The Key!:

Integrating diverse data

After this video you will be able to..

- Explain what data integration is and how it makes big data sources more valuable even before they are analyzed

Getting Value from Big Data

Value comes from integrating different types of data sources

JUN 8, 2015 @ 11:33 AM 7,189 VIEWS

Who's Ready For Some Big Data Success Stories?

Howard Baldwi

FOLLOW ON FORBES (7

Opinions expresse by Forbe

Enough of this li thearted s
Laugh-In (oh, an, am I sho
data success ories, just to s

I've been r erencing Bernar
some rea y interesting stuff.'
Dickey's, the barbecue chain
big da a – near-real-time, ou
all ti d back to increasing efficiency and p fits. If that's hat it can do with
ba becue, imagine what you could do w h [fill in the blank]. (See also Marr's
e rlier *Forbes* pieces about big data at Rolls-Royce and Lond 's public
ransport system.)

Although it's not yet an official success tory, Carnival Cruis is o that
it can take structured and unstructured d a from a variet of sources to
improve its pricing – not unlike the way airlines d and thus its profits. As
writer Kim Nash noted in the Wall Street Journal, "At Carnival, the number [of
passenger cruise days] is 80 million across its fleet of 100 ships and nine

Although it's not yet an official success story, Carnival Cruises is optimistic that it can take structured and unstructured data from a variety of sources to improve its pricing – not unlike the way airlines do – and thus its profits. As writer Kim Nash noted in the Wall Street Journal, "At Carnival, the number [of passenger cruise days] is 80 million across its fleet of 100 ships and nine brands. To CEO Arnold Donald, that means that if every passenger spent just $1 more per day aboard ship, Carnival would see an extra $80 million in revenue for the year." Talk about turning small data turning into big business: Donald has also told financial analysts that "small tweaks add up to real dollars."

