

7 Billion People... all creating data

1.00 Engineering Computation
& Data Science

John R. Williams, Abel Sanchez
Lecture: MWF 9:30-11 (1-390)



Web to Cloud

Web → IoT → Big Data → ML → Cloud

John R Williams, MIT

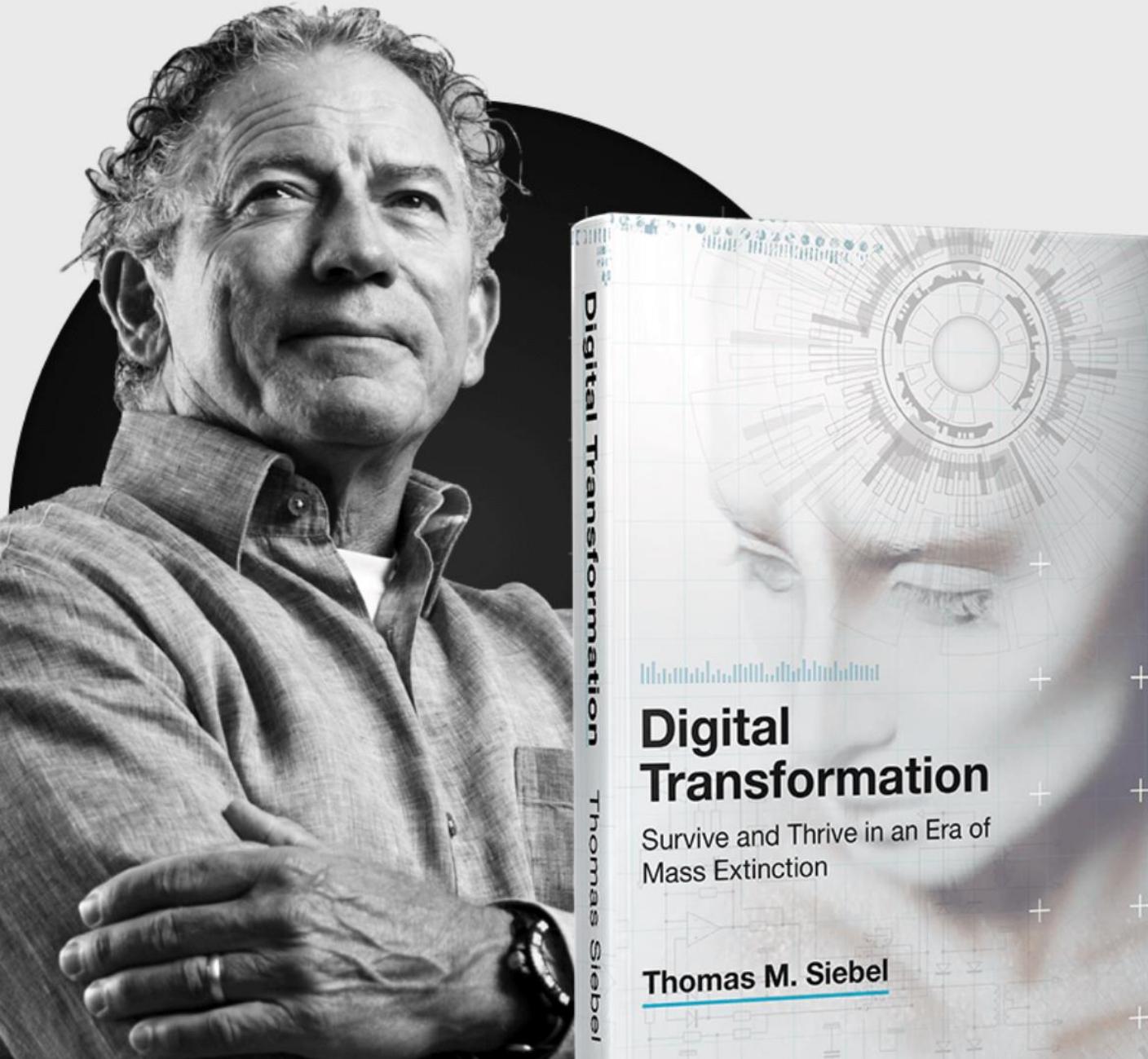


Change is not
necessary. Survival
is not mandatory. –
Edward Demming

Digital is the main reason just over half of the **companies** on the Fortune 500 have **disappeared** since the year 2000

Pierre Nanterme
CEO of Accenture





Digital Transformation

Survive and Thrive in an Era of Mass Extinction

Order Now

amazon

BARNES&NOBLE

BAM!
BOOKS-A-MILLION

INDIE
BOUND.org

All author royalties will be donated to charity.

Education is being Disrupted

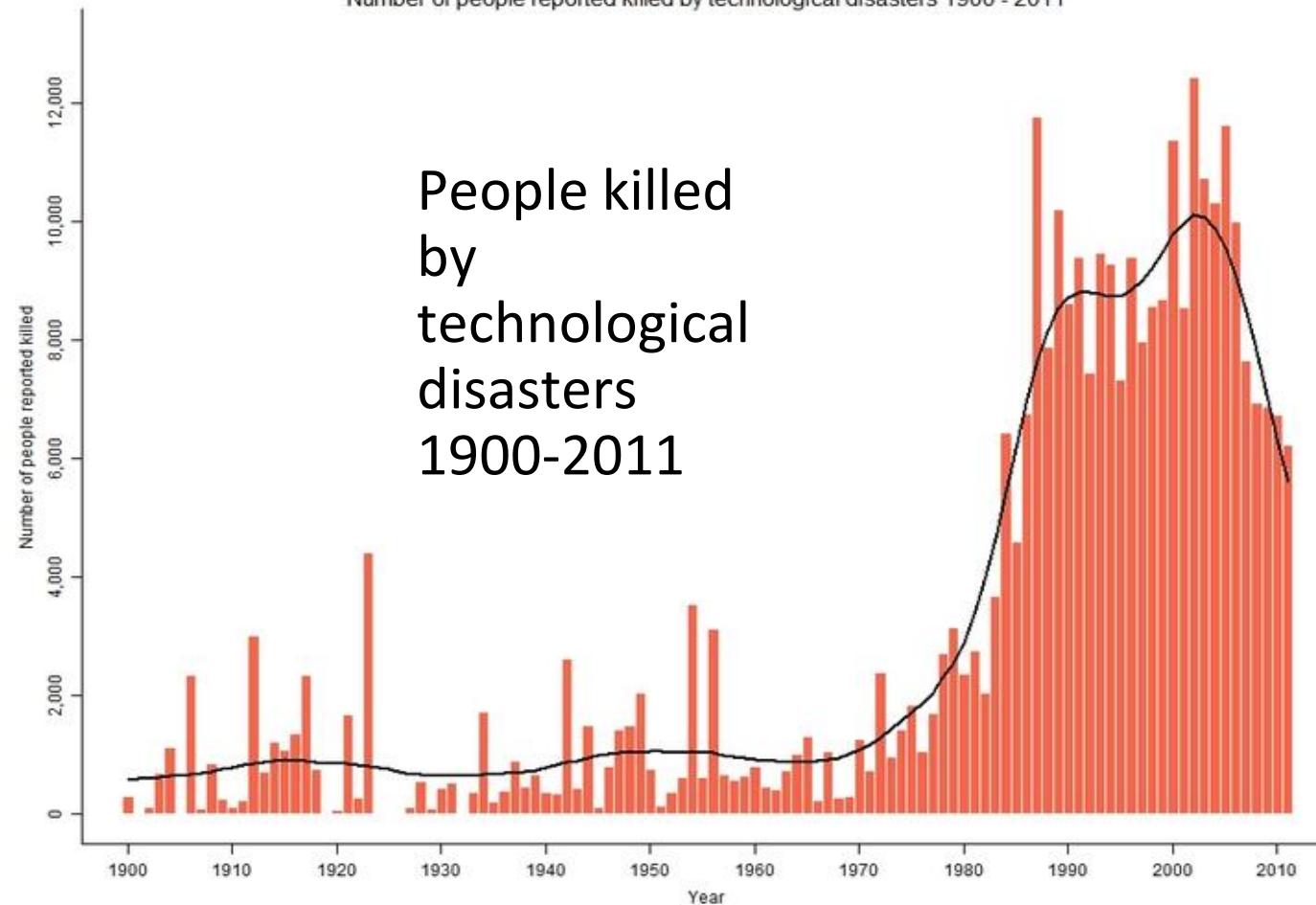




How can
we survive
and
thrive?



Number of people reported killed by technological disasters 1900 - 2011

EM-DAT: The OFDA/CRED International Disaster Database - www.emdat.be - Université Catholique de Louvain, Bruxelles - Belgium

