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Big Data Buzz

“The promise of big data”
Intelligent Utility – 8/28/11

“Are you ready for the era of big data?”
McKinsey Quarterly – 11/11

“Health care is next frontier for big data”
Wall Street Journal – 1/19/12

“Big data: science’s microscope of the 21st century”
Business Week – 11/8/11

“Decisions, decisions…will big data have big impact?”
Financial Times – 1/24/12
## Big Data Use Cases

<table>
<thead>
<tr>
<th>Today’s Challenge</th>
<th>New Data</th>
<th>What’s Possible</th>
</tr>
</thead>
<tbody>
<tr>
<td>Healthcare</td>
<td>Remote patient monitoring</td>
<td>Preventive care, reduced hospitalization</td>
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<td>Expensive office visits</td>
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<tr>
<td>Manufacturing</td>
<td>Product sensors</td>
<td>Automated diagnosis, support</td>
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<td>In-person support</td>
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<tr>
<td>Location-Based Services</td>
<td>Real time location data</td>
<td>Geo-advertising, traffic, local search</td>
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<tr>
<td>Based on home zip code</td>
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<tr>
<td>Public Sector</td>
<td>Citizen surveys</td>
<td>Tailored services, cost reductions</td>
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<tr>
<td>Standardized services</td>
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<td></td>
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<tr>
<td>Retail, Consumer</td>
<td>Social media</td>
<td>Sentiment analysis, segmentation</td>
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<tr>
<td>One size fits all marketing</td>
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</tbody>
</table>
What Makes it Big Data?

VOLUME

VELOCITY

VARIETY

VALUE
# Why Is Big Data Important?

<table>
<thead>
<tr>
<th>Sector</th>
<th>Impact</th>
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<tbody>
<tr>
<td>US Health Care</td>
<td>Increase industry value per year by $300 B</td>
</tr>
<tr>
<td>Manufacturing</td>
<td>Decrease dev., assembly costs by −50%</td>
</tr>
<tr>
<td>Global Personal Location Data</td>
<td>Increase service provider revenue by $100 B</td>
</tr>
<tr>
<td>Europe Public Sector Administration</td>
<td>Increase industry value per year by €250 B</td>
</tr>
<tr>
<td>US Retail</td>
<td>Increase net margin by 60+%</td>
</tr>
</tbody>
</table>

Source: *McKinsey Global Institute: Big Data – The next frontier for innovation, competition and productivity (May 2011)*
Make Better Decisions Using Big Data
Oracle Integrated Solution Stack for Big Data

**ACQUIRE**
- HDFS
- Oracle NoSQL Database
- Enterprise Applications

**ORGANIZE**
- Hadoop (MapReduce)
- Oracle Data Integrator
- Oracle Loader for Hadoop
- Oracle Direct Connect to HDFS

**ANALYZE**
- Data Warehouse RDBMS
- In-Database Analytics: R, Mining, Spatial, Text

**DECIDE**
- Analytic Tools and Applications
Oracle Engineered Systems for Big Data
Oracle Big Data Appliance
Engineered System for Hadoop and No SQL Database

• Simplify Big Data deployments
  – 18 servers with 216 cores, 864GB memory & 648TB storage
  – Easily expandable to multiple racks
  – Single vendor support

• Derive critical insights from Big Data
  – Cloudera Hadoop for managing and processing data
  – Mathematical and statistical analysis with R

• Hadoop integration with Oracle Database & Exadata
  – High performance Infiniband connectivity to Exadata
  – Oracle Loader for Hadoop for pre-processing and loading data
  – Oracle Direct Connector for HDFS for direct Oracle SQL access
  – Oracle Data Integrator for simplified MapReduce development
<table>
<thead>
<tr>
<th>Section</th>
<th>Use Cases</th>
</tr>
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<tbody>
<tr>
<td><strong>Insurance</strong></td>
<td>Individualize auto-insurance policies based on newly captured vehicle telemetry data&lt;br&gt;Insurer gains insight into customer’s driving habits delivering&lt;br&gt;More accurate assessments of risks&lt;br&gt;Individualized pricing based on actual individual customer driving habits&lt;br&gt;Guide and motivate individual customers to improve their driving habits</td>
</tr>
<tr>
<td><strong>Travel</strong></td>
<td>Optimize buying experience through web log and social media data analysis&lt;br&gt;Travel site gains insight into customer preferences and desires&lt;br&gt;Up-selling products by correlating current sales with subsequent browsing behavior&lt;br&gt;Increase browse-to-buy conversions via customized offers and packages&lt;br&gt;Deliver personalized travel recommendations based on social media data</td>
</tr>
<tr>
<td><strong>Games</strong></td>
<td>Collect gaming data to optimize spend within and across games&lt;br&gt;Games company gains insight into likes, dislikes and relationships of its users&lt;br&gt;Enhance games to drive customer spend within games&lt;br&gt;Recommend other content based on analysis of player connections and similar “likes”&lt;br&gt;Create special offers or packages based on browsing and (non-)buying behavior</td>
</tr>
</tbody>
</table>
Maximizing the Value of Enterprise Big Data

• Hardware and software for Big Data
• Integrates all enterprise data
  – Structured and unstructured
  – SQL and NoSQL
• Fastest time-to-value
• Single vendor support