

Oracle: Big Data for the Enterprise

**BIG DATA APPLIANCE | NoSQL DATABASE ENTERPRISE EDITION | LOADER FOR HADOOP
ODI APPLICATION ADAPTER FOR HADOOP | R ENTERPRISE**

Big Data Newsletter December 2012 Edition Edition

bigdata.us.oracle.com

Be an Oracle Big Data Know-it-All

Welcome to the latest edition of our Big Data newsletter - your source for all things Big Data related at Oracle. Get smart on Big Data and add these new resources to your Big Data presentations and customer discussions today.

Don't forget to visit the Big Data PM website bigdata.us.oracle.com - Your One Stop Shop for everything related to Big Data

Big Data Blogs

Blog posts by the Oracle Big Data PM team that you just cannot afford to ignore



Data Warehouse Insider <https://blogs.oracle.com/datawarehousing>

Winner of the 2012 Government Big Data Solutions Award

The winner of the 2012 Government Big Data Solutions Award is the National Cancer Institute! Read all the details on CTOLabs.com. A short excerpt to wet your appetite "... This solution, based on the Oracle Big Data Appliance with the Cloudera Distribution of Apache Hadoop (CDH), leverages capabilities available from the Big Data community today in pioneering ways that can serve a broad range of researchers. The promising approach of this solution is repeatable across many other Big Data challenges for bioinformatics, making this approach worthy of its selection as the 2012 Government Big Data Solution Award..." [\[Read More\]](#)



Data Warehouse Insider <https://blogs.oracle.com/datawarehousing>

Blueprints for Oracle NoSQL Database

I think that some of the most interesting analytic problems are graph problems. I'm always interested in new ways to store and access graphs. As such, I really like the work being done by Tinkerpop to create Open Source Software to make property graphs more accessible over a wide variety of datastores. Since key-value stores like Oracle NoSQL Database are well-suited to storing property graphs, I decided to extend the Blueprints API to work with it... [\[Read More\]](#)

Archive

Links to previous editions of this newsletter

[December 2012](#)

[November 2012](#)

[OpenWorld 2012](#)

[September 2012](#)

[June 2012](#)

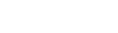
[May 2012](#)

[March 2012](#)

[December 2011](#)

Big Data

Follow & Like Us on our social media sites



DW

Follow & Like Us on our social media sites



Adv. Analytics

Follow & Like Us on our social media sites



Demos

Showing you how to use big data



[Click here](#) to access the Twitter demo site



[Click here](#) to access the Movieplex demo site

Sales Collateral

Information to help you position and sell Big Data



Big Data Appliance X3-2

Big Data Appliance X3-2 is an engineered system optimized for acquiring, organizing, and loading unstructured data into Oracle Database 11g. It combines optimized hardware components with new software solutions to deliver the most complete big data solution.

- Pre-integrated full rack configuration with 18 of Oracle's Sun servers that include InfiniBand and Ethernet connectivity to simplify implementation and management
- Cloudera distribution including Apache Hadoop (4.1.2) to acquire and organize data
- Oracle NoSQL Database Community Edition to acquire data
- Additional system software including Oracle Linux, Oracle Java Hotspot VM, and an open source distribution of R

- Updated BDA Hardware and Software (PPT) [\[click here\]](#)
- Updated BDA Datasheet (HW & SW updates) [\[click here\]](#)
- Updated Big Data Connectors datasheet [\[click here\]](#)
- BDA V2 Details - Hardware, Networking, Software [\[click here\]](#)
- BDA: Data Center Network Integration [\[click here\]](#)

Don't forget all the latest information on big data is available on the big data PM website <http://bigdata.us.oracle.com>

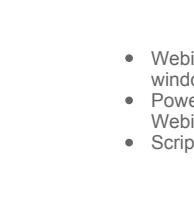


Learn How to Use Oracle's Spatial and BI Tools for Location-aware Predictive Analytics

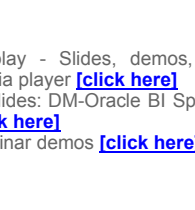
Oracle experts show how to perform predictive analytics, network analytics and spatial analysis – combined together, in real-world scenarios. Demos include evaluating airline on-time performance and retail establishment performance. Learn how to:

- Gain better business insights and improve ROI with Oracle Spatial and Graph, Oracle Advanced Analytics, and Oracle Business Intelligence Enterprise Edition (OBIEE)
- Streamline and remove the complexity of building applications with OBIEE's built-in location and analytics features
- Create the statistical model, build interactive reports and dashboards including location analysis and map visualization, incorporate network analytics for geomarketing and site scoring, and perform location analysis such as proximity, containment, geocoding, aggregation of geographic regions, and more.