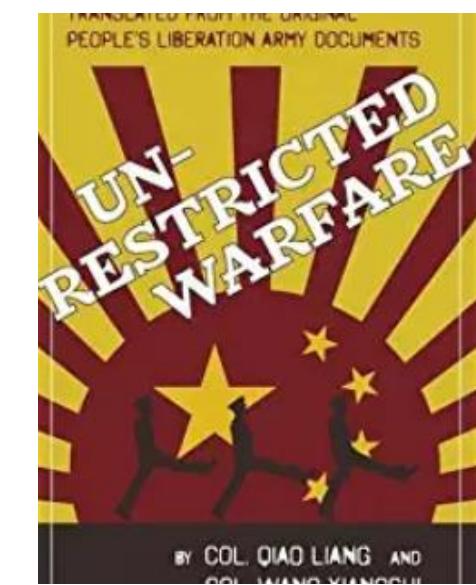
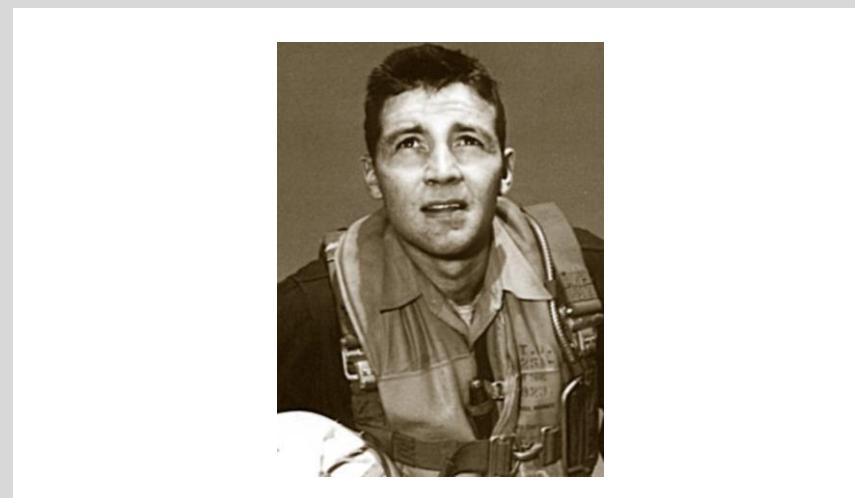
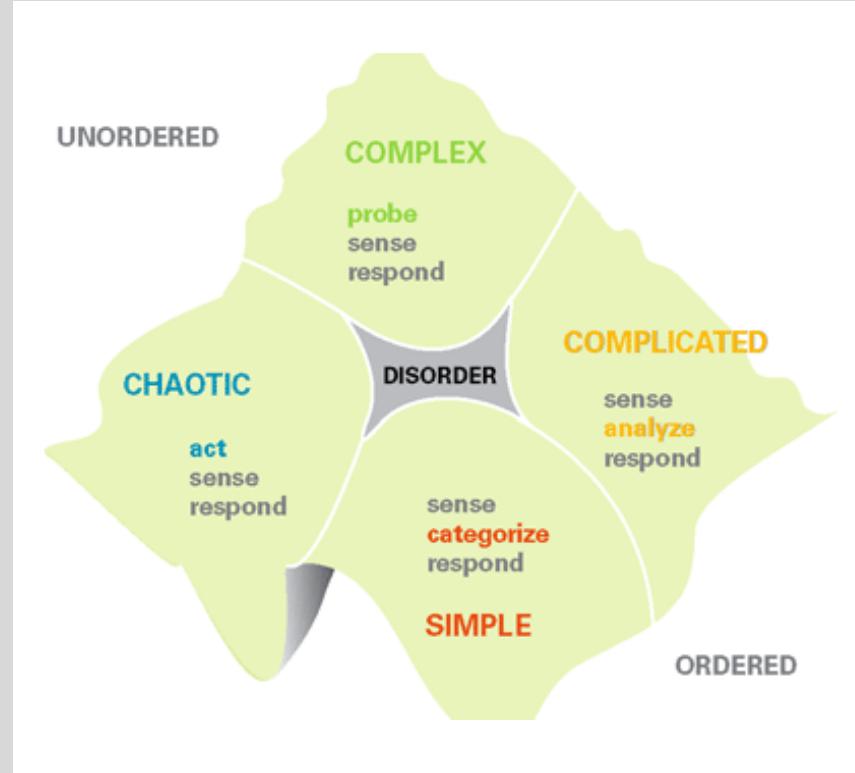
It's a VUCA world



V- Volatile
U- Uncertain
C - Complex
A -
Ambiguous

Strategic Thinking

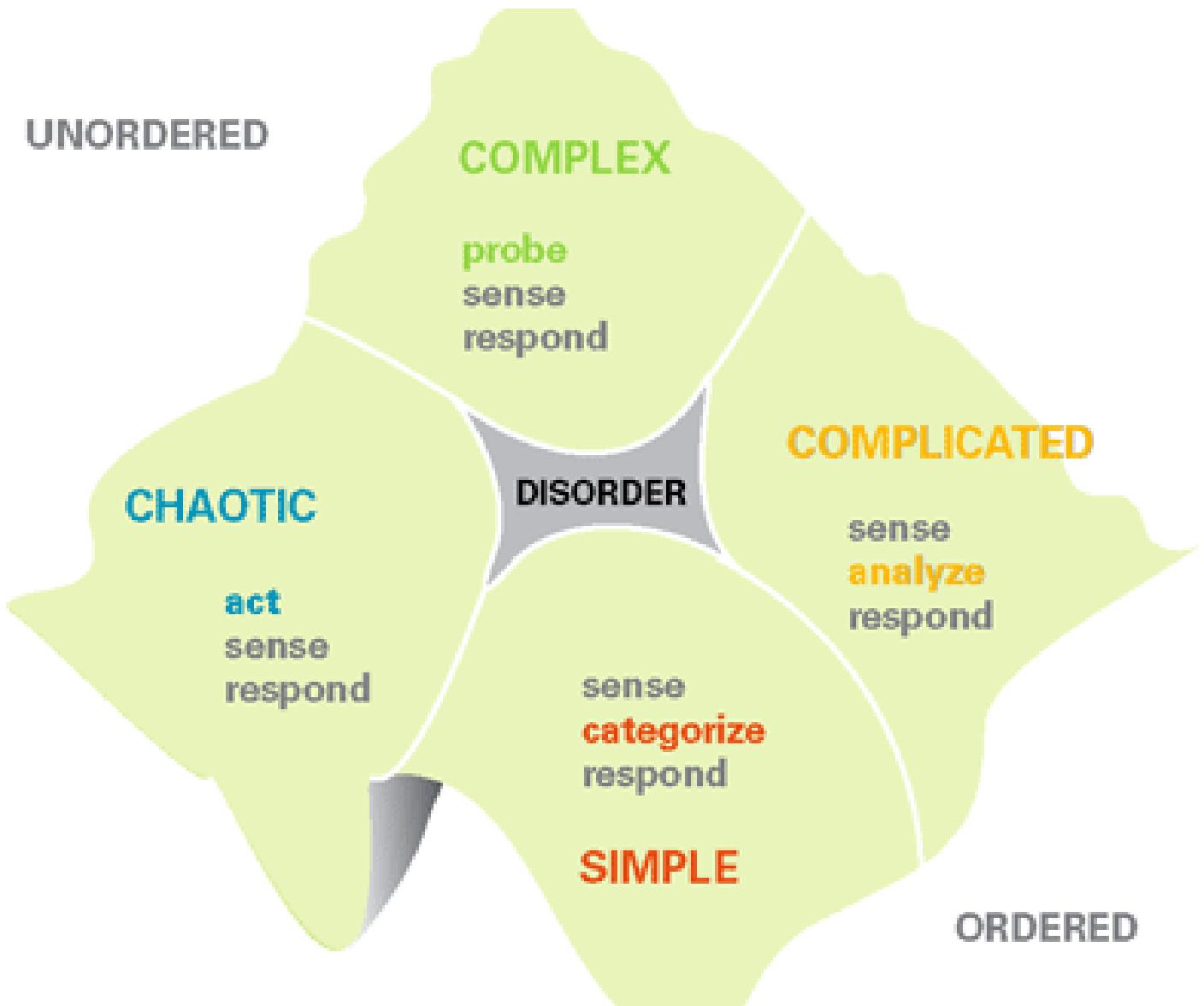
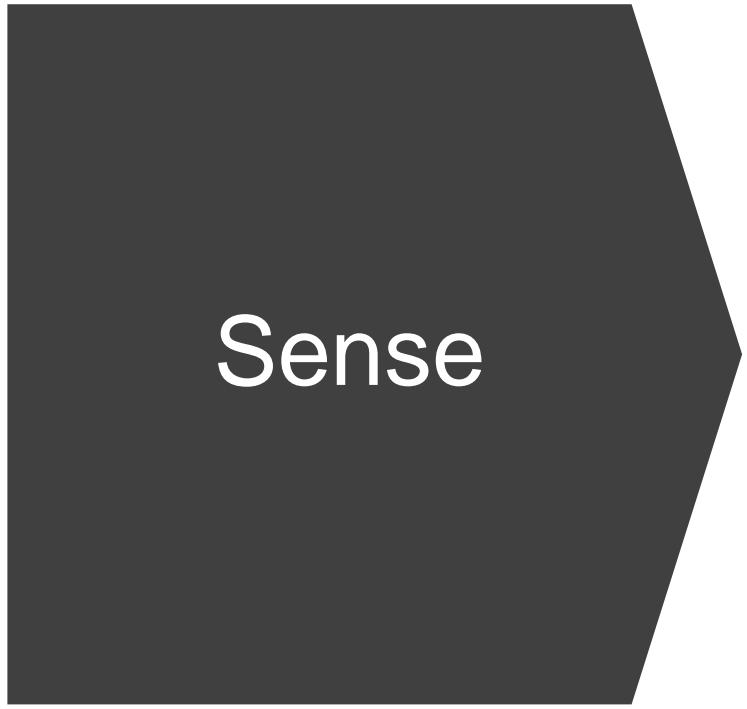
- John Boyd - OODA
- David Snowden – Cynefin
- David Marquet - Leadership
- Qiao Liang - Warfare



John Boyd - OODA

A sepia-toned portrait of John Boyd, a man with dark hair, wearing a flight suit and harness. He is looking slightly upwards and to his left. A white helmet is resting on his right shoulder. A dark rectangular box is overlaid on the left side of the image, containing the text.

How do
deal with
VUCA ?



