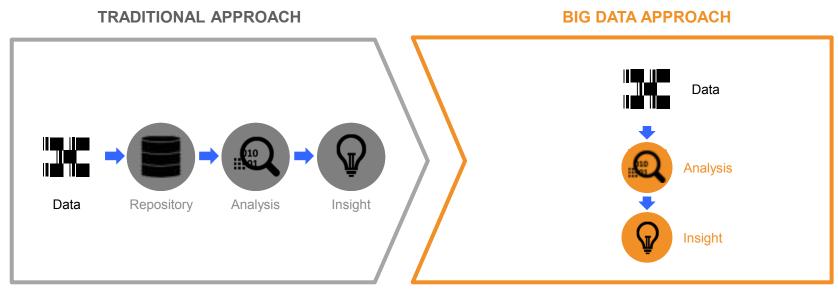


Paradigm shifts enabled by big data

Leverage data as it is captured



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

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