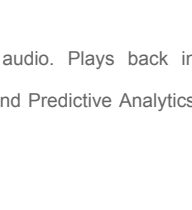
The presenters are:



Akhinav Agarwal
Director
Product Management &
Strategy for Business Analytics



Jean Iltis
Oracle Spatial and
Graph Product Management



Dr. Jayant Sharma
Oracle Spatial and
Graph

- Webinar Replay - Slides, demos, and audio. Plays back in windows media player [\[click here\]](#)
- Powerpoint Slides: DM-Oracle BI Spatial and Predictive Analytics Webinar [\[click here\]](#)
- Script for webinar demos [\[click here\]](#)

Oracle Spatial and Graph Resources for Sales and Presales

Announcing a newly updated Oracle Spatial and Graph resource site for sales and presales at <http://spatial.us.oracle.com>. The site includes collateral, updated presentations, customer profiles, news articles, and training about Oracle Spatial and Graph technologies. [\[click here\]](#)

Specialization Exams for Oracle Spatial Certification

Details on how your partners and customers can be Oracle Spatial Certified. Get Your Partners, Integrators and Customers Certified Now. [\[click here\]](#)

OBIEE Exalytics Demo for MapViewer

View the YouTube video showcasing the Airline Traffic Delays Analysis demonstration. Watch Demonstration... [\[click here\]](#)

Training

Helping you build up your big data skills



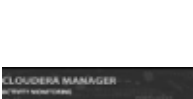
Building your first big data application - Oracle Movieplex

Our latest demo is called Oracle MoviePlex and it is based around an on-line movie streaming company. Like many other on-line stores, they needed a cost effective approach to tackle their "big data" challenges. They recently implemented Oracle's Big Data Platform to better manage their business, identify key opportunities and enhance customer satisfaction

This demo is based around a series of individual workshops that show how to build an application that delivers a personal experience to every user where each user profile must be retrieved and updated with minimal latency. This demo and workshop leverages all our big data technologies: NoSQL, DB, Big Data Connectors, Oracle R, Oracle Advanced Analytics and the key features of Hadoop.

The objective of this application is to provide you a series of workshops that will let you explore how to build a big data application and to provide you with collateral that you can use to deliver big data demonstrations and workshops to customers

Follow this link to get access to all the information you need to get started with the OracleMoviePlex demo - [\[click here\]](#)



Learning R Series

R is quickly becoming the lingua franca for analyzing data via statistics, data visualization, and predictive analytics. Oracle provides several R technologies to help customers leverage R with data stored in Oracle Database and Big Data Appliance. This series of 6 sessions will provide a valuable insight into R programming and Oracle's supporting products and features. Each session will be hosted by Mark Hornick of the Oracle Advanced Analytics team

Session 1 - Introduction to Oracle's R Technologies and Oracle R Enterprise 1.3

In this first of 6 sessions in the Learning R Series, we introduce Oracle's R-related products, with an emphasis on Oracle R Enterprise (ORE) 1.3, the latest ORE release. Subsequent sessions will dive into various aspects of ORE in a tutorial manner, and finishing with Oracle R Connector for Hadoop. Throughout the series, we'll explore analytic examples that highlight how ORE enables the analytics process for the data scientist doing model construction through model deployment.

Session 2: Oracle R Enterprise 1.3 Transparency Layer

In session 2 of this Learning R Series, we dive into new features of the Oracle R Enterprise 1.3 Transparency Layer. Topics include in-database R object persistence, working with time series data, and sampling, among other topics.

Each session is being recorded and both the slides and the recording will be posted on the retriever.us website. To download the above content [\[click here\]](#)

Specialist training plans for Hadoop Administrators

Cloudera has put together a series of nine training videos for Cloudera Manager. These videos provide an overview of he core technologies of Apache Hadoop, Cloudera Manager features and functionality, using the Hadoop ecosystem, user management in Cloudera Manager and services and advanced features of Cloudera Manager.