A Gemba Walk Around the Technologies



- Internet and Web 1970-2000
- Internet of Things 2001
- Smart Phone 2007
- Big Data ~2009
- Machine Learning ~2012
- Rise of the Robots ~2012
- Cloud Native / DevOps ~present

Any New Field Produces an Arbitrary, Annoying Language. Immersion course

JavaScript
Dublin Core
Integrated library system
Metadata Object Description Standard

XML RubyArchive
METS Digital library
Project management

MySQL HTML

PHP DSpace SQL Management

Drupal Perl

XSL Transformations Python

Digital repository Java World Wide Web

Digital preservation GNU/Linux

Cascading Style Sheets

Encoded Archival Description

Resource Description and Access

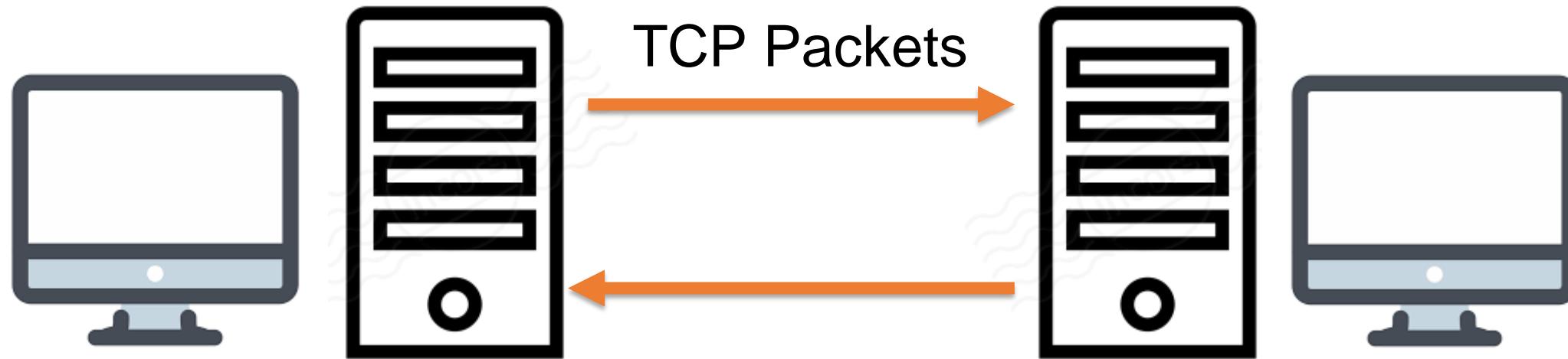
Data management

MARC standards

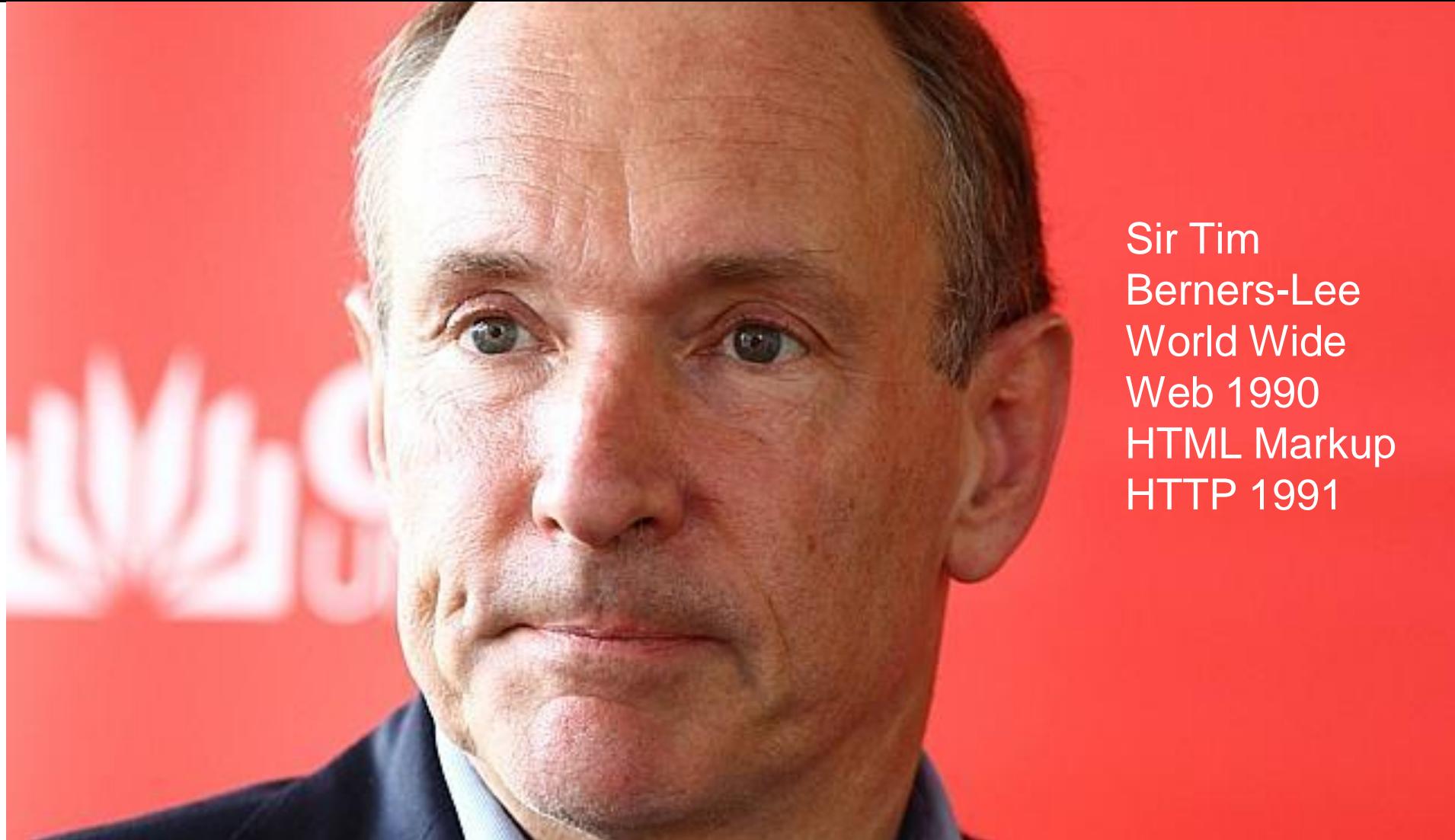
Metadata

A word cloud centered around the word "kubernetes". Other prominent words include "cloud", "management", "platforms", "services", "orchestrations", "automation", "runtime", "storage", "monitoring", "security", "docking", "orchestrations", "management", "discovery", "network", "scale", and "tracing". The words are rendered in different sizes and colors (blue, green, red) to indicate their frequency or importance.

The Internet



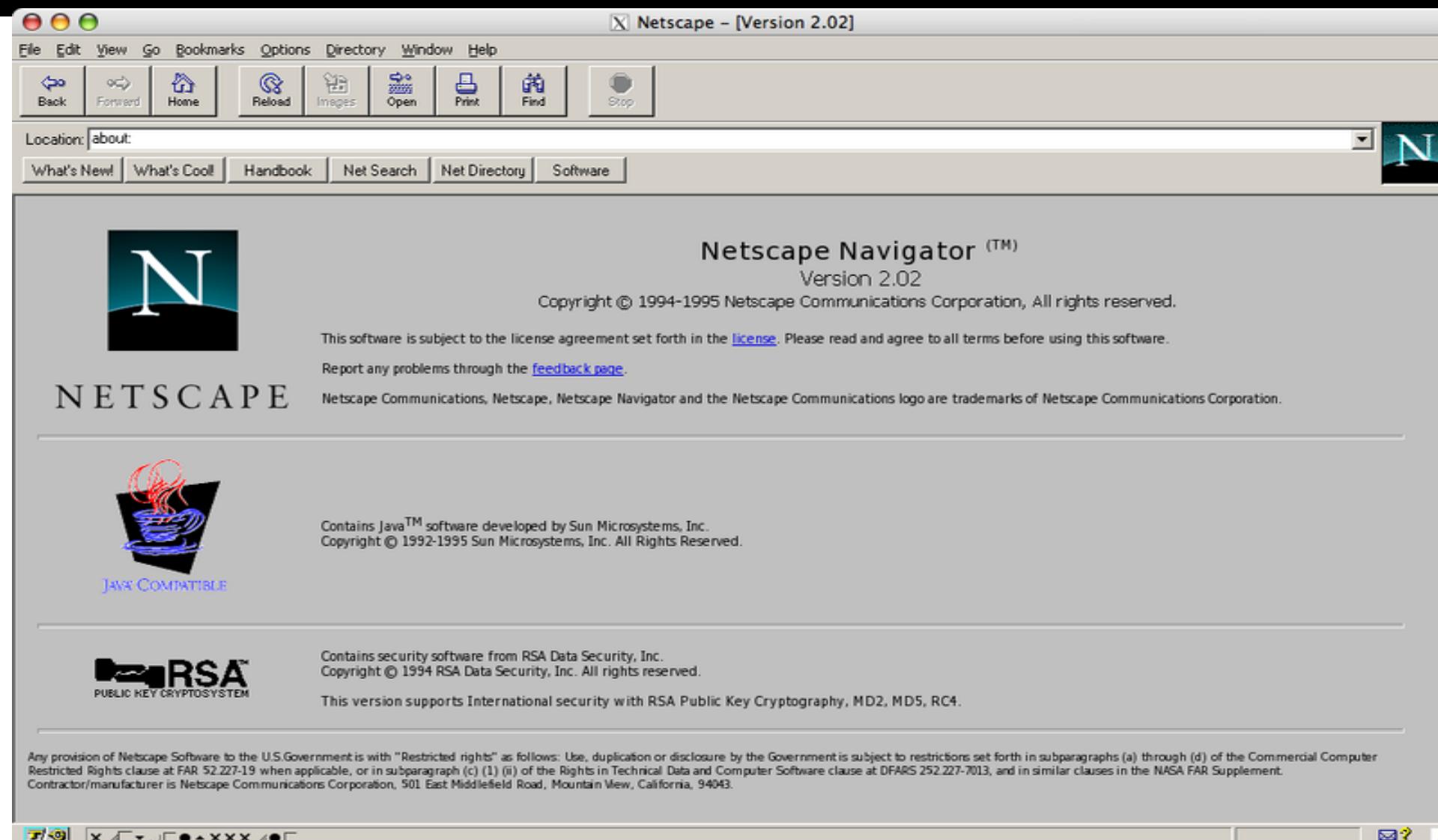
The Digital Revolution was started by him – Who is he?