Structured

+

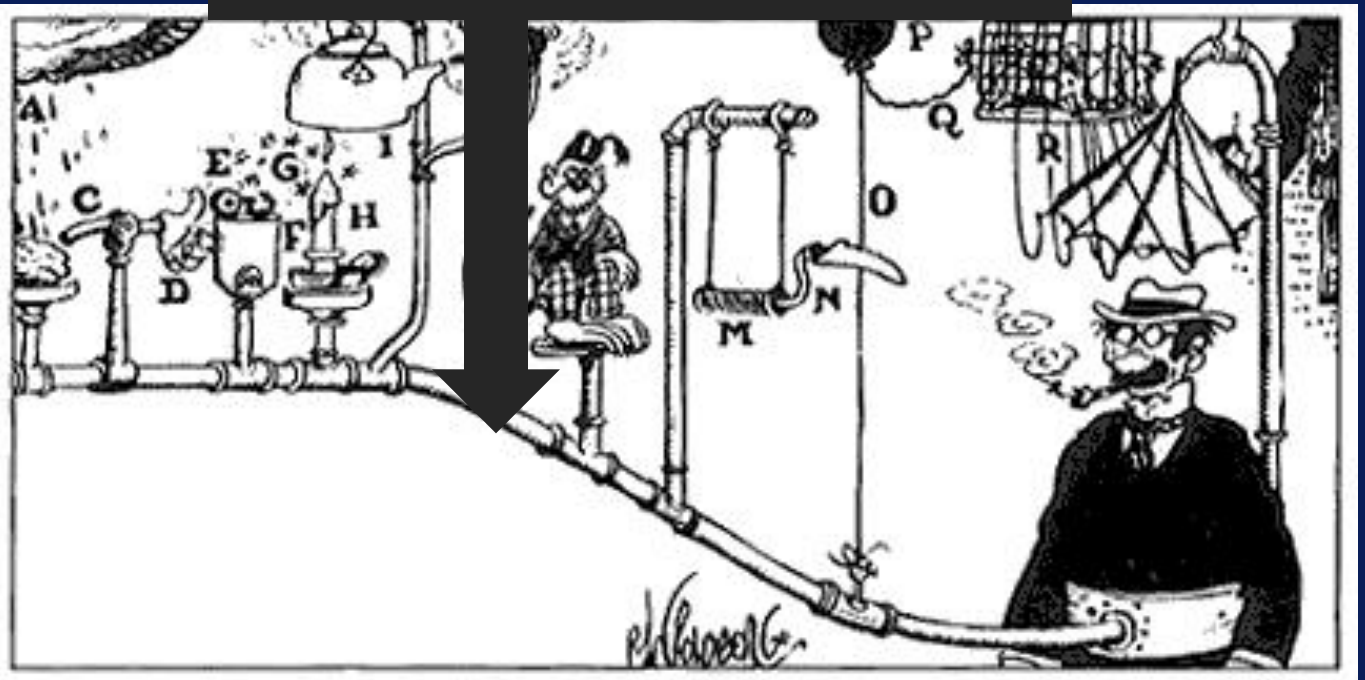
Unstructured Data

Price optimization

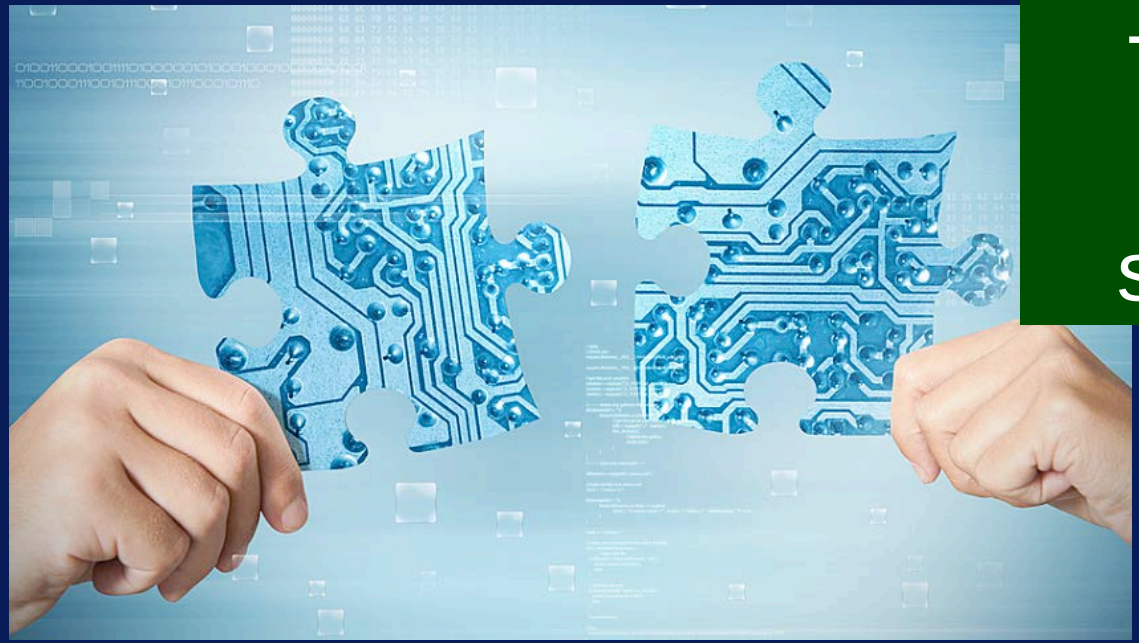
Increased revenue!

Although it's not yet an official success story, Carnival Cruises is optimistic that it can take structured and unstructured data from a variety of sources to improve its pricing – not unlike the way airlines do – and thus its profits. As writer Kim Nash noted in the Wall Street Journal, "At Carnival, the number [of passenger cruise days] is 80 million across its fleet of 100 ships and nine brands. To CEO Arnold Donald, that means that if every passenger spent just $1 more per day aboard ship, Carnival would see an extra $80 million in revenue for the year." Talk about turning small data turning into big business: Donald has also told financial analysts that "small tweaks add up to real dollars."

