

IBM Big Data in Government

Turning big data into smarter decisions



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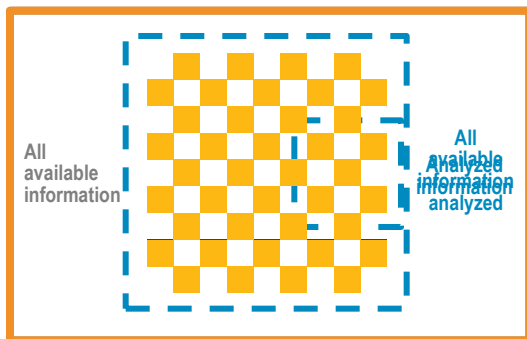
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The Big Data Paradigm Shift

Big Data Creates A Challenge – And an Opportunity

What If You Could...(Four Key Paradigm Shifts)

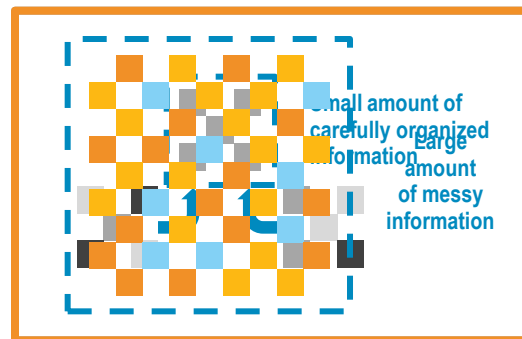
BIG DATA TRADITIONAL APPROACH



Analyze small **Subjects**
of information **all** information

Leverage more of the data being captured

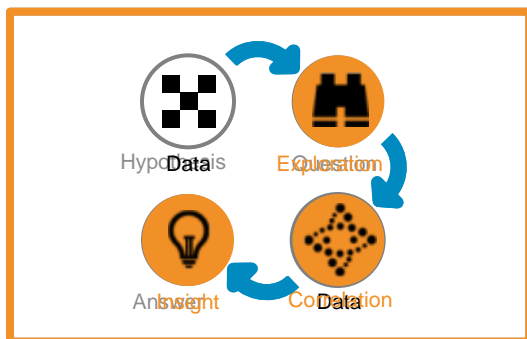
BIG DATA TRADITIONAL APPROACH



Carefully cleanse information,
before any analysis needed

Reduce effort required to leverage data

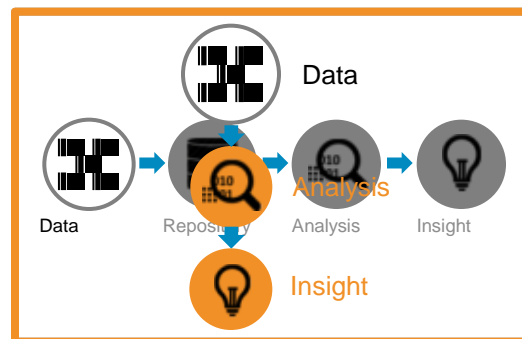
BIG DATA TRADITIONAL APPROACH



Start with **Hypothesis** and
test against **selected data**

**Data leads the way—and sometimes
correlations are good enough**

BIG DATA TRADITIONAL APPROACH



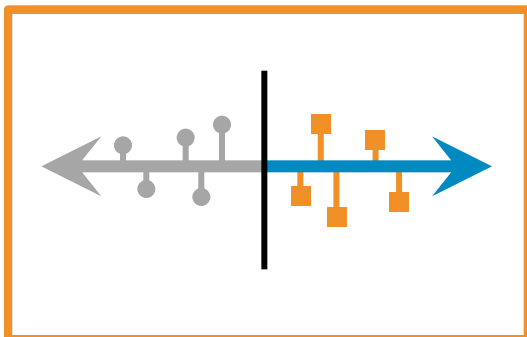
Analyze data **after** it's been processed
and loaded into a **data warehouse**

