

**Big Data generated by
Organizations:**

**Structured but often
siloed**

How organizations produce data

Commercial
Transactions

Government
Open Data

...

Banking/Stock
Records

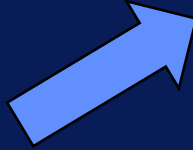
E-Commerce

Credit
Cards

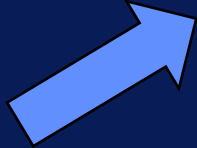
Medical
Records

Sale transaction data

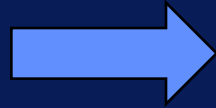




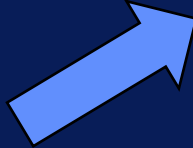
Detect correlated
products



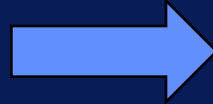
Detect correlated
products



Estimate demand



Detect correlated
products



Estimate demand



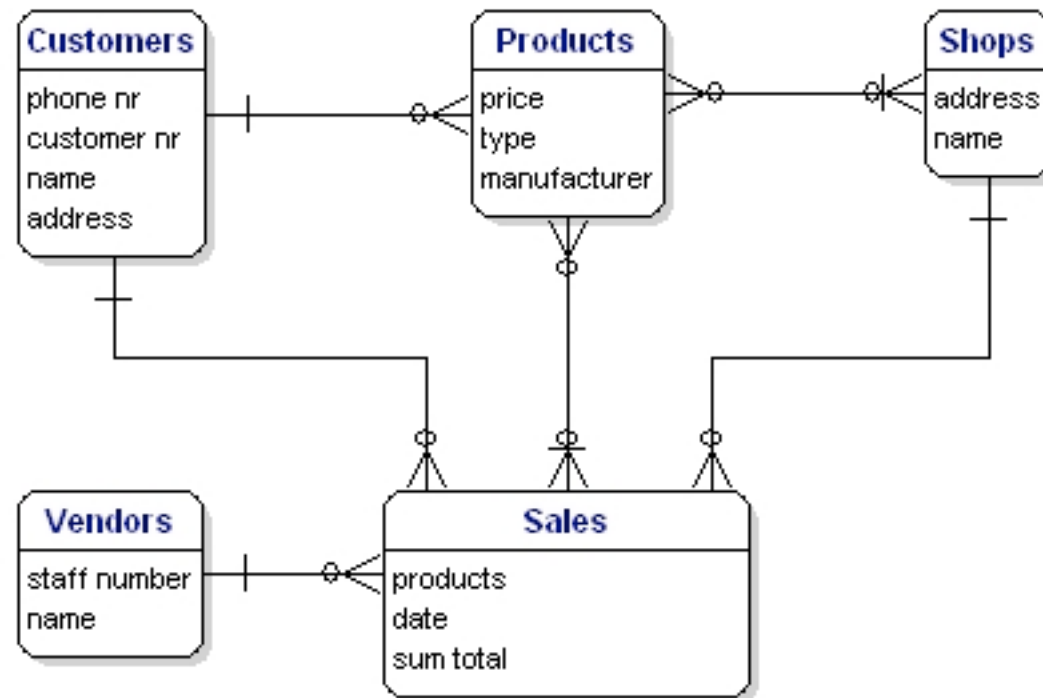
Capture fraudulent
activity



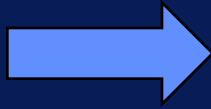
Analytics

Better predictions

Highly structured data



Sales Transaction Records



Sale ID	Time	Customer	Product ID	Quantity
S00001	12/1/2012 9:00:00 AM	C0001	P025	1
S00002	12/1/2012 9:05:58 AM	C0025	P025	3
S00003	12/1/2012 9:11:33 AM	C0010	P001	2
S00004	12/1/2012 9:17:16 AM	C0017	P023	4
S00005	12/1/2012 9:23:04 AM	C0018	P016	5
S00006	12/1/2012 9:28:43 AM	C0011	P018	4
S00007	12/1/2012 9:34:07 AM	C0015	P006	1

Sales Transaction Records



Sale ID	Time	Customer	Product ID	Quantity
S00001	12/1/2012 9:00:00 AM	C0001	P025	1
S00002	12/1/2012 9:05:58 AM	C0025	P025	3
S00003	12/1/2012 9:11:33 AM	C0010	P001	2
S00004	12/1/2012 9:17:16 AM	C0017	P023	4
S00005	12/1/2012 9:23:04 AM	C0018	P016	5
S00006	12/1/2012 9:28:43 AM	C0011	P018	4
S00007	12/1/2012 9:34:07 AM	C0015	P006	1