Insert Big Data Integration Here



Data Integration → Knowledge



Key:
Turning complex data into something usable

Data Integration Process

Discovering

Accessing

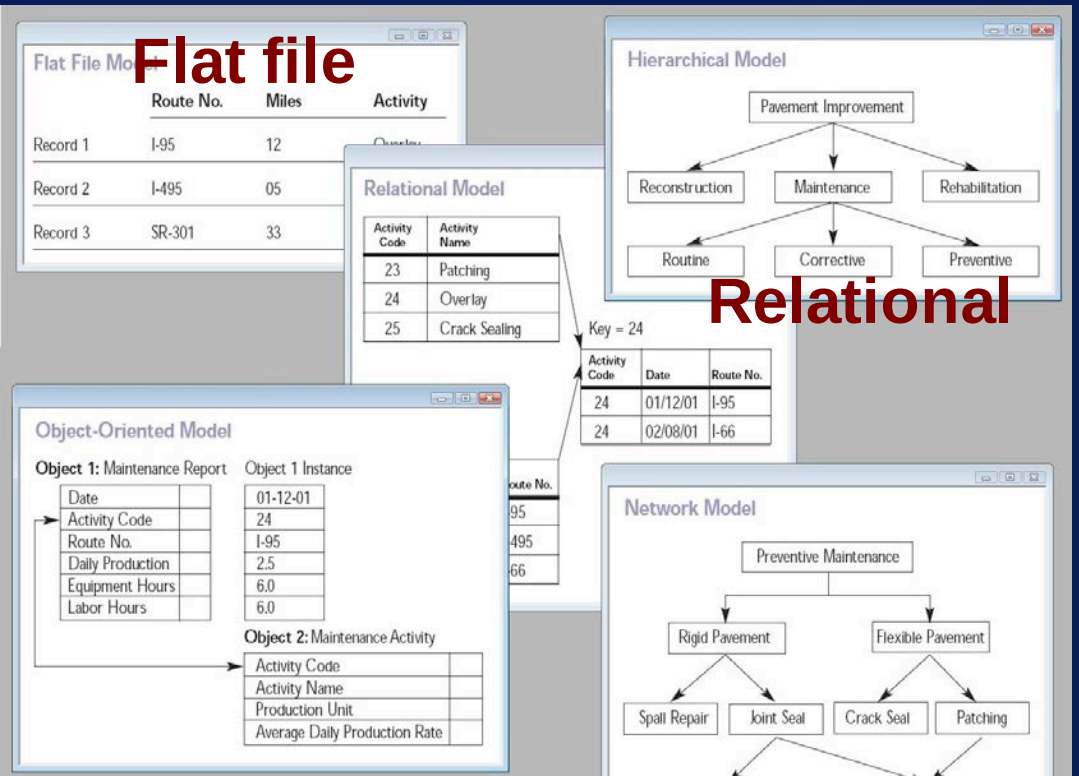