Part I	Overview	This chapter introduces the series and discusses the course logistics	[click here]
Part II	Hadoop Services	Introduces Hadoop and the services that Cloudera Manager manages	[click here]
Part III	Introduction to Cloudera Manager	Introduces Cloudera Manager and its various features	[click here]
Part IV	Installing Cloudera Manager	Shows you how to install Cloudera Manager	[click here]
Part V	Cluster Management	Discusses how Cloudera Manager makes it easy to manage your entire cluster	[click here]
Part VI	Using Cloudera Manager	Discusses the ensemble or ecosystem projects that Cloudera Manager supports	[click here]
Part VII	Monitoring and Reporting	Shows how Cloudera Manager deals with and displays events, monitoring and reporting	[click here]
Part VIII	Managing Users	Discusses user administration in Cloudera Manager and Hadoop	[click here]
Part IX	Advanced Features	Discusses the advanced features that are in Cloudera Manager	[click here]

Please note that there is a simple registration process for accessing this series of webcasts.

Reading List

Your essential reading list for keeping up to date with the world of big data



BIG DATA IN ASIA PACIFIC: WHY YOU DON'T EVEN NEED TO OWN DISRUPTIVE TECHNOLOGIES FOR THEM TO BE DISRUPTIVE
John Brand has been spending the last few months doing research and a number of speaking engagements and webinars on the evolution of Big Data in Asia Pacific. What has become clear to him is that APAC organisations are struggling with the disruptive forces of big data - whether they have actually implemented it or not.

Disruptive technologies are often assumed to be disruptive because of the transformational benefits they might bring to those organisations that actually implement them. However, this research has highlighted that disruption exists simply because the concept exists. Whether the term relates to something physical or real (or not), it's still becoming disruptive to the organisation. We've seen this many times before - cloud computing, radio frequency identification tags (RFID), electronic market places - the list goes on... [\[Read More\]](#)



Big Thinkers on Big Data #1: Forrester Principal Analyst Mike Gualtier

This is part one in a series of videos sponsored by Intel that looks at big data - to watch the video [\[click here\]](#)

Big Thinkers on Big Data #2: Auren Hoffman - to watch the video [\[click here\]](#)

Big Thinkers on Big Data #3: Cogito CEO Joshua Feast - to watch the video [\[click here\]](#)

Other big data videos by Intel posted on YouTube include:

Intel Big Data 101: How Big Data Makes Big Impacts - Introducing big data, what it is, why you should care, and how companies can take advantage to uncover insight and big competitive impact. Big Data 101 is just the beginning - to watch the video [\[click here\]](#)

Intel Peer Research on Big Data Analytics - Get an in depth perspective on what your organization can do to move forward with big data analytics by reading this detailed peer research report which highlights key findings from a survey of 200 IT managers on the topic of big data analytics - to watch the video [\[click here\]](#)



Getting Over Big Data Fatigue in the C Suite

Big Data is real and can be a critical component to the success of enterprises. The backlash is focused on the trend's hype rather than its impact. One of the problems with the term comes from the word "Big." People are getting caught up on the quantity side of the equation rather than the quality of the business insights that analytics can unearth.

Article by Steven Maxwell in *E-Commerce Times*

Recently while presenting the findings of a Big Data survey to an executive team, I was a bit taken aback when the CEO stopped me and said: I'll listen to what you learned from the survey as long as you don't use those two words again - 'Big Data' - I've already told my team there will be hell to pay if one more person tells me, 'we ought take a look at what Big Data can do for us,' that may be the last suggestion they make at the company.

I would love to say I was surprised, but it wasn't the first time I had heard this sentiment from an executive... [\[Read More\]](#)



The E-commerce Guide to Big Data [Infographic]

"Big Data" has been touted as the next "big thing" in e-commerce. But according to research by Edgell Knowledge Network, only 47% of retailers understand how to apply Big Data to their business. We can expect non-retail e-commerce to be similar.

Big Data refers to a large set of data too complex to be handled by conventional database management tools. It's data that exists beyond your web analytics, ERP, or CRM databases. It often exists outside of your organization, think of customer sentiment and social sharing data owned by Facebook, Twitter and Pinterest, or competitive pricing data from comparison shopping engines.

This infographic is courtesy of Monetate, and explains structured vs unstructured data, outlines the challenges and goals of Big Data for retail, and how to make a Big Data game plan... [\[Read More\]](#)



Utility's Big Data Challenge

The smart grid revolution is unleashing torrents of data. Utilities face an imperative to develop ways to transform those bytes into system improvements and innovative services.

