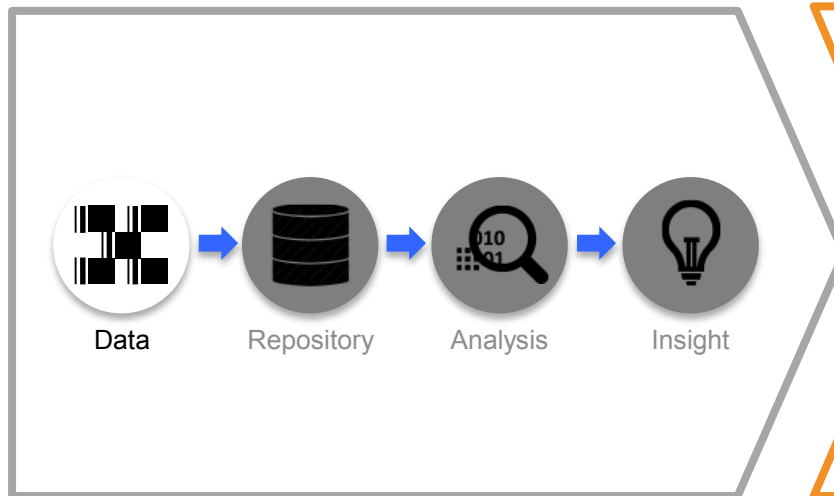


# Paradigm shifts enabled by big data

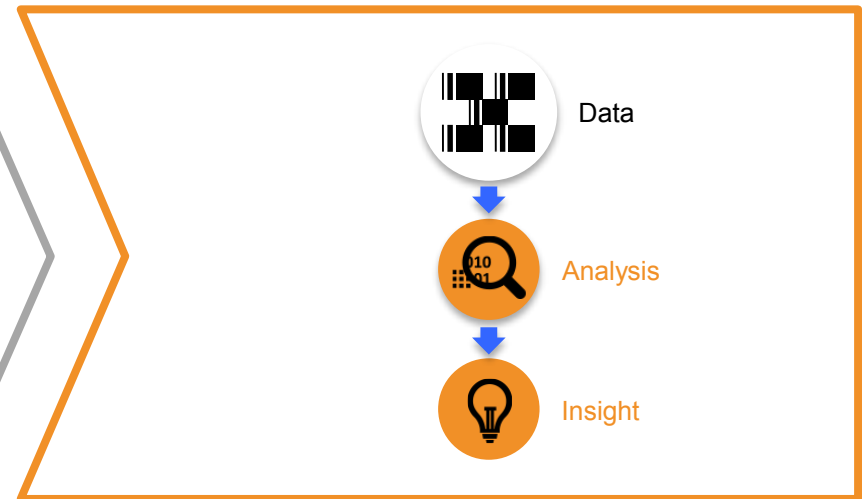
## Leverage data as it is captured

### TRADITIONAL APPROACH



Analyze data **after** it's been processed and landed in a warehouse or mart

### BIG DATA APPROACH



Analyze data **in motion** as it's generated, in real-time