Sir Tim
Berners-Lee
World Wide
Web 1990
HTML Markup
HTTP 1991

- 1983 DNS servers map URLs to IP
<http://www.mit.edu> → 18.58.1.131
- 1990 HTML layout
- Invented URIs (Universal Resource Identifiers)
- In 1991 HTTP 0.9 : GET, POST
- 1995 Browser - Netscape Browser

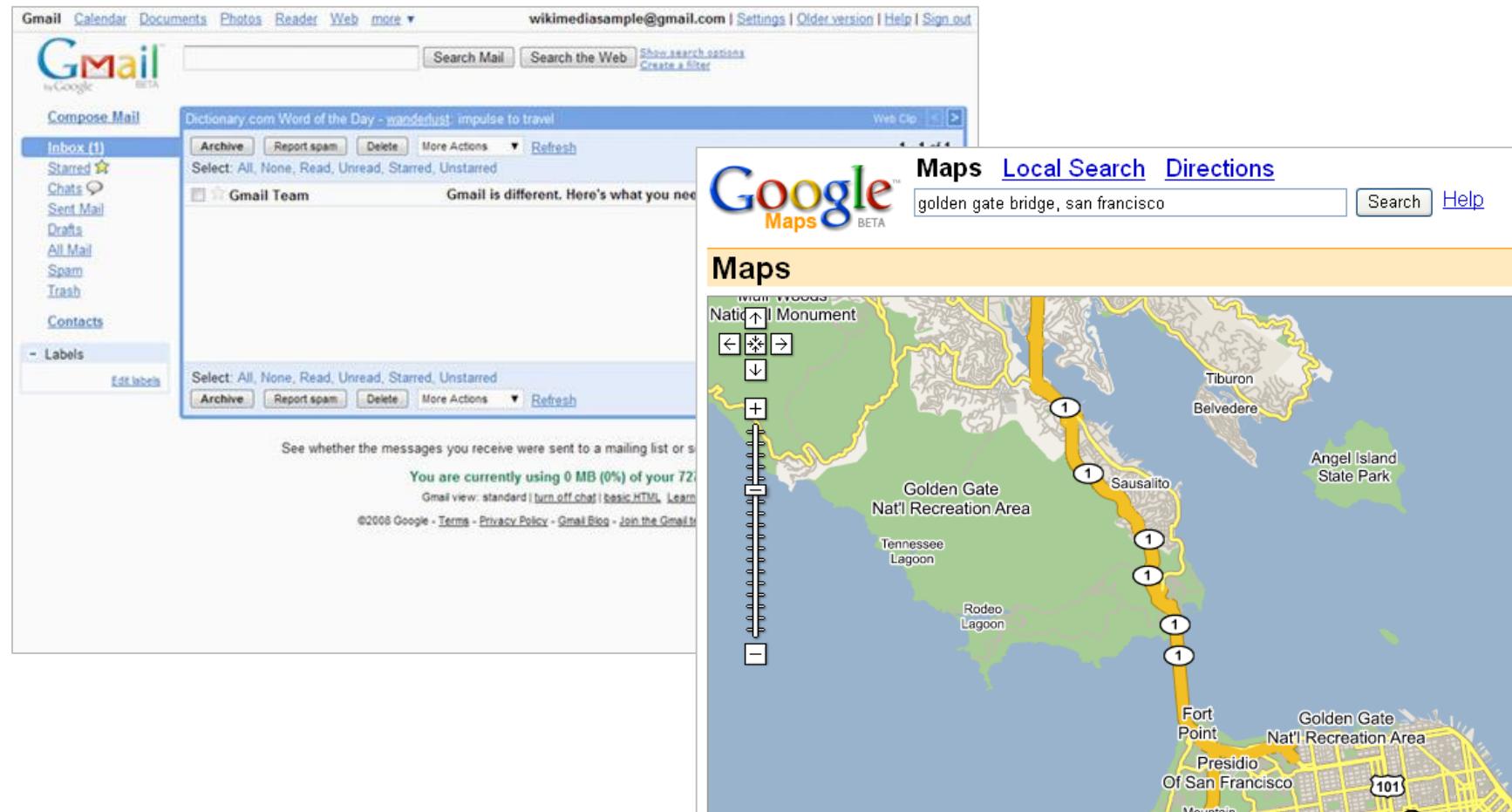
Netscape Browser



1995 Brenden Eich Invents JavaScript in 10 days



2004 First Web Apps - HTML 5



2004 Ian Hickson – HTML5







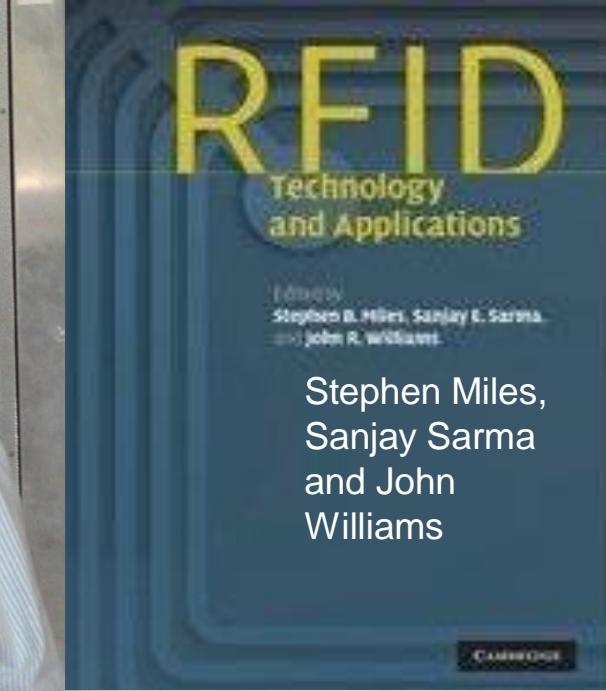
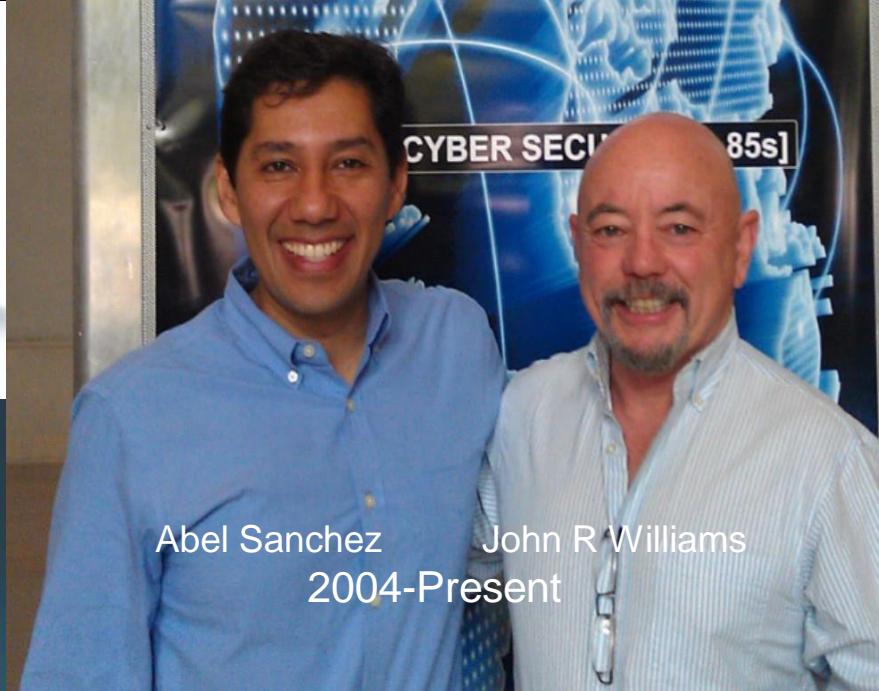
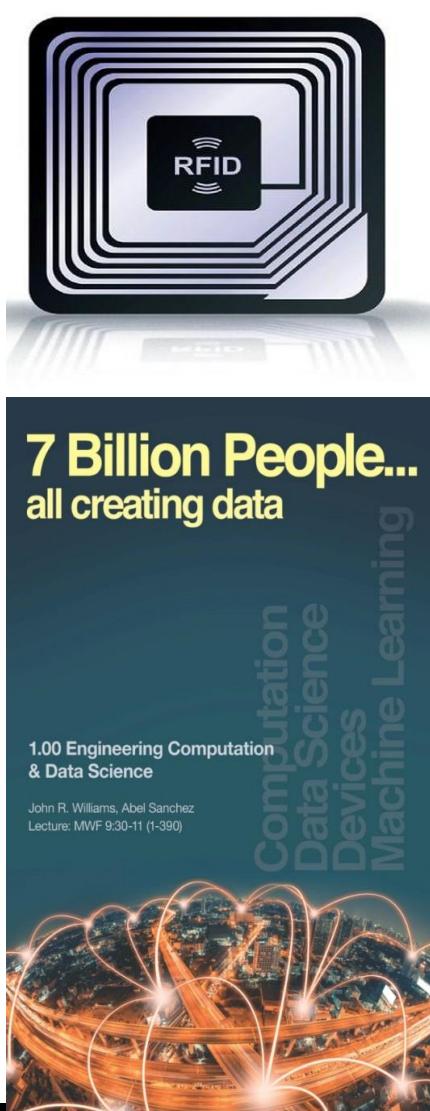
IoT - Big Data Explosion



