

Elisa Martin

IBM Distinguished Engineer, IBM AoT Member, CTO for Spain, Portugal, Greece and Israel.



Big Data & Analytics Products and Solutions

Big Data Is All Data

Volume

Data at Scale

Variety

Data in Many Forms

Velocity

Data in Motion

Veracity

Data Uncertainty

25 Zettabytes worth of data will exist by 2020

80% of the world's data is unstructured

1 Trillion devices connected to the internet in 2017

1 in 3 business leaders don't trust the information they use to make decisions



Three Key Imperatives for Big Data & Analytics Success

**Build a culture
that infuses
analytics
everywhere**

Imagine It.

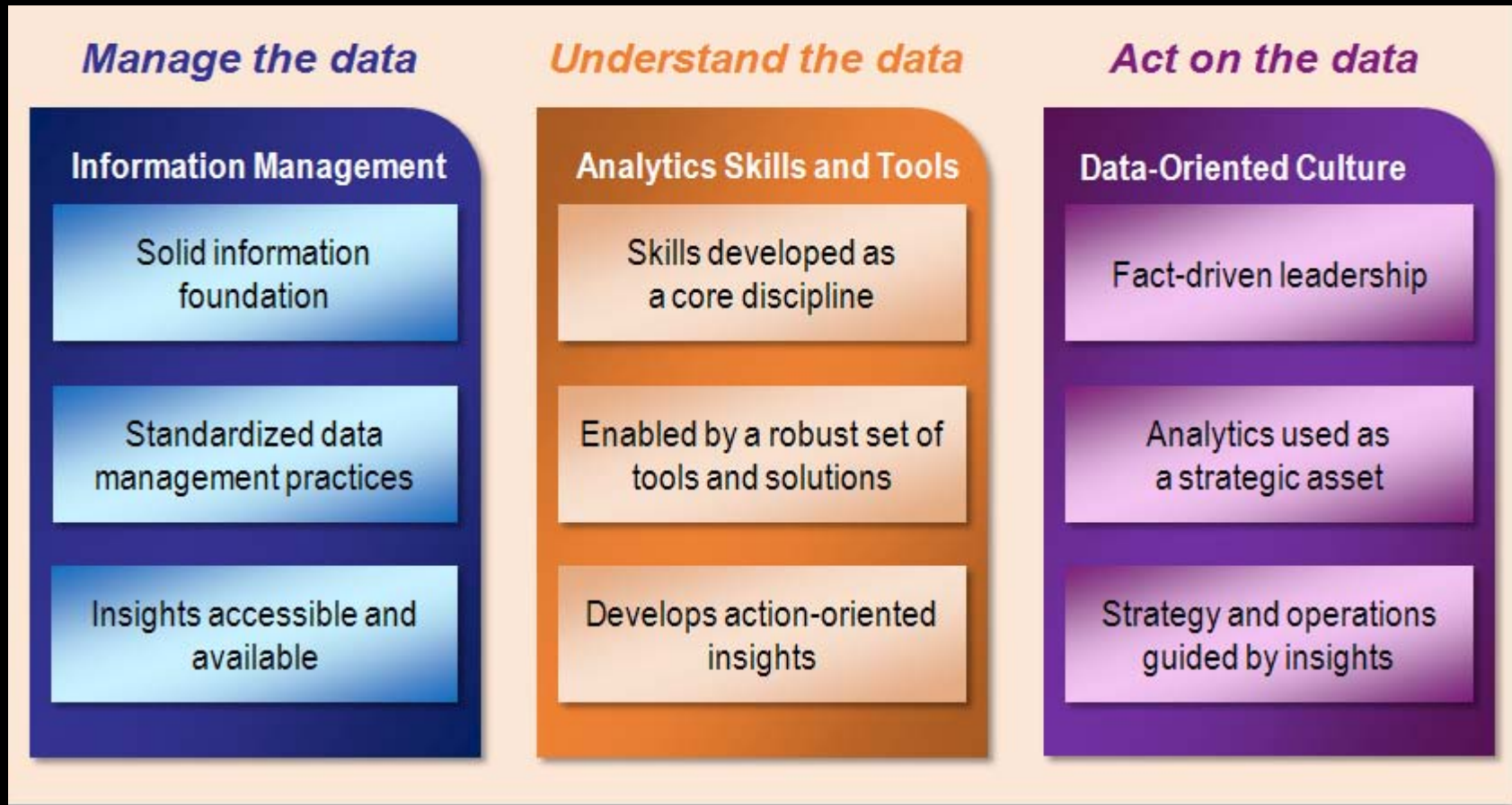
**Invest in a
big data &
analytics
platform**