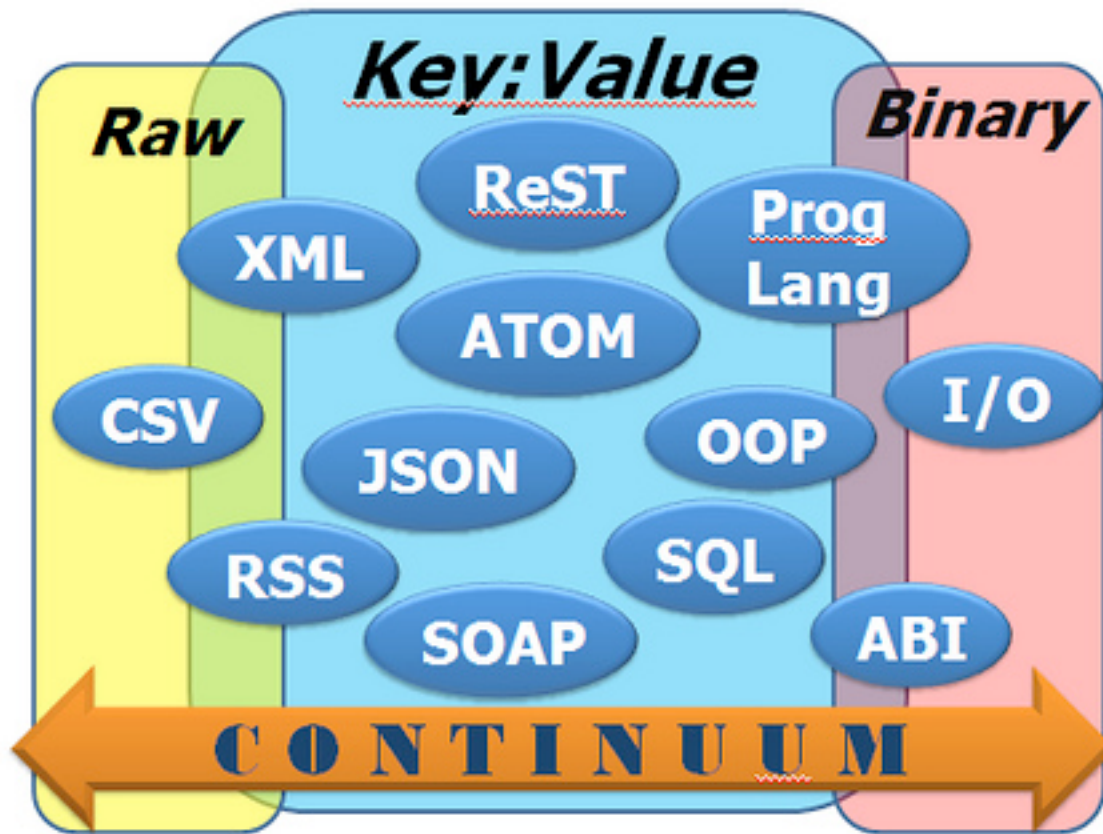
Sales Transaction Records



Sale ID	Time	Customer	Product ID	Quantity
S00001	12/1/2012 9:00:00 AM	C0001	P025	1
S00002	12/1/2012 9:05:58 AM	C0025	P025	3
S00003	12/1/2012 9:11:33 AM	C0010	P001	2
S00004	12/1/2012 9:17:16 AM	C0017	P023	4
S00005	12/1/2012 9:23:04 AM	C0018	P016	5
S00006	12/1/2012 9:28:43 AM	C0011	P018	4
S00007	12/1/2012 9:34:07 AM	C0015	P006	1

S/W Produced Data

"Structured Data": A Continuum



H/W Produced Data

Data silos within an organization!



Data Silos



**Hindered
opportunity
generation**



**Unconnected
information
islands**

Data Silos

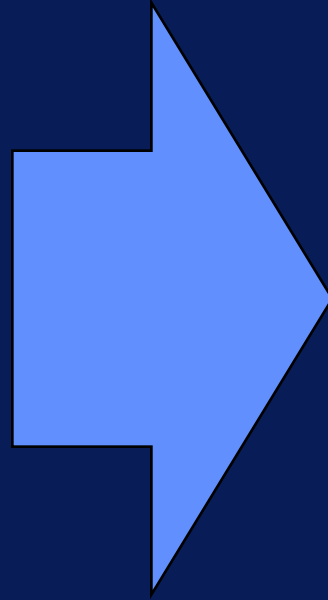
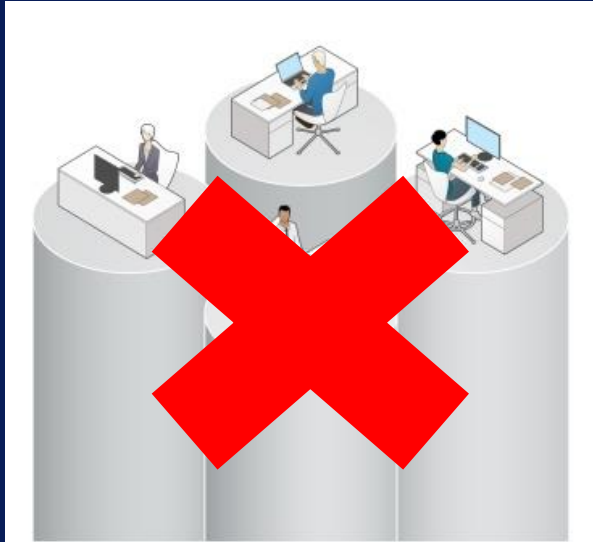
**Hindered
opportunity
generation**

**Unconnected
information
islands**

**Outdated,
unsynchronized,
even invisible data**



Highly-structured organizational data



Value!