2013



MIT AutoID Laboratory 2001-present



MIT Auto-ID Laboratory IoT and Supply Chains

<http://geospatial.mit.edu>



One Goal of IoT was Visibility into the Supply Chain

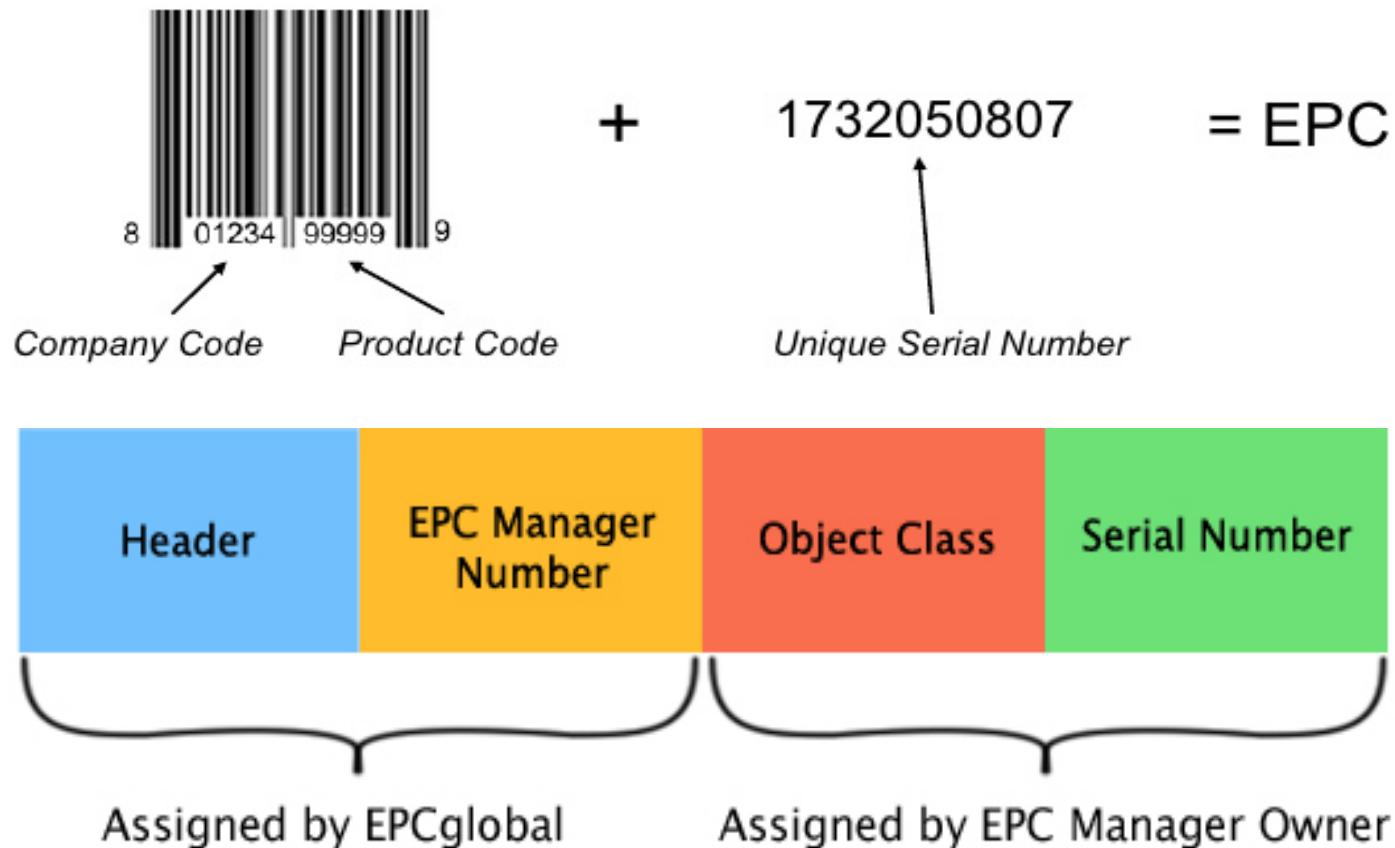


Barcode = Manufacturer No. + SKU



Visibility into the Supply Chain

Electronic Product Code



Link to the Web

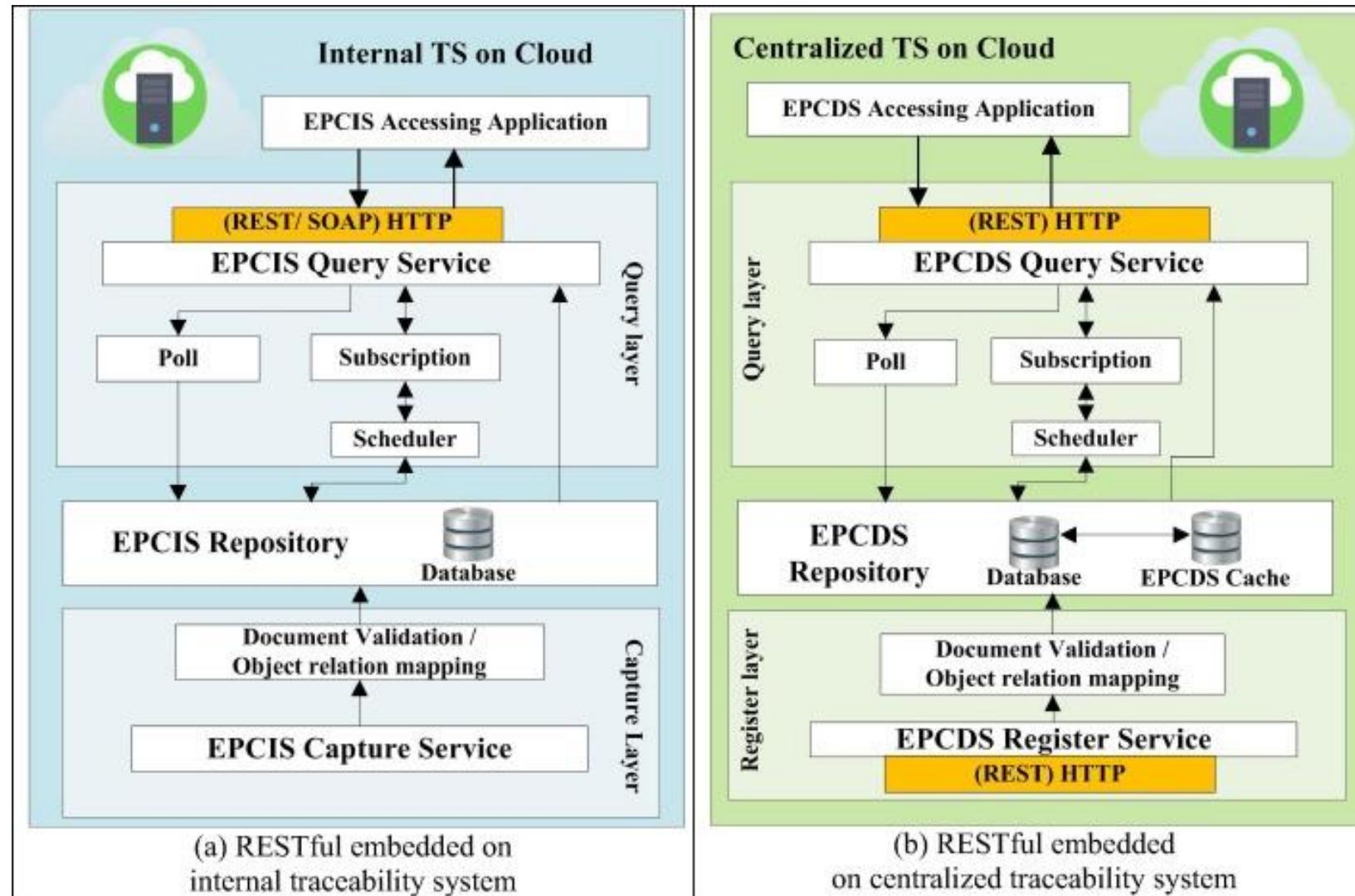


URI which specifies the Location is URL

URI which specifies the Name is URN

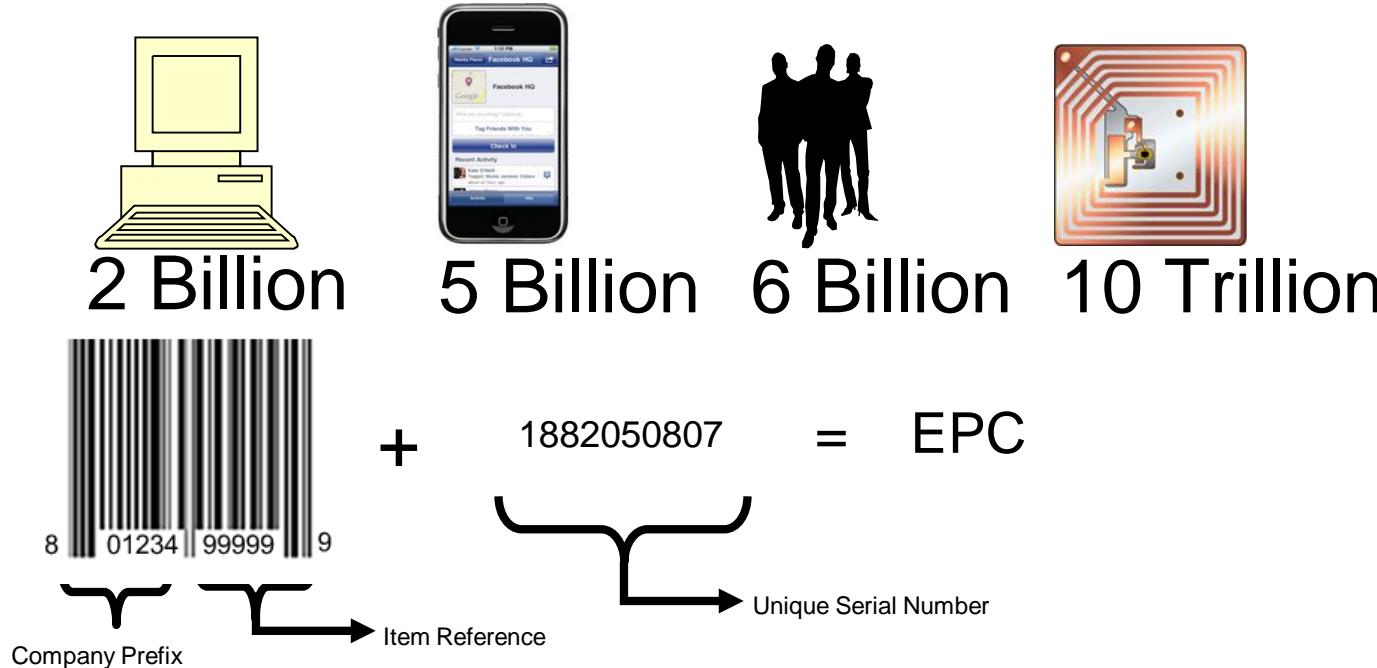
URI which specifies both Location and name is URI

EPCIS = Electronic Product Code Information System



The Internet of Things Rough Numbers

The Electronic Product Code issued globally by GS1



Item identification- epc code...