Realize It.

**Be proactive
about privacy,
security and
governance**

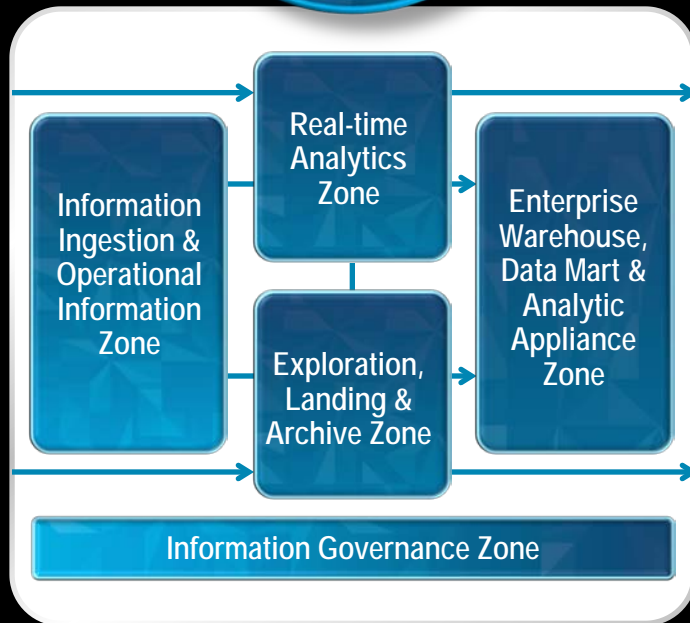
Trust It.

Realize It. Three Competencies Are Needed To Drive Sustainable Competitive Advantage



Realize It.

Use All Data & Paradigms

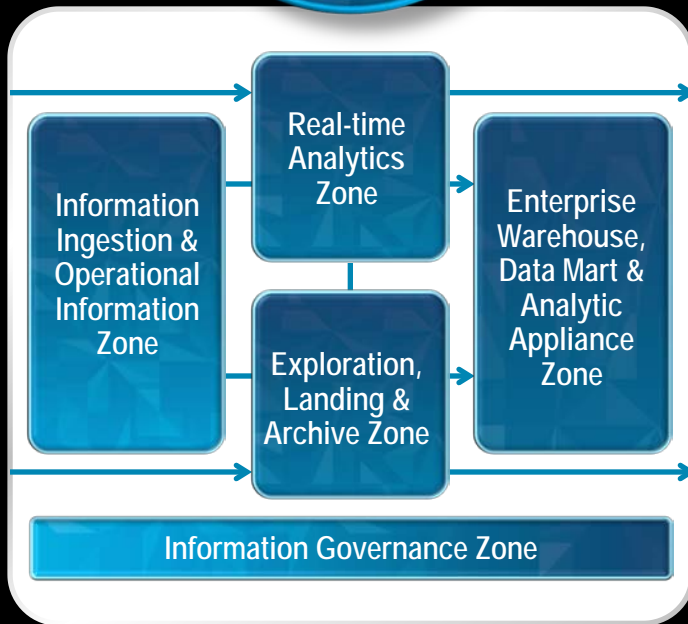


All Data



Realize It.