Leverage data as it is captured

Big Data Creates A Challenge – And an Opportunity

Harnessing Big Data For Analytics

BIG DATA ANALYTICS APPROACH



What ~~will~~ has happened and why

Predict and decide the best action

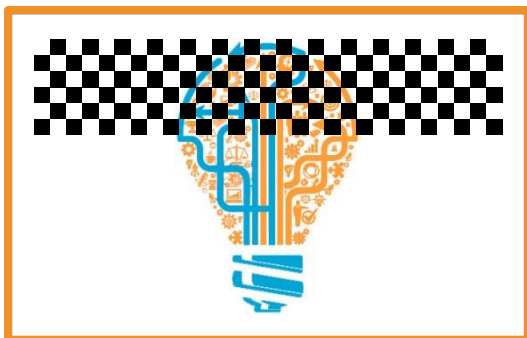
BIG DATA ANALYTICS APPROACH



the realm of the specialist ~~everything~~

Intuitive analytics for everyone

BIG DATA ANALYTICS APPROACH



Pre-programmed analysis predict using all real data on structured information

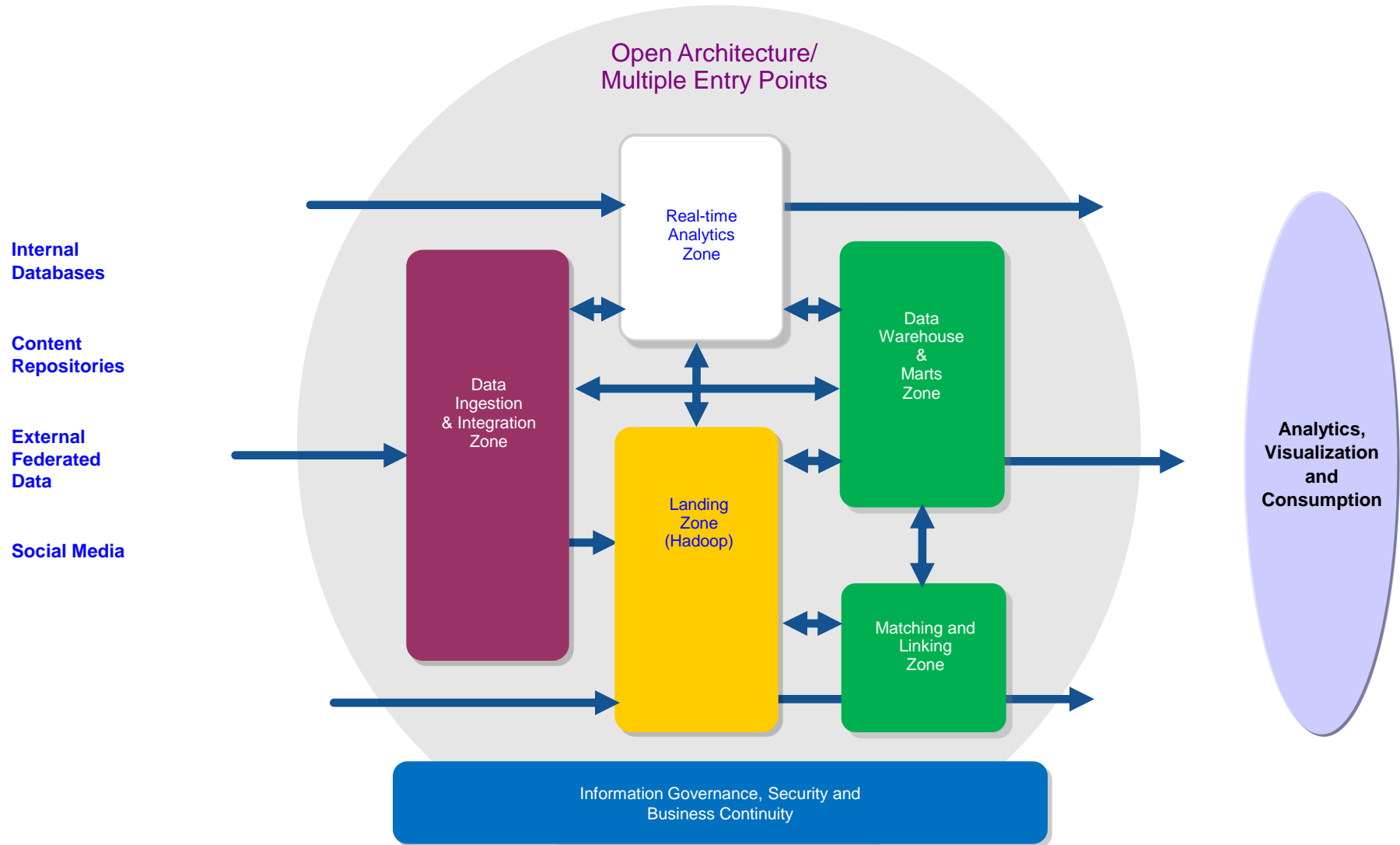
BIG DATA ANALYTICS APPROACH



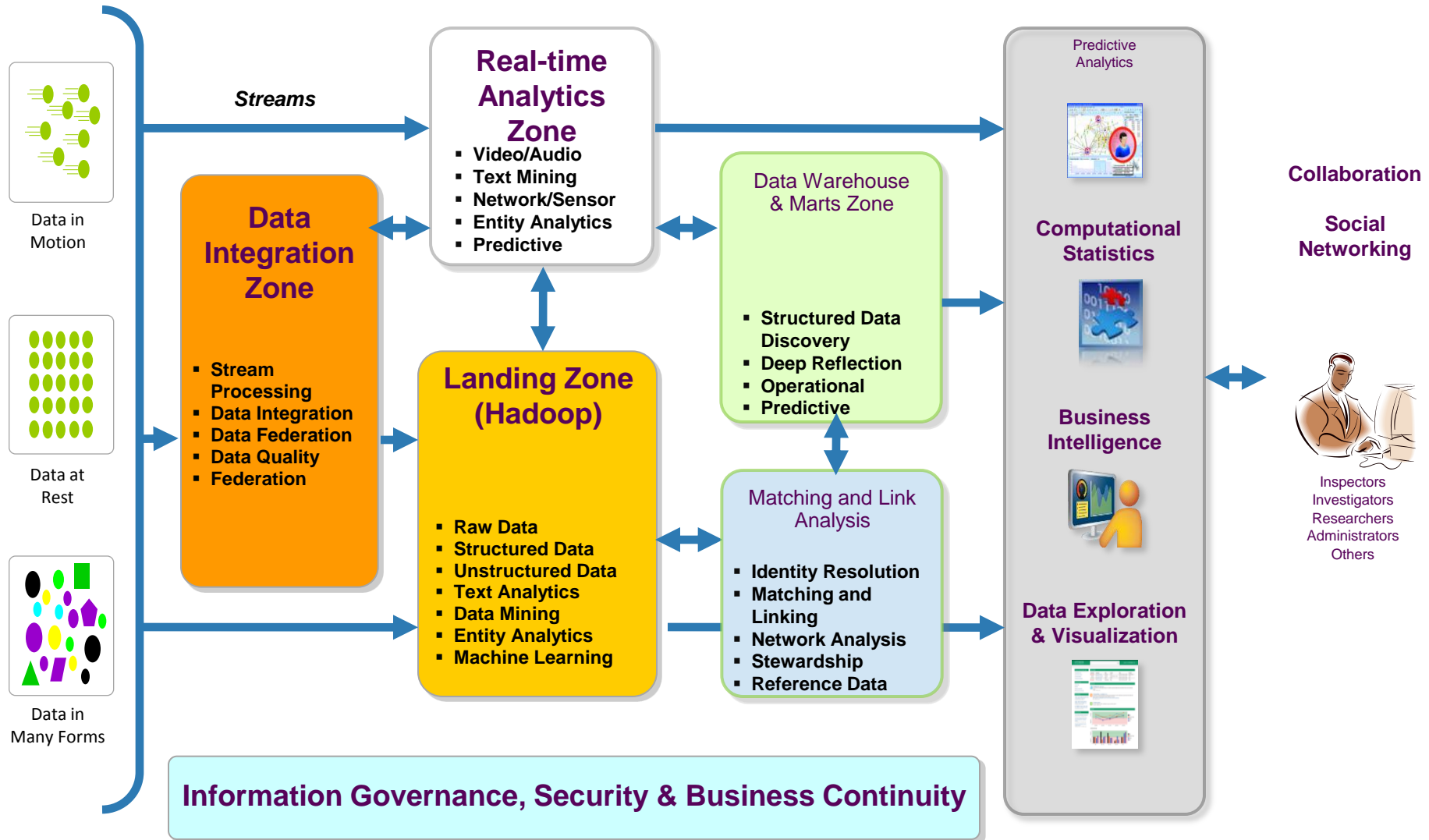