What, When, Where, Why (4W)

IoT
devices
everywher
e

30 BILLION
Sensor enabled objects
connected to networks
by 2020



Gartner Inc. forecast that 6.4B connected things will be in use worldwide in 2016, up 30 percent from 2015, and will reach 20.8B by 2020. In 2016, 5.5M new things will get connected each day, Gartner estimates

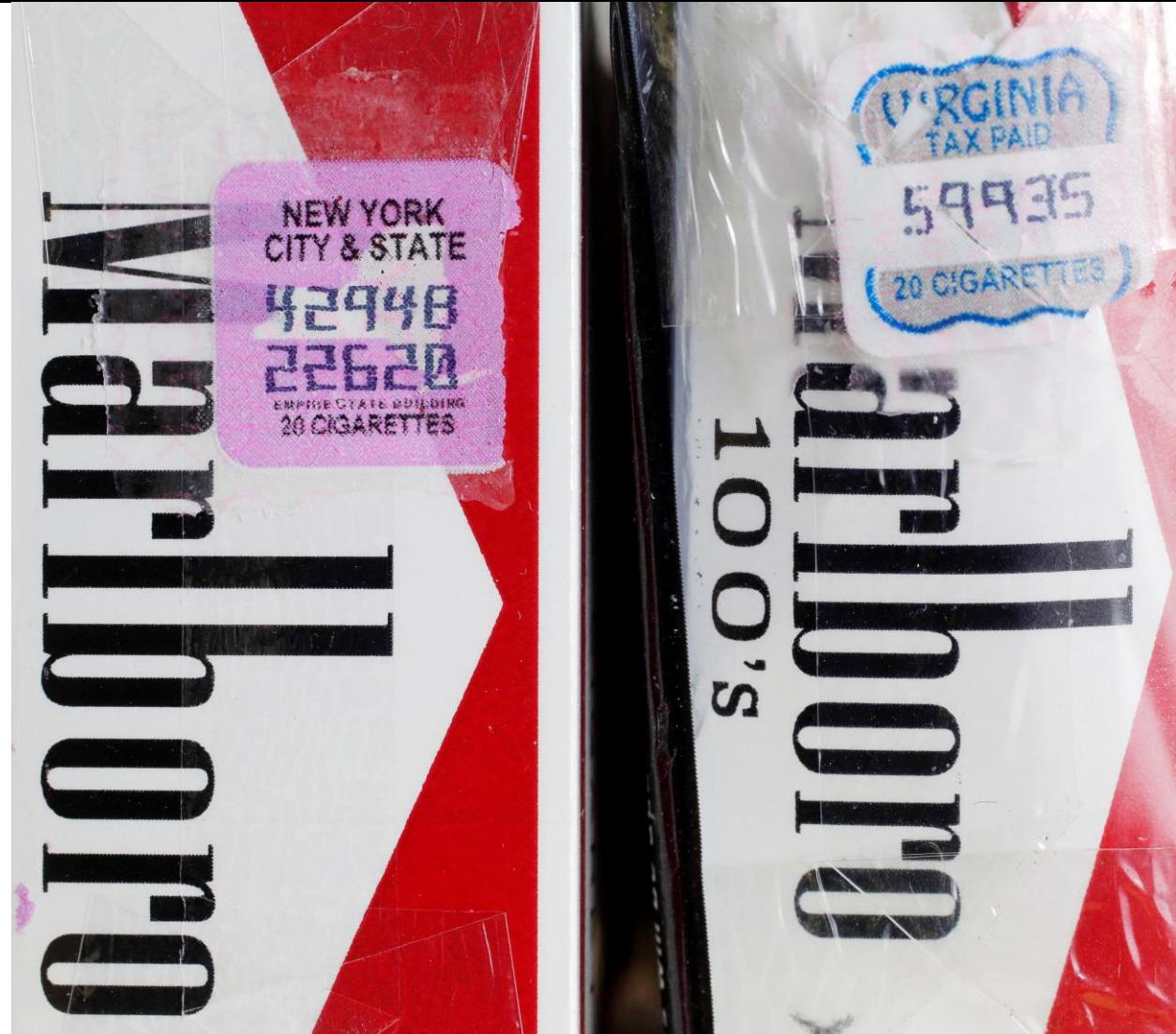
212 BILLION

Total number of
available sensor
enabled objects by
2020

212B is **28x** the
total population of
the world



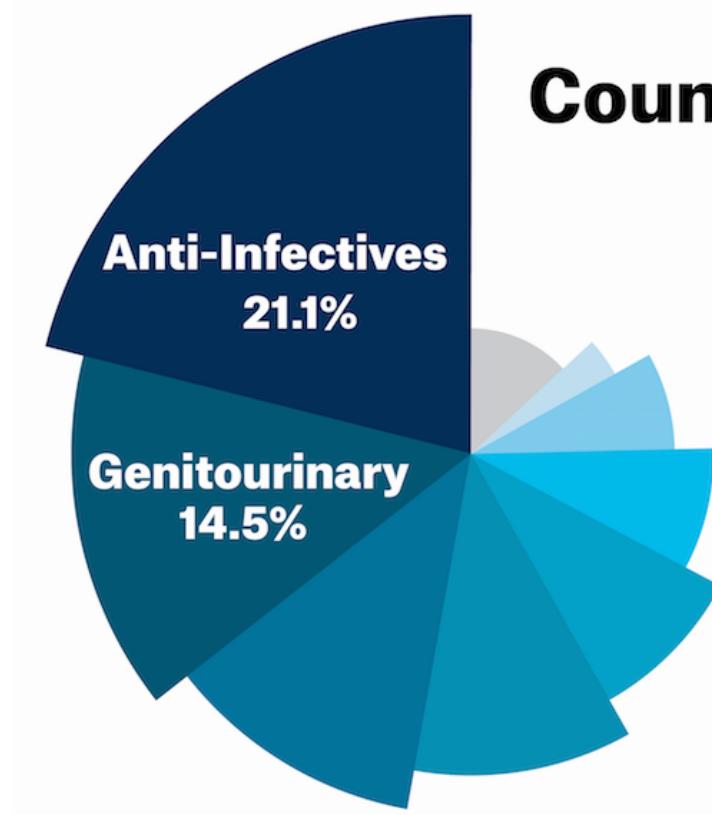
Use Case – Tax on Cigarettes



2 trillion sold per year

©MIT GeoSpatial Data Center, Feb. 2018

Counterfeit Drugs



Counterfeit Drugs, by Category

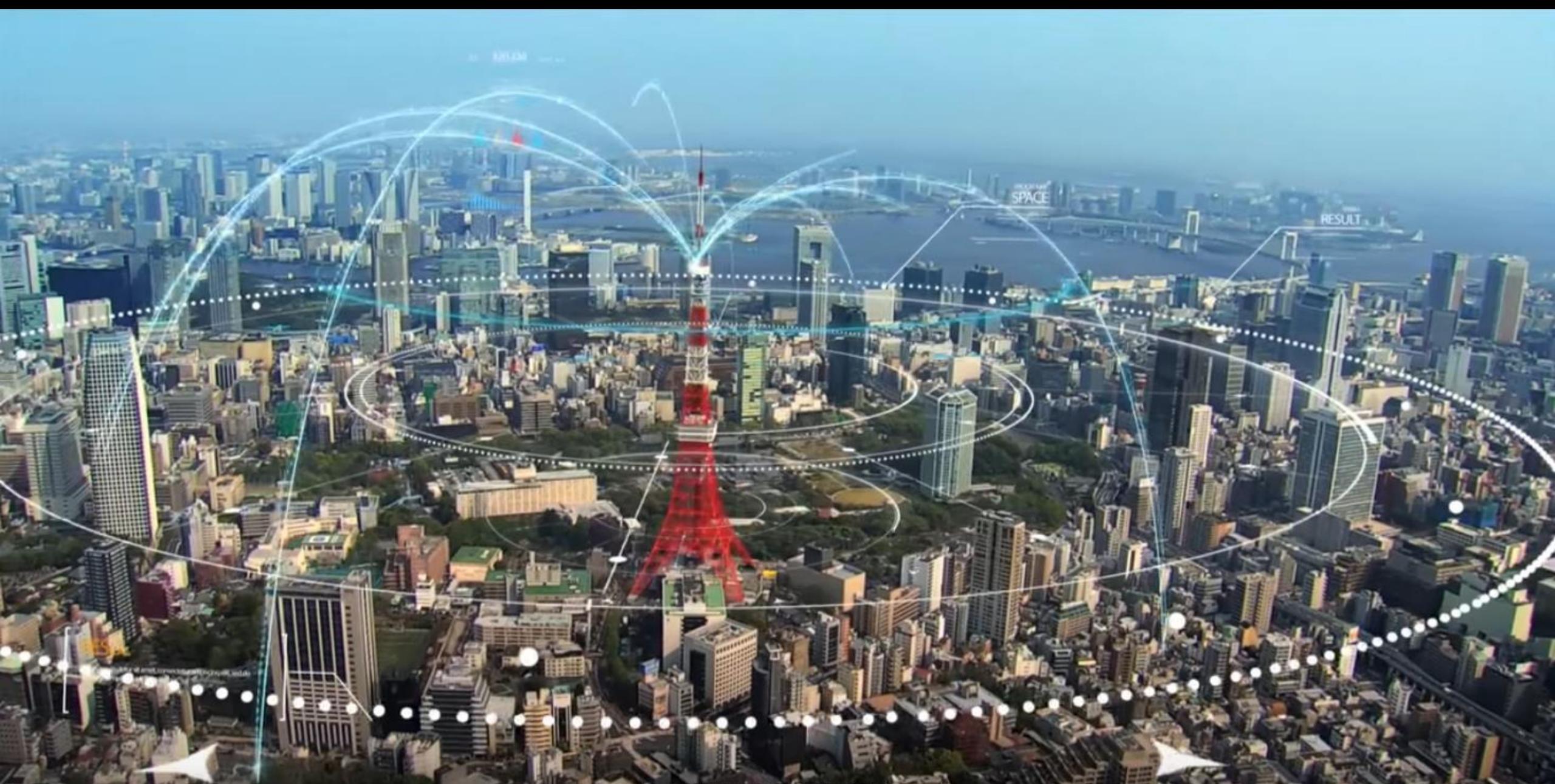
■ Cardiovascular	11.6%
■ Central Nervous System	11%
■ Alimentary	9.1%
■ Musculoskeletal	8.1%
■ Metabolism	7.7%
■ Respiratory	3.8%

NEW REPUBLIC

Tamiflu Drug Counterfeiting

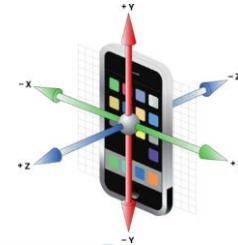


IoT Video Huawei Vision



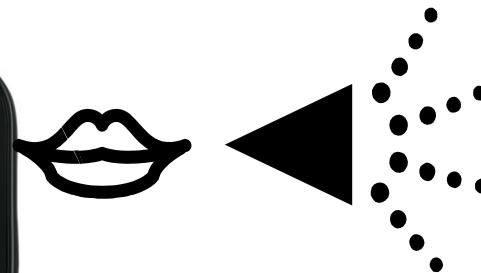
One Device Producing Big Data

Smart Phone Platform



NFC

GPS



Your phone knows who you are, where you are, who you contact, what you say, what you buy, the money you have in the bank, how many steps you take in a day, whether you are sick, how you sleep – it better be your best friend!!!