Use All Data & Paradigms To Be More Right More Often



- What did I learn, what's best?*
Cognitive
- What action should I take?*
Decision Management
- What could happen?*
Predictive Analytics & Modeling
- Why did it happen?*
Reporting, Analysis, Content Analytics
- What is happening?*
Exploration & Discovery

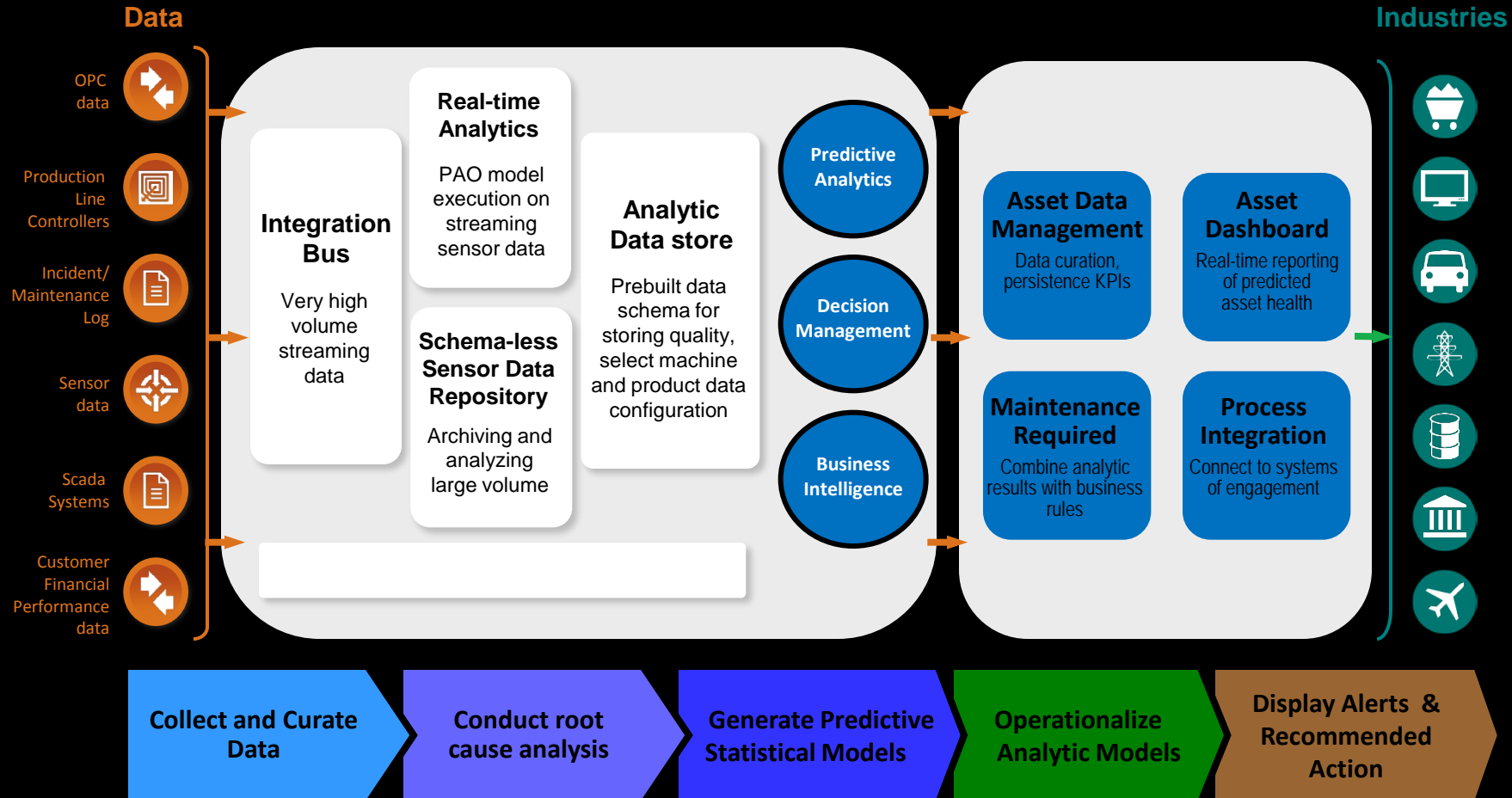
New/Enhanced Applications



All Data



Conceptual Architecture: Predictive Maintenance & Quality Built using IBM Watson Foundations



Big Data and Analytics Infrastructure Matters...

