

WHAT IS BIG DATA?

VOLUME
Large amounts of data.

VELOCITY
Needs to be analyzed quickly.

VARIETY
Different types of structured and unstructured data.

Key questions enterprises are asking about Big Data:

- How to store and protect big data?
- How to backup and restore big data?
- How to organize and catalog the data that you have backed up?
- How to keep costs low while ensuring that all the critical data is available when you need it?

WHAT ARE THE VOLUMES OF DATA THAT WE ARE SEEING TODAY?

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30 billion pieces of content were added to Facebook this past month by 600 million plus users.

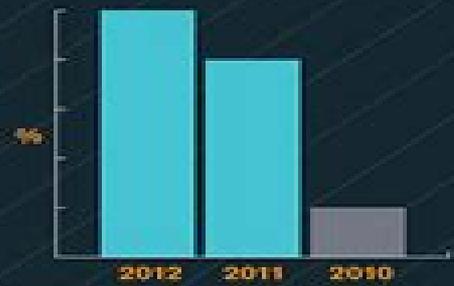
zynga
Zynga processes 1 petabyte of content for players every day; a volume of data that is unmatched in the social game industry.

You Tube
More than 2 billion videos were watched on YouTube... yesterday.

LOL!
The average teenager sends 4,762 text messages per month.

Twitter
32 billion searches were performed last month... on Twitter.

Everyday business and consumer life creates **2.5 quintillion bytes** of data per day.



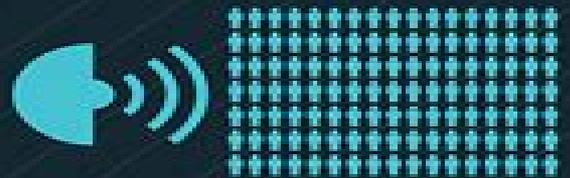
90% of the data in the world today has been created in the last two years alone.

WHAT DOES THE FUTURE LOOK LIKE?

Worldwide IP traffic will **quadruple by 2015.**



By 2015, nearly **3 billion people**



will be online, pushing the data created and shared to nearly **8 zettabytes.**

HOW IS THE MARKET FOR BIG DATA SOLUTIONS EVOLVING?

A new IDC study says the market for big technology and services will grow from \$3.2 billion in 2010 to \$18.9 billion in 2015. That's a growth of 49% CAGR.



59% of respondents expect their companies to increase spending on server backup solutions and other big data-related initiatives within the next three years.

2/3rds of surveyed businesses in North America said big data will become a concern for them within the next five years.

Big Data Deutsche Bank

JS Bruner



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Business Intelligence and Big Data Celina Olszak,2020-11-17 The twenty first century is a time of intensifying competition and progressive digitization Individual employees managers and entire organizations are under increasing pressure to succeed The questions facing us today are What does success mean Is success a matter of chance and luck or perhaps is success a category that can be planned and properly supported Business Intelligence and Big Data Drivers of Organizational Success examines how the success of an organization largely depends on the ability to anticipate and quickly respond to challenges from the market customers and other stakeholders Success is also associated with the potential to process and analyze a variety of information and the means to use modern information and communication technologies ICTs Success also requires creative behaviors and organizational cleverness from an organization The book discusses business intelligence BI and Big Data BD issues in the context of modern management paradigms and organizational success It presents a theoretically and empirically grounded investigation into BI and BD application in organizations and examines such issues as Analysis and interpretation of the essence of BI and BD Decision support Potential areas of BI and BD utilization in organizations Factors determining success with using BI and BD The role of BI and BD in value creation for organizations Identifying barriers and constraints related to BI and BD design and implementation The book presents arguments and evidence confirming that BI and BD may be a trigger for making more effective decisions improving business processes and business performance and creating new business The book proposes a comprehensive framework on how to design and use BI and BD to provide organizational success

Guide to Big Data Applications S. Srinivasan,2017-05-25 This handbook brings together a variety of approaches to the uses of big data in multiple fields primarily science medicine and business This single resource features contributions from researchers around the world from a variety of fields where they share their findings and experience This book is intended to help spur further innovation in big data The research is presented in a way that allows readers regardless of their field of study to learn from how applications have proven successful and how similar applications could be used in their own field Contributions stem from researchers in fields such as physics biology energy healthcare and business The contributors also discuss important topics such as fraud detection privacy implications legal perspectives and ethical handling of big data