Era of Mobile Computing

Mobility 101



More Data- Drone Lidar Data

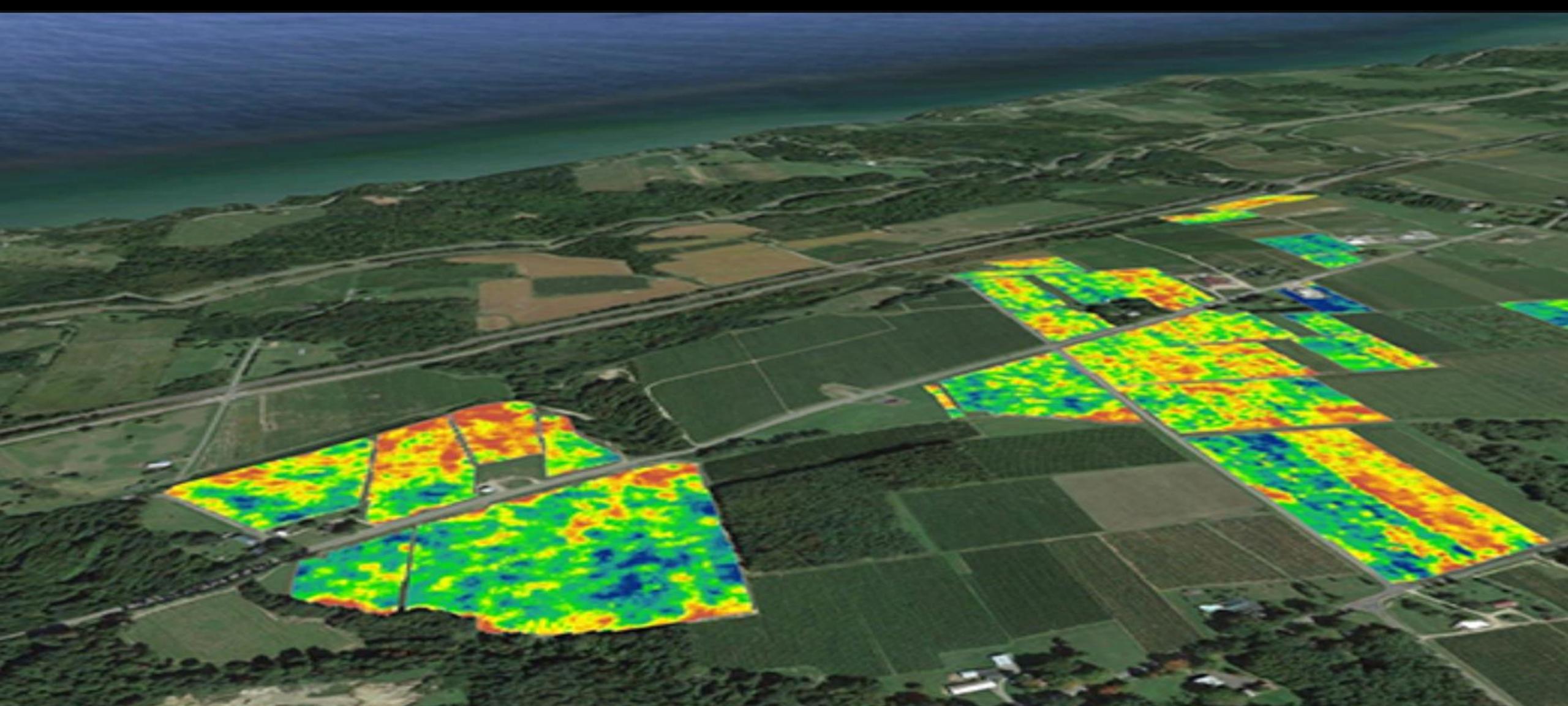


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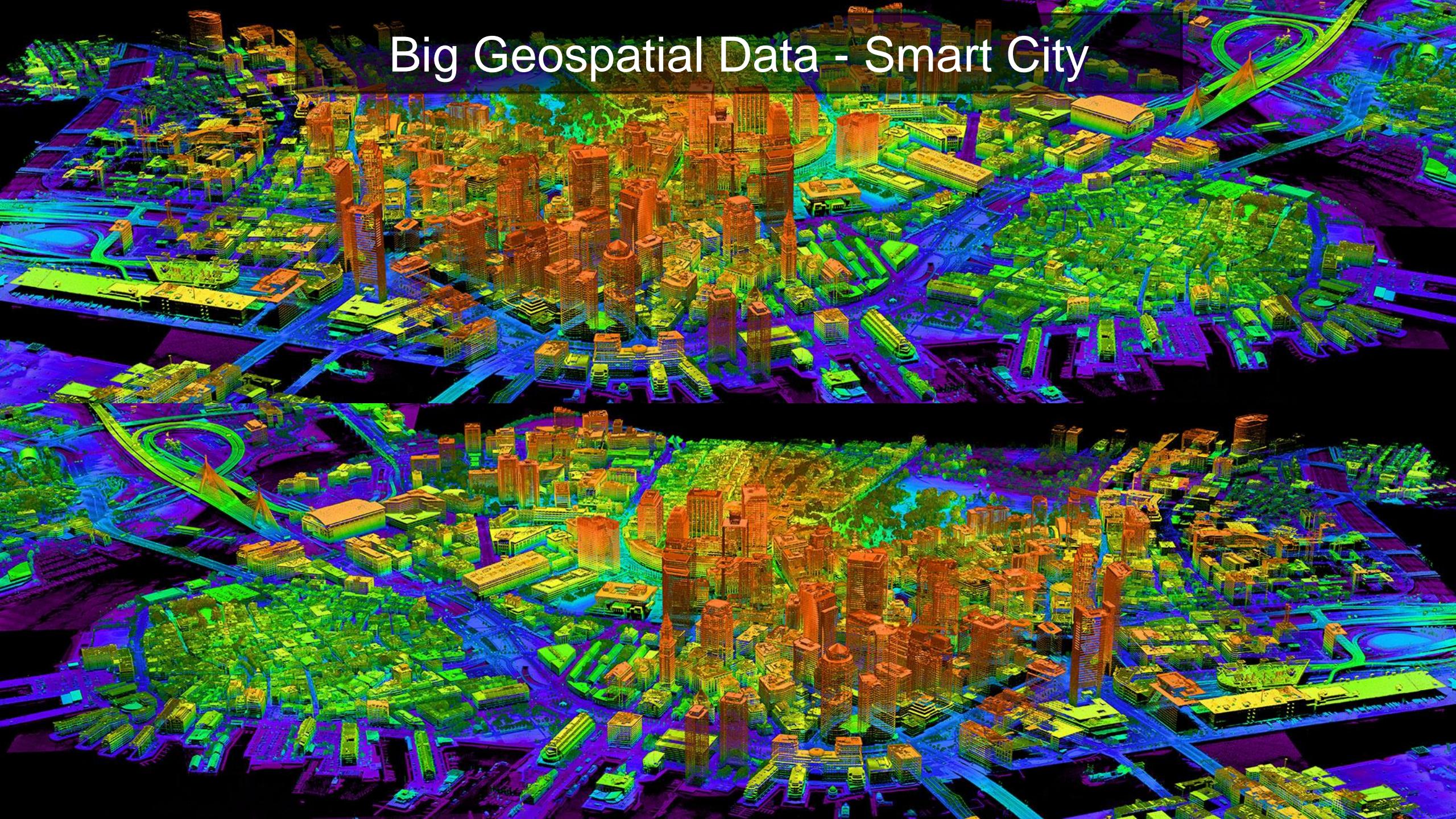
The Networked Farm