- Flash storage speeds the flow of data at 50% lower cost
- 43% faster analytics with 99.99% uptime
- Optimized for analytic workloads



**Provide new levels
of visibility into
customers and
operations**



**Accelerate insights
in real time at
the point of impact**



**Deliver insights
to the people and
processes that need them**

Systems Security Storage
On premise, Cloud, As a service

...And the Results are Game-Changing

4x

**IBM InfoSphere
BigInsights**
delivers performance
gains¹

InfoSphere BigInsights for Hadoop



Open Source Hadoop

1. Audited STAC[®] Report Securities Technology Analysis Center

38x

**Average
acceleration**
of database queries
for reporting²

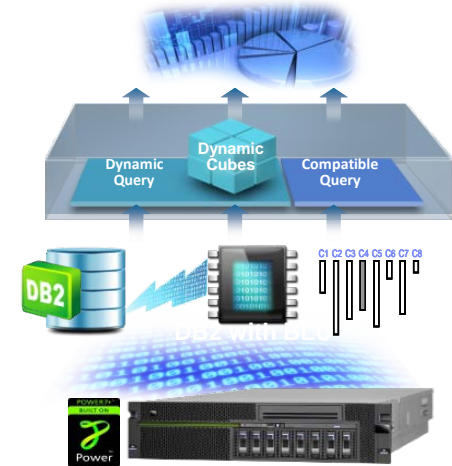
Cognos BI

+

DB2 BLU

+

Power



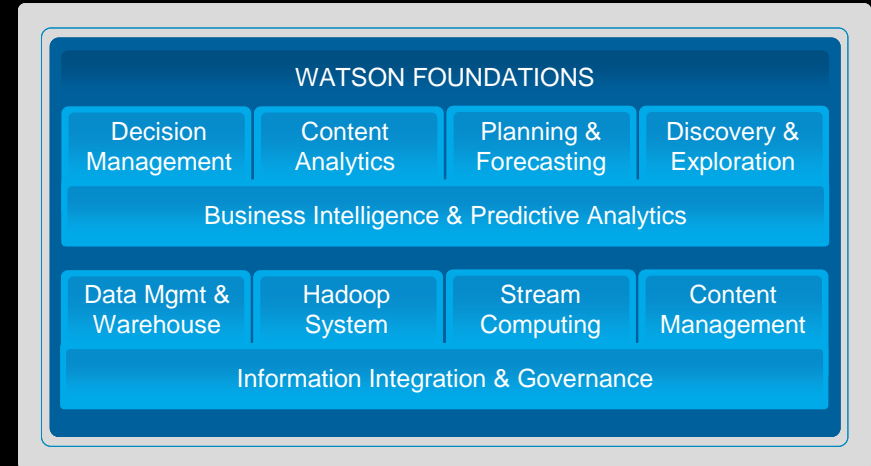
2. Based on internal tests

IBM Transforming Industries and Professions with Data

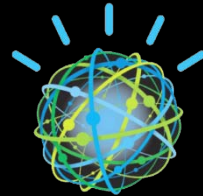


Delivering the insight to act with speed and conviction with **IBM Big Data & Analytics**

IBM Watson Foundations



Delivering the cognitive experience to the masses with **IBM Watson**



"Watson is the richest, most fully developed, commercially available smart advisor platform that we know of."