Monitoring

Modeling

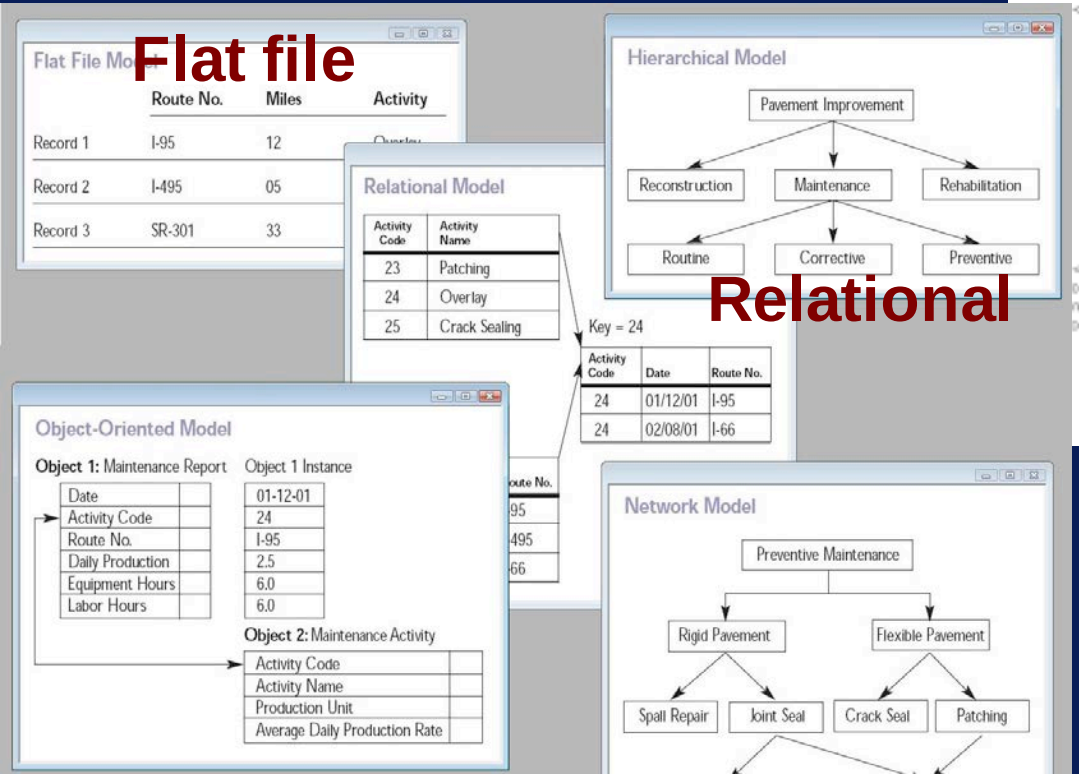
Transforming

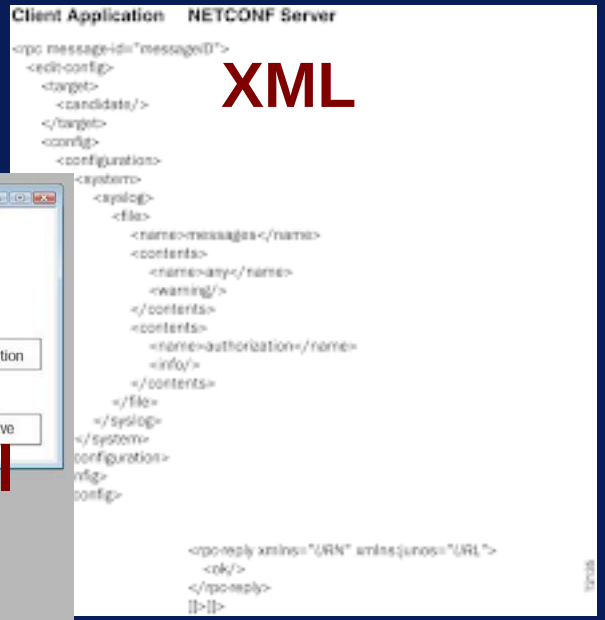
Why do we need Data integration?

Data comes in all shapes and sizes!