Digital Revolution: More Efficient Agriculture, More Reliable Harvests

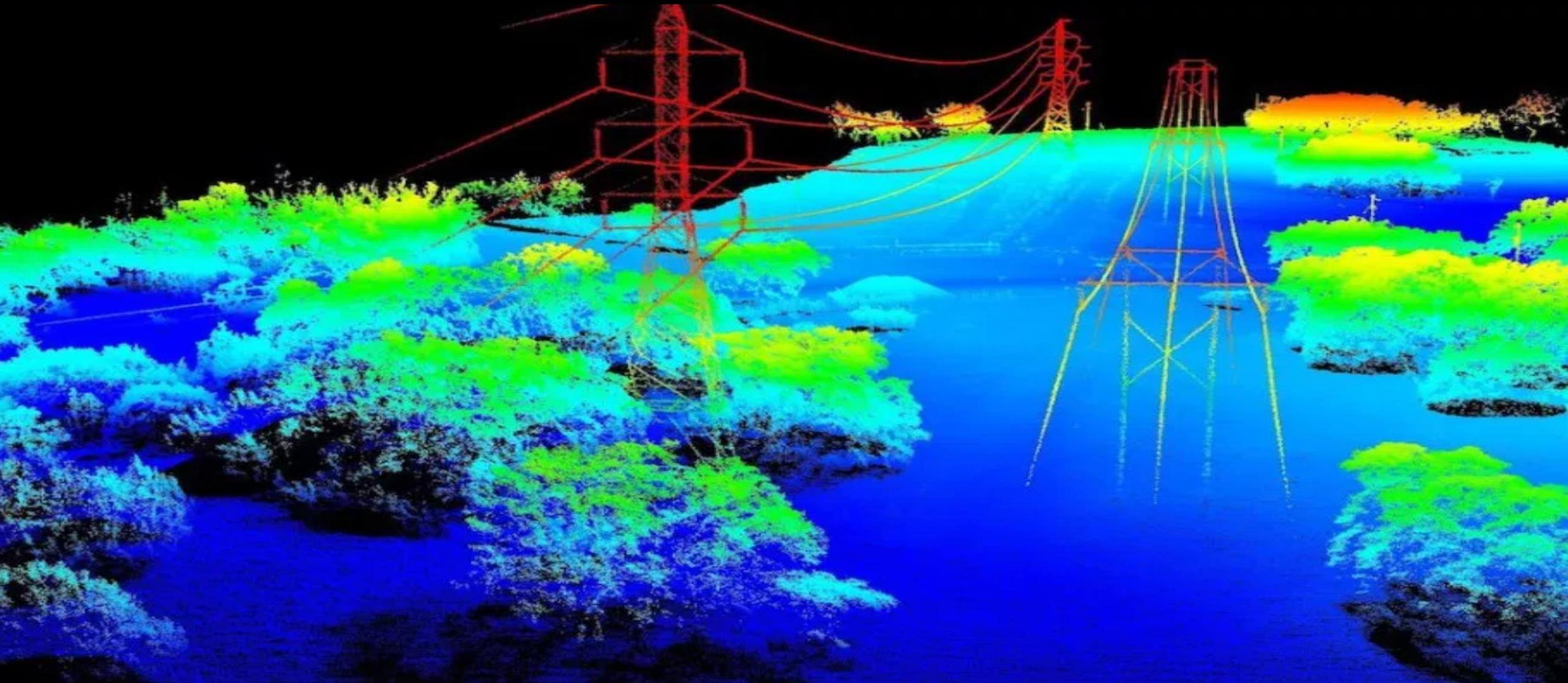
AgTech in California Wine Country



Big Geospatial Data - Smart City



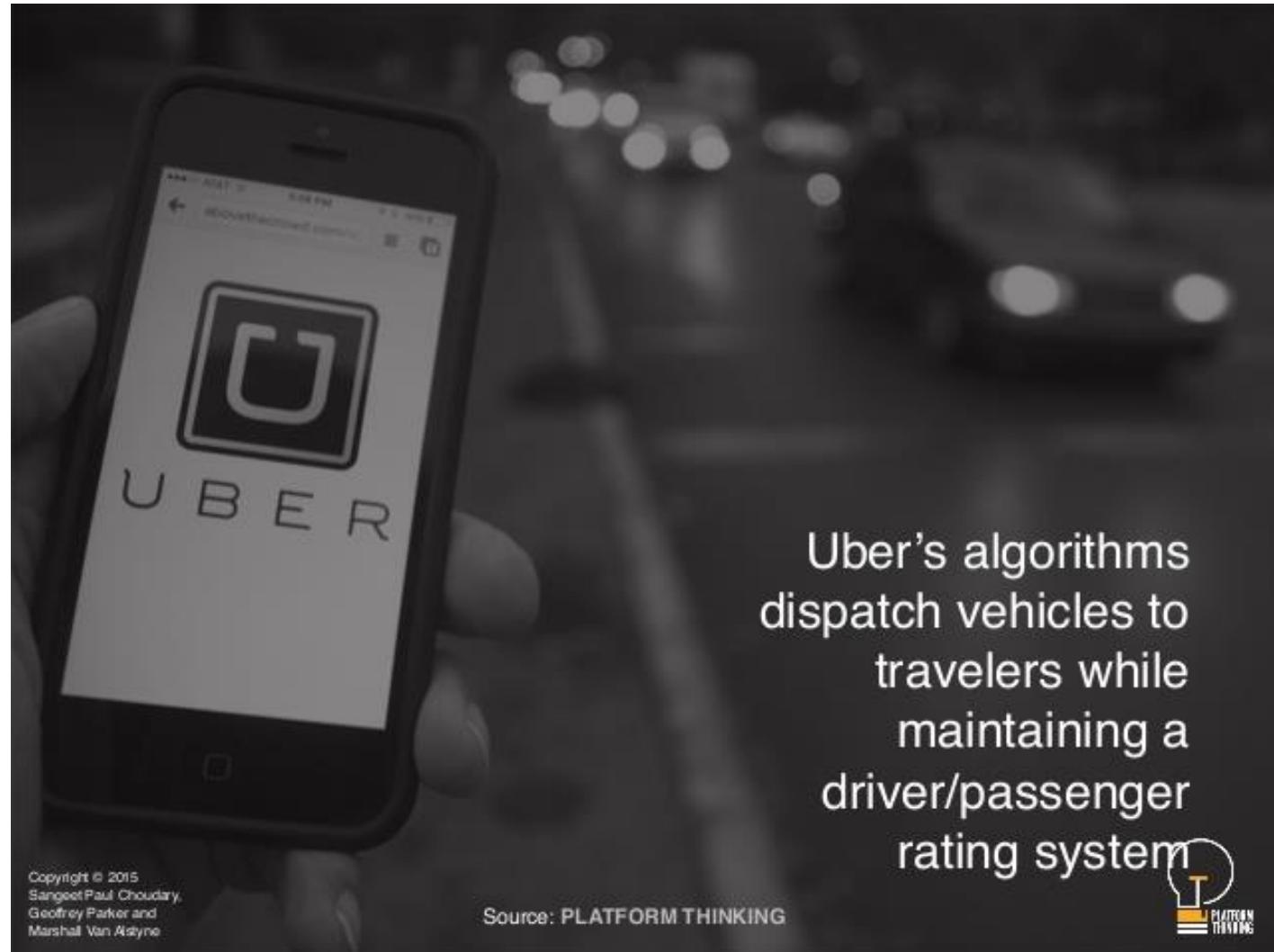
Drone Lidar Data – Electric Power Lines





Rise of the Cloud and Big Data Platforms

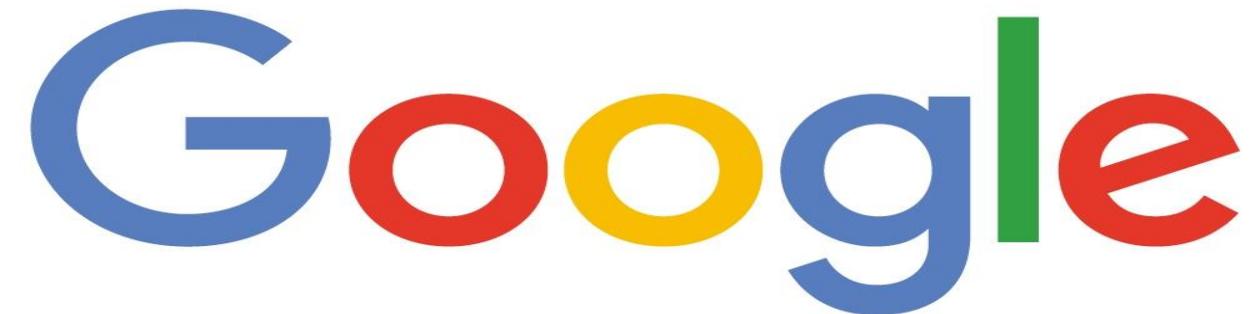
Coordination Platforms



AgTech Platform – Monsanto tells Farmers What to Do



FANGs Know Their Customers





What are the steps
for Digital
Transformation and
how do we start?

L. DAVID MARQUET

CAPTAIN, U.S. NAVY (RETired)

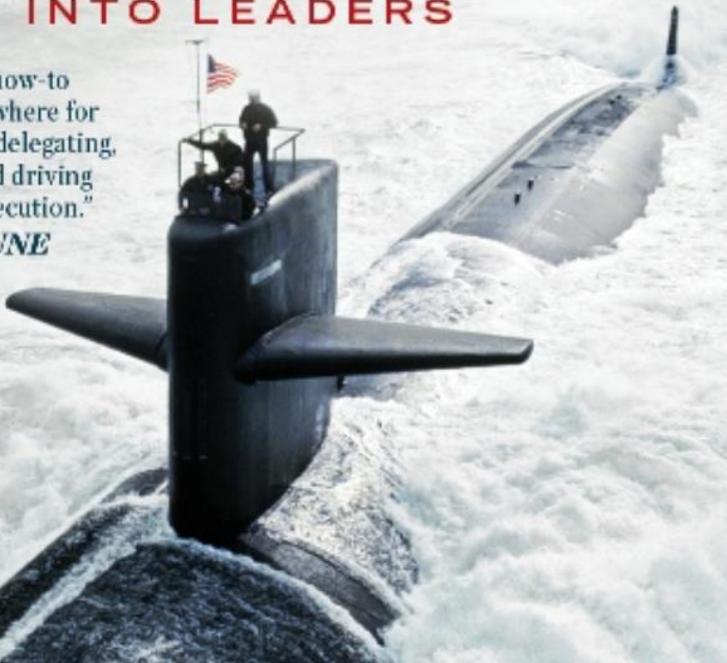
FOREWORD BY STEPHEN R. COVEY

Turn the Ship Around!

A TRUE STORY OF
TURNING FOLLOWERS
INTO LEADERS

"The best how-to manual anywhere for managers on delegating, training and driving flawless execution."

-FORTUNE



How do we design an agile organization ?

Can a small company compete?

AWS: Unblocking Innovation for Digital Transformation



Adrian Cockcroft

AWS VP Cloud Architecture Strategy
@adrianco



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