Handbook of Big Data and IoT Security Ali Deghantaha, Kim-Kwang Raymond Choo,2019-03-22 This handbook provides an overarching view of cyber security and digital forensic challenges related to big data and IoT environment prior to reviewing existing data mining solutions and their potential application in big data context and existing authentication and access control for IoT devices An IoT access control scheme and an IoT forensic framework is also presented in this book and it explains how the IoT forensic framework can be used to guide investigation of a popular cloud storage service A distributed file system forensic approach is also presented which is used to guide the investigation of Ceph Minecraft a Massively Multiplayer Online Game and the Hadoop distributed

file system environment are also forensically studied and their findings reported in this book A forensic IoT source camera identification algorithm is introduced which uses the camera's sensor pattern noise from the captured image In addition to the IoT access control and forensic frameworks this handbook covers a cyber defense triage process for nine advanced persistent threat APT groups targeting IoT infrastructure namely APT1 Molerats Silent Chollima Shell Crew NetTraveler ProjectSauron CopyKittens Volatile Cedar and Transparent Tribe The characteristics of remote controlled real world Trojans using the Cyber Kill Chain are also examined It introduces a method to leverage different crashes discovered from two fuzzing approaches which can be used to enhance the effectiveness of fuzzers Cloud computing is also often associated with IoT and big data e.g. cloud enabled IoT systems and hence a survey of the cloud security literature and a survey of botnet detection approaches are presented in the book Finally game security solutions are studied and explained how one may circumvent such solutions This handbook targets the security privacy and forensics research community and big data research community including policy makers and government agencies public and private organizations policy makers Undergraduate and postgraduate students enrolled in cyber security and forensic programs will also find this handbook useful as a reference

Data Privacy and Big Data Aadinath Pothuvaal, 2025-01-03 The illustrations in this book are created by Team Educohack Data Privacy and Big Data A Foundational Guide is your essential resource for understanding the importance of data privacy and its critical role in data security As firms expand and data volumes grow safeguarding data becomes increasingly vital This book offers comprehensive knowledge on the subject ensuring data is handled correctly and protected from misuse We begin with an introduction to data privacy followed by chapters on machine learning statistical learning and the implications of data protection The book also covers compliance tools classification approaches for Big Data security and the evolving landscape of user privacy and innovation A crucial chapter on big data privacy explores privacy models disclosure risk measures and data masking methods We also delve into performance measurement of big data analytics and selecting appropriate data masking techniques The book concludes with a compelling case study on data forensics providing practical insights Data Privacy and Big Data A Foundational Guide is an indispensable guide for anyone looking to navigate the complexities of data privacy in today's digital world

We are Big Data Sander Klous, Nart Wielaard, 2016-06-21 This book demonstrates the inevitability of a continuously growing role of data in our society and it stresses that this role does not need to be threatening to the contrary collection and analysis of data can help us prevent traffic jams suppress epidemics or produce tailor made medicine The authors sketch the contours of a new information society in which everything will be measured from our heartbeat during our morning run to the music we listen to and our walking patterns through department stores and they discuss the resistances within the society that have to be overcome Sander Klous holds a PhD in High Energy Physics and contributed to the discovery of the Higgs boson at CERN Nobel prize 2013 Klous works at KPMG and is professor in Big Data at the University of Amsterdam Nart Wielaard is a self employed

consultant and business writer He develops compelling and clear stories on complex topics for a broad range of clients
Wielaard specializes in the domain where technology society and business meet *Essentials of Management Information Systems* Kenneth C. Laudon, Jane Price Laudon, 1997 An introduction to management information systems for undergraduate and MBA students presenting core material from the authors larger text *Management information Systems Organization and Technology Fourth Edition* Contains sections on organizational and technical foundations communications and networks building information systems support systems and managing information systems Features boxed readings chapter summaries key terms review and discussion questions group projects and case studies with questions This second edition integrates material on the Internet and directions to WWW sites with interactive projects Also available on CD ROM Annotation copyrighted by Book News Inc Portland OR **Imperialism** Vladimir Il'ich Lenin, 1929 **The Economist**, 1896 **Business Week**, 1970 *Financial Conglomerates* Kazuhiko Koguchi, Organisation for Economic Co-operation and Development, Giancarlo Forestieri, 1993 **The Annalist**, 1913 The Statist, 1919 Case Problems in International Finance W. Carl Kester, Timothy A. Luehrman, 1993 This Harvard Casebook includes 40 cases covering a range of major topics in international finance It can be used alone or with a core text suitable for an international finance course and the cases are consistent with the growing demand for the international coverage in MBA programmes The cases stimulate critical thinking active discussion analysis and decision making and most of them describe actual administrative situations Lotus templates use financial statements from 10 cases so students can manipulate data to analyze information and in text explanations provide supplemental and background information *German International*, 1970 *The Business Week*, 2004 **American Banker**, 2006 **Vault Guide to the Top 50 Banking Employers** Derek Loosvelt, 2003 This guide includes an overview of careers in commercial and investment banking and Vault s exclusive top 50 banking employer rankings **December 1915-July 1916** Vladimir Il'ich Lenin, 1974 **Collected Works** Vladimir Il'ich Lenin, 1964 Dec.1915-July 1916 Vladimir Il'ich Lenin, 1964

Unveiling the Magic of Words: A Overview of "**Big Data Deutsche Bank**"

In a global defined by information and interconnectivity, the enchanting power of words has acquired unparalleled significance. Their power to kindle emotions, provoke contemplation, and ignite transformative change is really awe-inspiring. Enter the realm of "**Big Data Deutsche Bank**," a mesmerizing literary masterpiece penned with a distinguished author, guiding readers on a profound journey to unravel the secrets and potential hidden within every word. In this critique, we shall delve to the book is central themes, examine its distinctive writing style, and assess its profound impact on the souls of its readers.

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