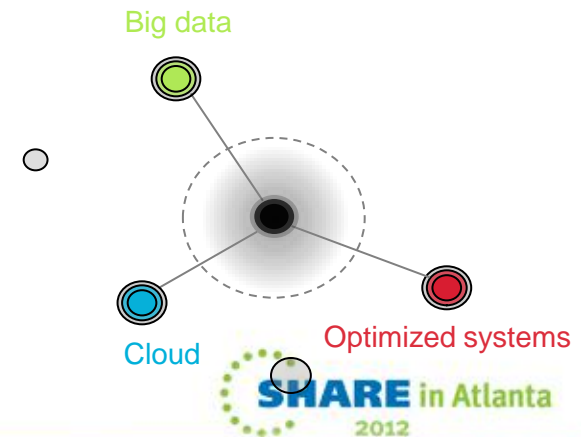


# Introduction

- Several short pitches to set the stage for what Big Data is
- Think about the issues you need to be concerned about
- Suggest those issues so we can bring appropriate sessions to Anaheim

# What is Big Data?

- **Variety** – Big data extends beyond structured data, including unstructured data of all varieties: text, audio, video, click streams, log files and more.
- **Velocity** – Often time-sensitive, big data must be used as it is streaming in to the enterprise in order to maximize its value to the business.
- **Volume** – Big data comes in one size: large. Enterprises are awash with data, easily amassing terabytes and even petabytes of information.



# Current Products

- Infosphere Streams
- Infosphere BigInsights
- IBM Netezza
- Cognos Consumer Insights (CCI)
- IBM SPSS
- IBM Content Analytics (ICA)

# What are Companies Doing?

- Engineering:
  - Analyzing such things as wind data, radiation, and heat
- Business:
  - Analyzing such things as social media to understand what customers are saying in real time – likes and dislikes
  - Analyzing customer activity and spending habits
- Healthcare:
  - Analyzing streams of data from medical devices in neonatal units
  - Looking at hospital discharges and predicting factors which might result in re-admittance