**KIET Group of Institutions**

*Paper 1*

*Research paper summary*

**How ‘Big data’ is different**

*By Thomas H.Davenpoint, Paul barth and Randy bean*

These day lot of people in business are talking about “big data”. But how do the potential insights from big data differ from what managers generate from traditional analytics?

Big data will be able to unleast new organizational capabilities and value. But what does the big data term actually entail, and how will the insights it yields differ what managers might generate from traditional analytics?

Many IT vendors and solution providers use the term ‘big data’ as a buzzword for smarter,more insightful data analysis.But big data is really much more than that.

Companies that need to learn to take advantage of big data will use real time information from sensors,radio-frequency identification and other identifying devices to understand their business environments at a more regular level to create a new product and services.

Organizations that capitalize on big data stand apart from traditional data analysis environments in three key ways:

1. **They pay attention to data flows as opposed to stocks**
2. **They rely on data scientists and product and process developers rather than data analysis.**
3. **They are moving away from the IT function and into core business,operational and production functions.**

Coming to terms with big data is prompting organizations to rethink their basic assumptions about the relationship between business and IT and their respective roles

The traditional roles of IT – automating business processes-imposes precise requirements,adherence to standards and controls on changes. Analytics has been more of an afterthrought for monitoring processes and notifying management about the anomalies.

A further way that big data disrupts the traditional roles of business is that is presents discovery and analysis as the first order of business.Next generation IT processes and systems need to be designed for insight,not just automations.Traditional IT architecture is accustomed to having applications

(or services)as “black boxes” that performs tasks without exposing internal data and procedures.But big data must make the sense of new data,and summary reporting is not enough.This means that IT applications need to measure and report transparently on a wide variety of dimensions,including customer interactions,product usage,service action and other dynamics measures. As big data evolves,the architecture will develop into an information ecosystem: a network of internal and external services continuously sharing information,optimizing decisions,communicating results and generating new insights for businesses.

Another distruptive force is the delivery of big data capabilities through “the cloud”. Althrough not yet broadly adopted in large corporations,cloud-based computing is well suited to big data.Moreover big data and analytics are dependent on extensive storage capacity and processing power,requiring a flexible grid that can be selves and share data and analyses across the organization.

*Paper 2*

Big data : A fashionable topic with(out) sustainable relevane for research and practice?

*By DR.Hans Ulrich buhl*

We find more hits for “big data” than for “development aid” in google,and almost daily an IT-related business confernces. Big data is right on the peak of its hype phase and according to this source a broad adoption is to be expected within the next five years. Big data provokes excitement across various fields such as science, government and industries like media and telecommunications,health care engineering or finance where orgainzations are facing a massive quantity of data and new technologies to store, process and analyze those data.

In consideration of the following technological developments and internal efforts regarding data quality and privacy issues,companies might be able to pave the way for their indivisual big data success:

1.Big data is driven by massive cost reduction in data management in combination with moore’s law regarding processing power.It is critical to align new IT infrastructure opportunities with existing and new business processes and applications in order to be able to exploit technology infrastructure advancements.

2. Succesful big data approaches require new tools such as semantic analysis.The application of such data analytics tools requires the possibility to gain access to these new data and customer sources.

3.Big data’s success is inveitable linked to an intelligent management of data selection and usage as well as joint efforts towards clear rules regarding data quality.This requires high quality of the data to be consistent regarding time.

4.Big data requires innovative approaches which view privacy concerns and different international privacy standards not as hindering restirctions,but rather as a chance to develop a competitive advantage.

Big data needs to be taken as basis rather than a guarantor of success.For long term success,IT infrastructure,business processes,applications as well as the business model focusing on the customer need to be completely aligned.

*Paper 3*

Big data : A fashionable topic with(out) sustainable relevane for research and practice?

*By Antony unwin*

*Tese are conerened with Principle of data visualization. First there ia an historical overview by Michael Friendly the custodian of the Internet Gallery of Data Visualisation, outlining*