IBM Watson's Modular Architecture



IBM Leverage Cloud and SaaS



Developers

Composable Data Services* on BlueMix*:

- BLU Acceleration*
- MapReduce*
- SQL Database*
- NoSQL Database~
- Mobile Data*

Business Users

Watson Analytics*

BLU Acceleration for Cloud*

Performance Management

SPSS Data Collection

Social Media Analytics

- Concert
- Cognos TM1
- Cognos Disclosure Management

Sales Performance Management

Algo Risk Services

SPSS Analytical Decision Management

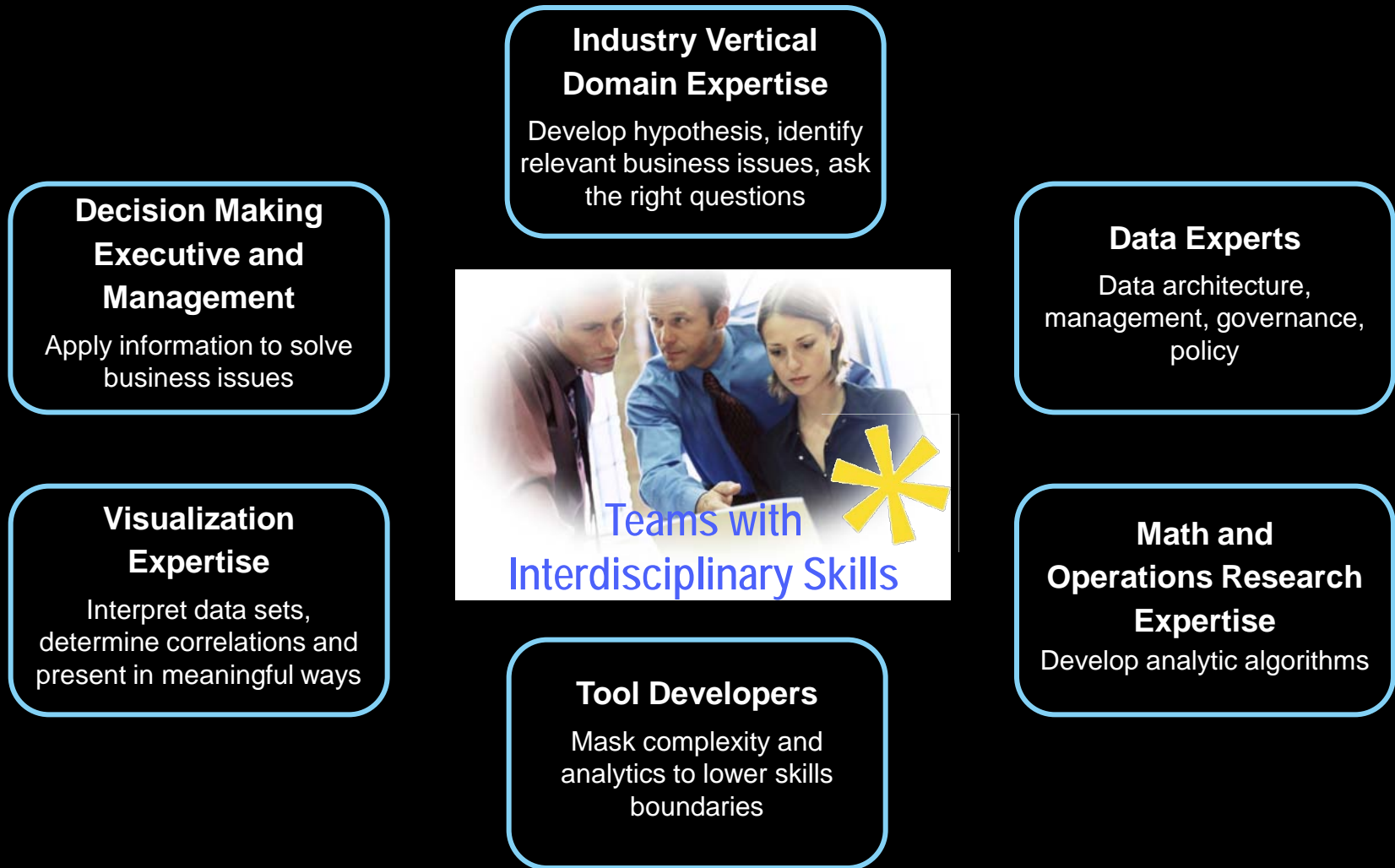
- Cognos Territory Mgmt
- Cognos Quota Mgmt
- Cognos Incentive Compensation

