Big Data: Challenge or Opportunity?

Big Data Overview

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Big Data and Analytics
# Since 1959, We’ve Helped Clients Achieve Competitive Advantage from Every Major Technology Wave

We are a **world leader** in technology services and business solutions

Market-leading corporations and major government agencies partner with us when delivery is critical to their mission

Our **91,000 professionals** serve clients in more than 90 countries

We have more than 50 years of **client service excellence**

Our **global delivery network** provides consistent delivery of solutions and services — common processes and highly skilled, cost-effective, multilingual resources

We are CSC: an NYSE, Fortune 200 and Fortune “Most Admired Company” — **More Than 50 Years Strong**
What’s “Big Data”?

What is Big Data?
Big Data Has At Least Two Of The Following Characteristics:

Big Data is Both a Problem and an Opportunity
Big Data and Predictive Analytics Are Transforming Organizations

- Unprecedented **Data Growth** Is Changing the Nature of Business
- Great Expectations: Do More with More (Data)
- Users require business insights through advanced **visualization**
- The New Alchemy: **Connecting the Dots**
- Enabling the Predictive Enterprise: Strategies to Understand, Anticipate and Plan
- A Changing Foundation: **New Methods** to Manage Big Data
- Trends Towards **In-Memory and Predictive Analytics**
- Requires processing of **Structured and Unstructured** Data
- Increases Need for **Trusted Data**

Projected to be a **$50B business by 2017**

*© 2011 by TDWI - The Data Warehousing Institute™
**Forbes Magazine 2/17/2012*
Analytics and Mobility Trends

**Data Expands**
- Data doubles every 18 months
- 800 million Facebook members
- Regulation and compliance increasing

**Decision Points Expand**
- 43% annual growth in use of mobile business apps
- 60% growth in collaboration by 2013
- Social media will be a major source of unstructured data capture and analytics

**Device Adoption**
- 6B+ smart phones, 1.2B mobile workers by 2013
- Large enterprise expects to triple mobile use by 2015
- Mobile users will need real-time analytics
A New Wave of Opportunity…

44x
as much Data and Content
Over Coming Decade

80%
Of world’s data is unstructured

2009
800,000 Petabyte

2020
35 zettabytes

… And Organizations Need Deeper Insights

1 in 3
Business leaders frequently make decisions based on information they don’t trust, or don’t have

1 in 2
Business leaders say they don’t have access to the information they need to do their jobs

83%
of CIOs cited “Business intelligence and analytics” as part of their visionary plans to enhance competitiveness

60%
of CEOs need to do a better job capturing and understanding information rapidly in order to make swift business decisions

IBM Survey
Who’s Getting Involved in Big Data Analytics?
How Do Organizations Taking Advantage of Big Data?

- **Commodities Trading**: Weather and Climate Data Leveraged for Investments and Insurance
- **Transportation**: Better Scheduling
- **Healthcare**: Integrating Data from Member Communities
- **Wholesale**: Business Intelligence and Analytics for Optimization
- **Mining/Manufacturing**: Leveraging Sensor Data For Parts Replacement, Safety and Profitability
- **Retail/CPG**: Performance Optimization and Analytical Insights into POS and Regional Sales Trends
- **Wealth Management**: Creating a Single View of the Relationship
- **Insurance**: Incremental, Responsive Data Warehouse Analytics
What Does This Mean for the Weather and Climate Enterprise?

- Challenge created by data volume and variety
- Opportunity to extract greater insight
- Challenge created by expanded demand for access
- Opportunity to show even greater value to society
- Challenge with data quality control and fair use
- Opportunity to cost share solutions
- Challenge to avoid public / private sector conflict
- Opportunity for public / private sector collaboration