



# **Big Data, Analytics and the Mainframe**

Paul Pendle EMC Corporation

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# **Big Data – What is it?**

"Data not easily handled by the traditional data processing mechanisms of today"

Characterized by:

- High volume and arrival rate
  - Billions of data events per hour
- Semi-structured or unstructured
  - Not easily analyzed or parsed
- Wide disparity
  - Text, video, graphics, sensor data, RFID, web, etc

"The three Vs"





### **Mainframe Data Feeds**

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#### Mainframe data feeds (3270)



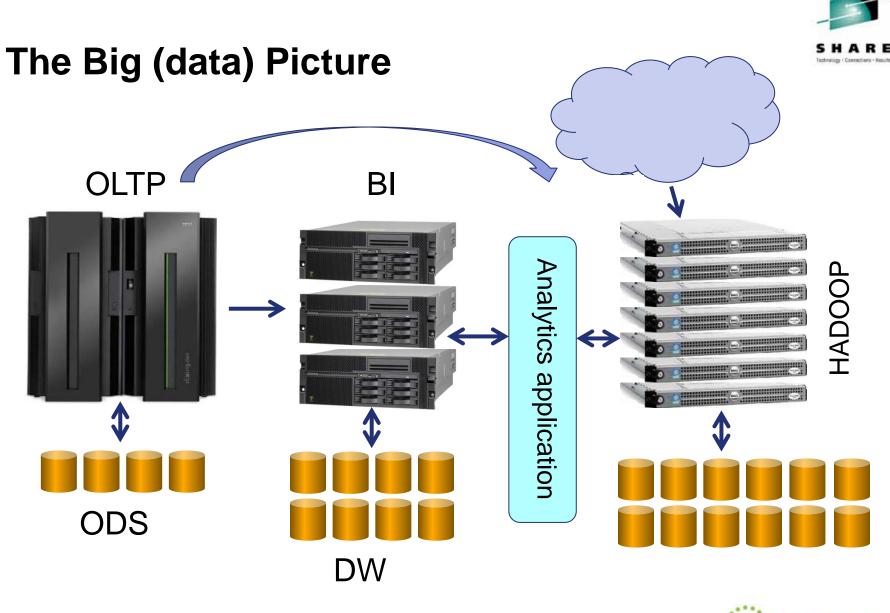




## **Mainframe Today**

- Still highly structured
- Built for low-cost per transaction
- Small transactions, high volume
- RDBMS
  - Limited capability for unstructured data
  - XML/LOB not fully assimilated in DB2



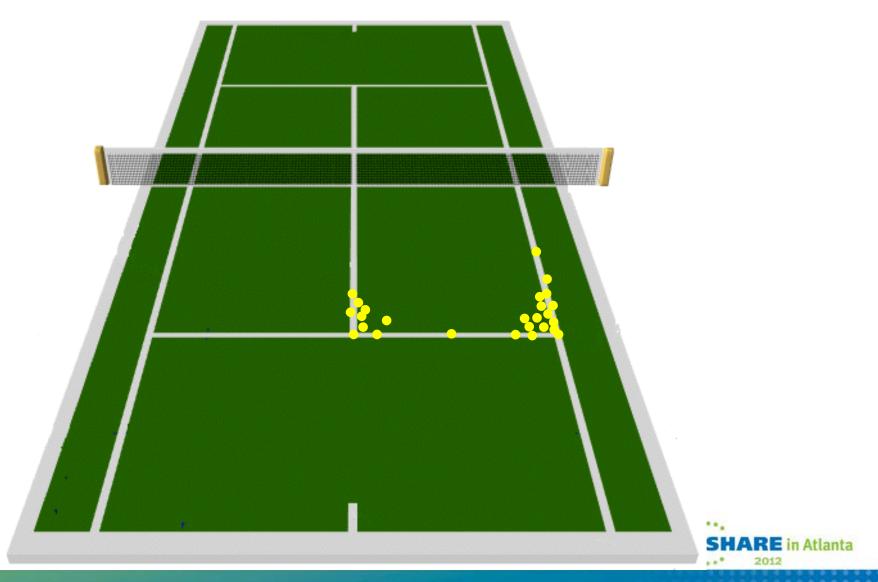


**ARE** in Atlanta



### **Australian Open Tennis**

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# A lot of unanswered questions

- Maturity of new software (Hadoop)?
  - Reliability security
- Integration with existing systems
- How reduce "time to analysis"
- How to get business value from the data
  - Competitive advantage
  - Fraud detection
  - Risk analysis/avoidance