- Managed Data Services
- Pension Monitoring
- Risk Content
- Risk Reports

* Upcoming Beta – Feb 2014

~ IBM announced acquisition of Cloudera on 2/24/2014 – expected to close in 1Q-2014

Big Data Requires A Broad Set of Skills

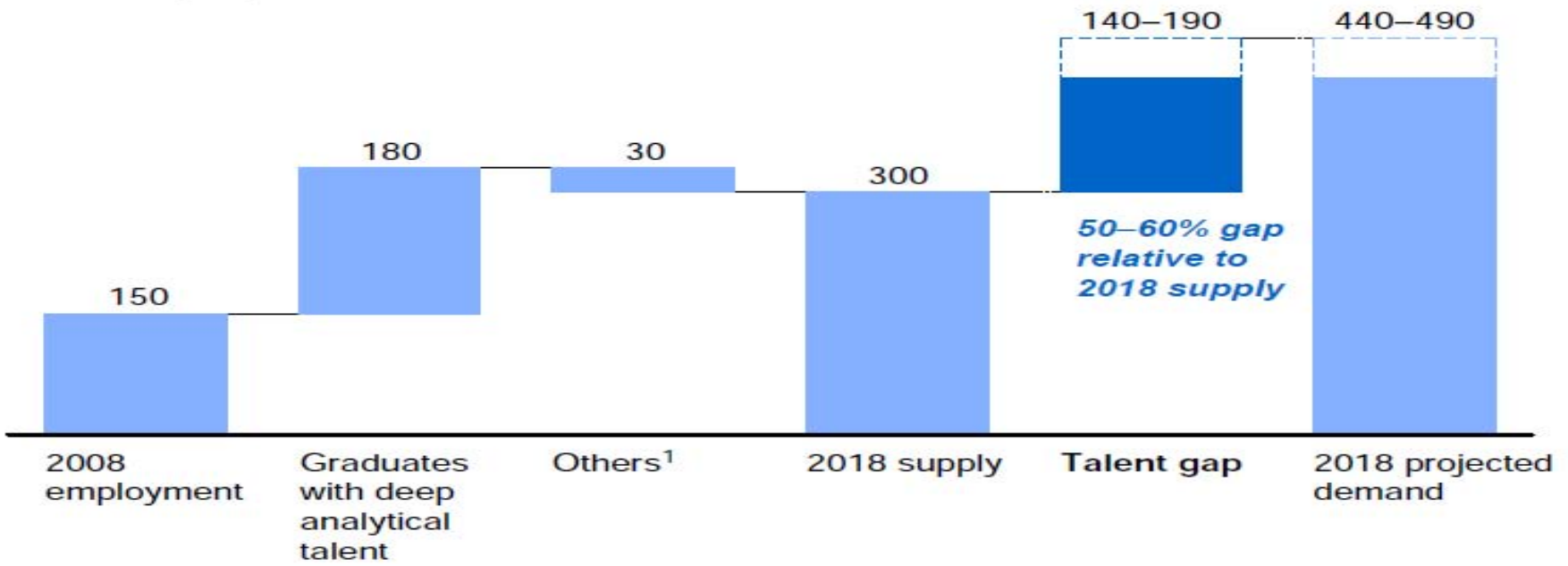


And These Skills Will Guarantee Jobs!

The United States alone faces a shortage of 140,000 to 190,000 people with analytical and managerial expertise and 1.5 million managers and analysts with the skills to understand and make decisions based on the study of big data.”*

Demand for deep analytical talent in the United States could be 50 to 60 percent greater than its projected supply by 2018

Supply and demand of deep analytical talent by 2018
 Thousand people



¹ Other supply drivers include attrition (-), immigration (+), and reemploying previously unemployed deep analytical talent (+).

The word 'thanks' is rendered in large, 3D block letters. Each letter is a different color: 't' is green, 'h' is blue, 'a' is purple, 'n' is yellow, 'k' is red, and 's' is green. The letters are set against a black background and cast a colorful, blurred reflection on a surface below them.