Scheduled **Real-time**

IBM Big Data Platform

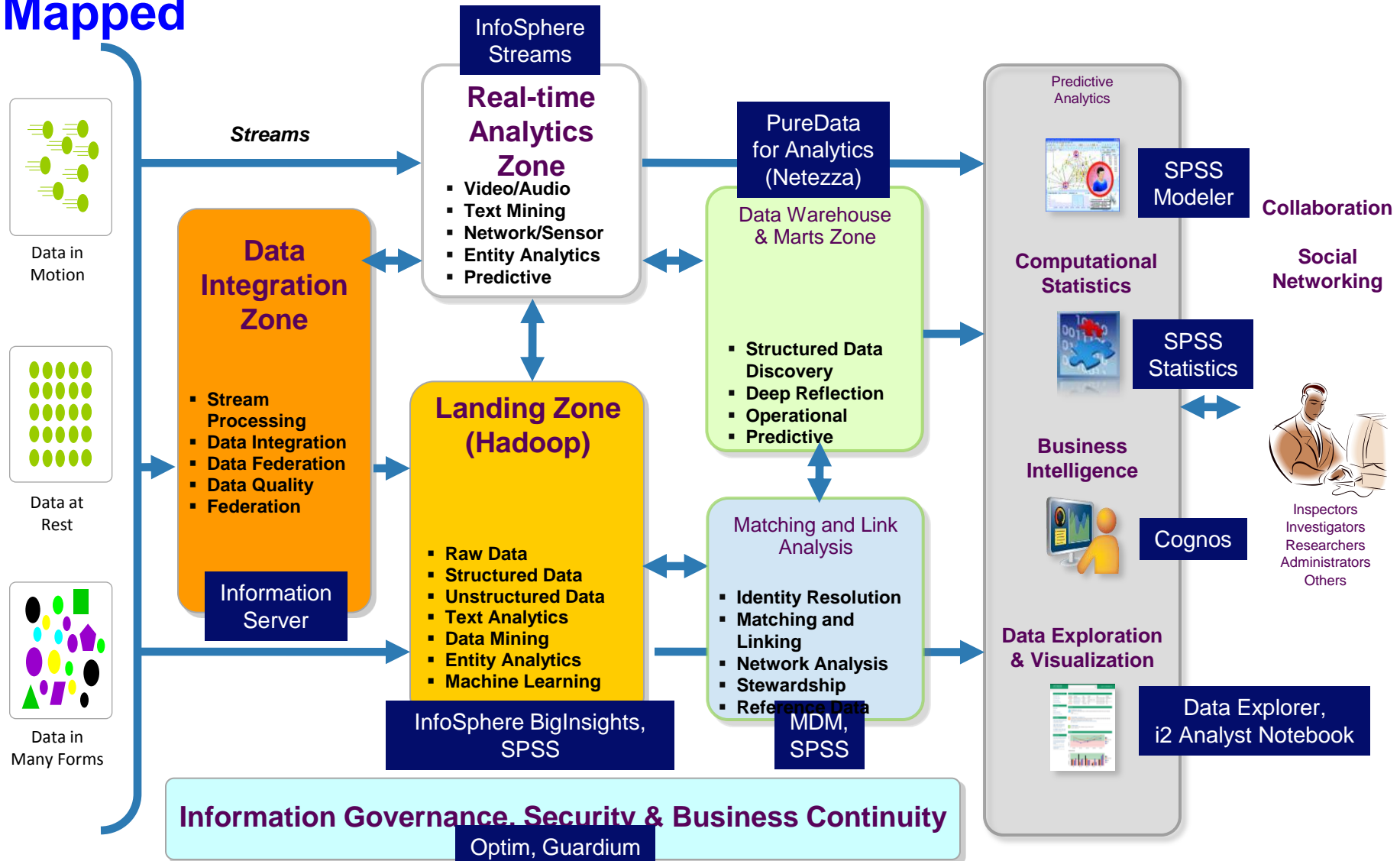
Next Generation Analytics Reference Architecture



Next Generation Architecture Zones



Next Generation Architecture Zones with IBM Products Mapped



THINK

BIG

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