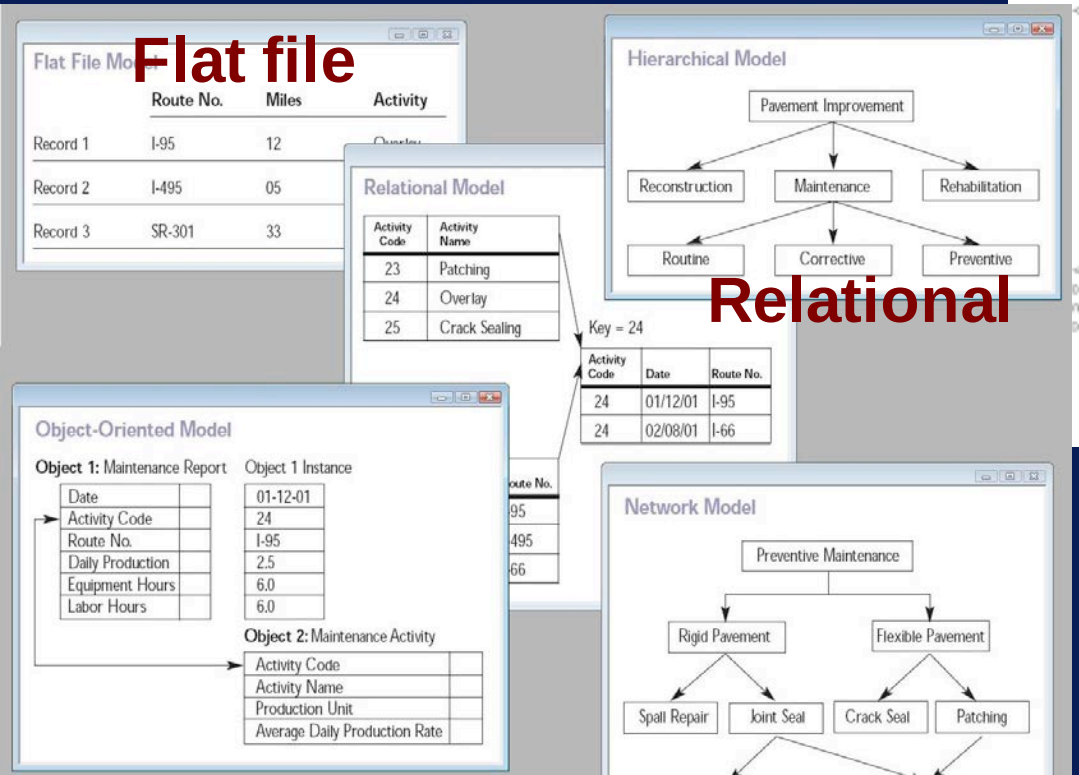


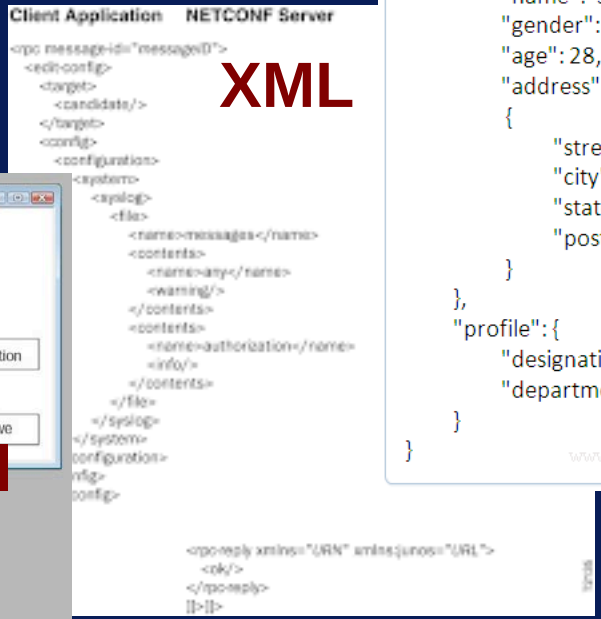
Data comes in all shapes and sizes!



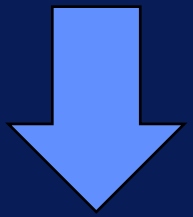


Data comes in all shapes and sizes!





Data Integration



Richer Data

Fire Detection

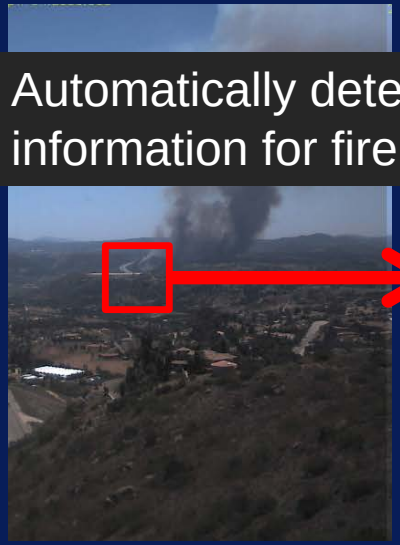
Spatial capabilities with Non-Spatial data