Say "high tech" and utilities are not likely to be your first thought. Yet from smart phones, to web servers to the broadband links in between, utilities crank out all the electricity that keeps our digital economy humming. Go behind the scenes and you'll see that utilities have still more in common with typical high tech companies than first realized.

Advanced analytics software is already helping utilities to tame this rising tide of data. Here are three types of programs, up and running today, that point to what will be possible as utilities go digital... [\[Read More\]](#)



Big data drives high performance for Cars.com

Cars.com's application management team has three key goals for its website: maintaining high performance, protecting content, and tracking traffic sources for advertisers. Behind the scenes, bot and spider traffic is a persistent menace that degrades website performance. Some malicious bots also scrape content such as vehicle listings for use by spammers on fake sites to lure unsuspecting consumers into giving up personal details

Tangible return on investment is realized in two ways. First, efficient, real-time data collection saves more than 400 man-hours annually. Second, it aids in accommodating peak traffic periods. During the 2012 Super Bowl, for example, detailed performance statistics provided operational insight that reduced server and administration costs by approximately \$160,000... [\[Read More\]](#)

The key to Big Data is keeping it simple

Here are four stories "from the front lines" that illustrate how companies have used advanced analytics to deliver impact.

- Advancing the right questions (car insurance)
- Being creative with what you have (telco)
- Optimizing spend and impact across channels(telco)
- Keeping it simple (B2B)

If the rollout of IT in the corporate world over the last 30 years has taught one lesson, it's that the adoption of a transformative technology always requires careful and creative management guidance. In fact, this new technology will never succeeds without a lot of help from the old data thing. [\[Read More\]](#)



Humanizing Big Data Infographic

Humanizing Big Data Infographic highlights the need to enable more employees with access to Big Data and the ability to analyze it in the context with other relevant data. These findings are based on a new global survey conducted by the Economist Intelligence Unit and Alteryx... [\[Read More\]](#)

The truth about big data - Turning problems into promise

While there's no escaping Big Data, there are ways to withstand — and leverage — its influx. Learn how to capitalize on big data's promise by making effective technology, process, and talent decisions today.

Short Takes...on Analytics. In our newest blog post, Rich Penkoski discusses big data's impact on the traditional IT environment and corporate culture... [\[Read More\]](#)

Three-Minute Guide to Big Data. From financial market transactions to social network chats to radio frequency ID tag signals, the sources of big data are varied and growing. Learn why businesses are looking to big data as a competitive advantage in our Three-Minute Guide to Big Data... [\[Read More\]](#)

Data: A Growing Problem. The increasing velocity, variety, volume, and complexity of big data have pushed businesses to revisit their IT environments. Learn how big data complexities are challenging organizations to rethink IT, talent, and risk factors... [\[Read More\]](#)

The Insight Economy: Big Data Matters. Deloitte's eBook is available to download from the iBookstore. Separating the hype from the hope, The Insight Economy presents the facts about big data, offers things to consider before investing, and provides options for action... [\[Read More\]](#)

Did you miss our DBriefs webcast on Big Data? Wondering what technology, media and telecommunications (TMT) executives should consider regarding big data's possibilities and capabilities? View the archive... [\[Read More\]](#)

Email questions or comments to Keith Laker (keith.laker@oracle.com)

Hardware and Software - Engineered to Work Together



Keith Laker | Senior Principal Product Manager | Data Warehousing and Big Data
Mobile +44-7768-431-268 | Office-Voicemail +44-161-493-4849
Oracle Data Warehouse, Database Product Management
Southgate Centre Two, 321 Wilmslow Road, Heald Green, Cheadle, Cheshire. SK8 3PW

Oracle Confidential—For Internal Use Only.

Copyright © 2013, Oracle Corporation and/or its affiliates. All rights reserved. Oracle is a registered trademark of Oracle Corporation and/or its affiliates. Other names may be trademarks of their respective owners.

This document is provided for information purposes only, and the contents hereof are subject to change without notice. This document is not warranted to be error-free. We specifically disclaim any liability with respect to this document. This document may not be reproduced or transmitted in any form or by any means, electronic or mechanical, for any purpose, without our prior written permission.

Oracle Corporation - Worldwide Headquarters, 500 Oracle Parkway, Redwood Shores, CA 94065, United States