Fire Detection

Automatically detected location information for fire ignition point

Spatial capabilities with Non-Spatial data

Fire Detection



Automatically detected location information for fire ignition point

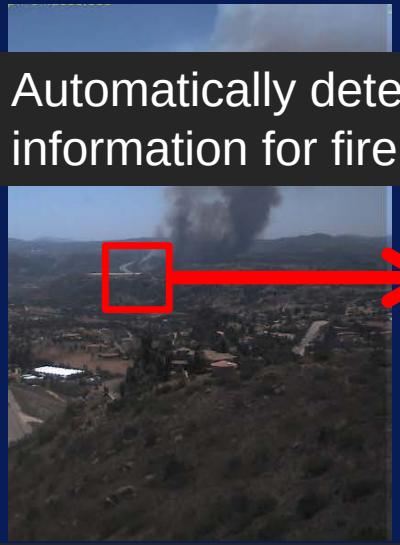
Fire Simulation

Spatial capabilities with Non-Spatial data

Fire Detection

Fire Simulation

Spatial capabilities with Non-Spatial data



Automatically detected location information for fire ignition point

More accessible data

Data integration

Reduce data complexity

Data integration

Reduce data complexity

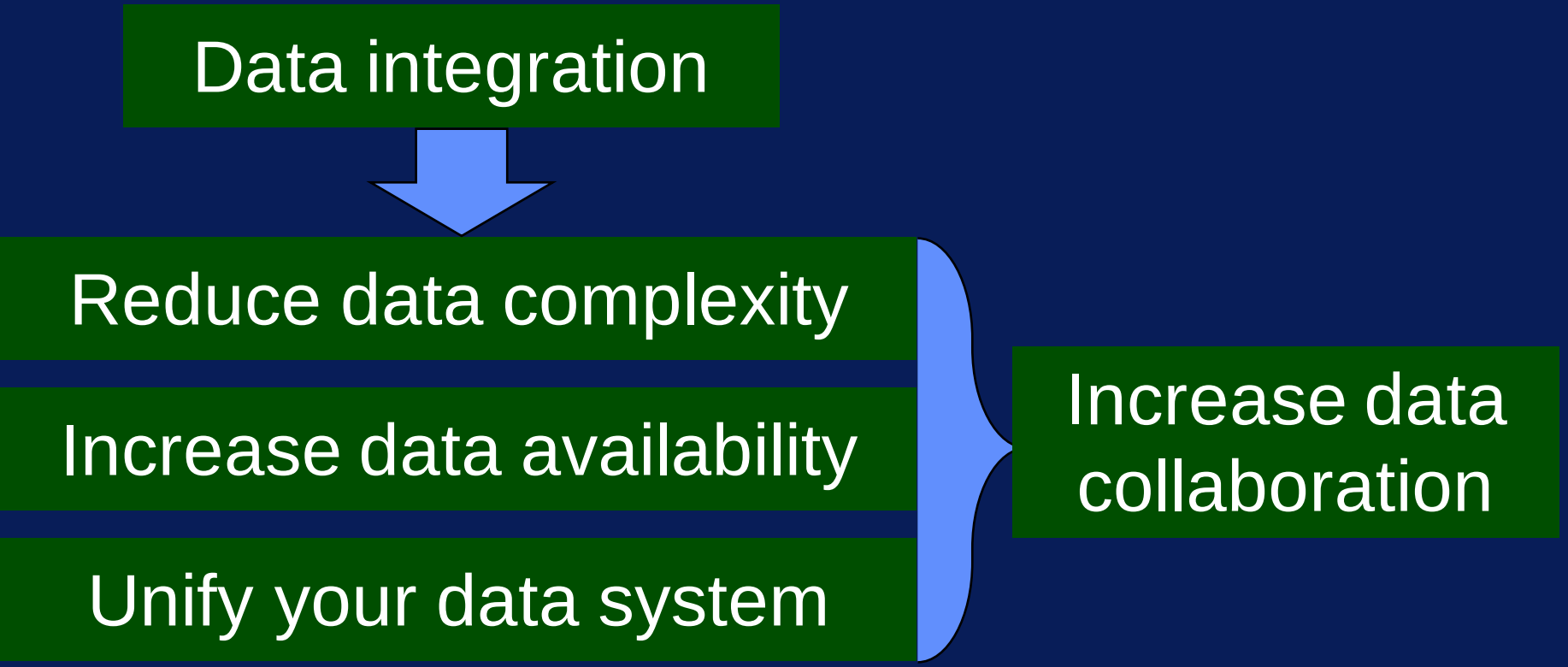
Increase data availability

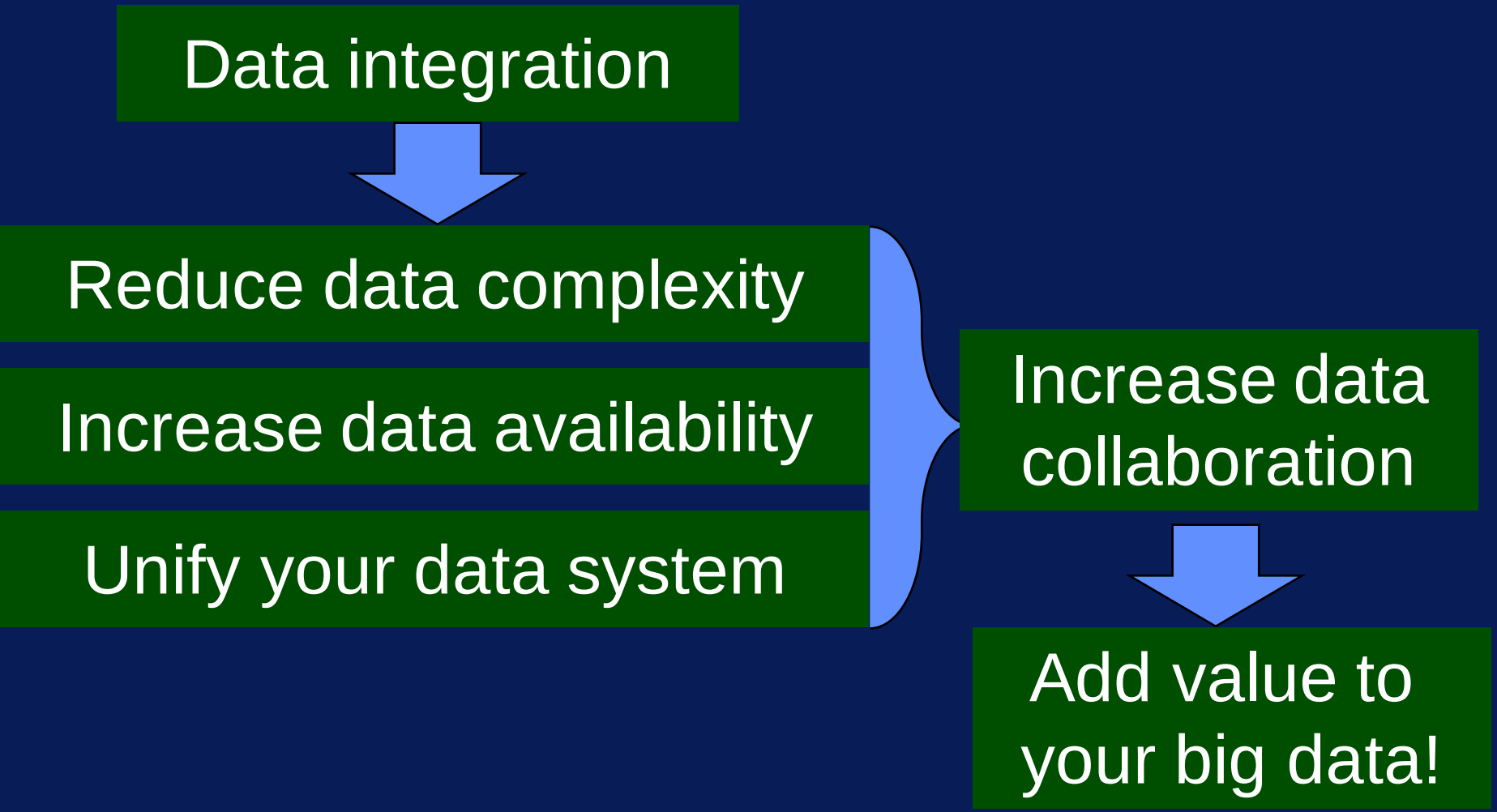
Data integration

Reduce data complexity

Increase data availability

Unify your data system


Data integration
Reduce data complexity
Increase data availability
Unify your data system
Increase data collaboration


Data integration
Reduce data complexity
Increase data availability
Unify your data system
Increase data collaboration
Add value to your big data!